

Finnish Licence Applications Go Live

The window period for operators to submit licence applications in Finland is now open.

Helsinki, Uusimaa May 29, 2026 ([IssueWire.com](https://www.issuewire.com)) - [The Wildz Group](#) has formally announced its intention to be a major player within the regulated market of Finland by submitting its application to the National Police Board on March 01 2026, for a full iGaming licence.

A Finnish pedigree

Wildz Group was launched by a group of leading Finnish experts in 2019, with the flagship brand, Wildz, being closely followed by further MGA-licensed brands.

Launched under the leadership of Finnish industry authority Lasse Rantala, Wildz Group has since flourished under the guidance of CEO Sam Brown, who assumed the reins of leadership in 2023. Rantala remains an active presence on the Board at Wildz Group.

Wildz Group Board Member, Lasse Rantala, states: “The move to a regulated market framework in Finland is in line with developments across the board in iGaming as countries seek to provide player protection at the highest level. We believe we are capable of providing exceptional attention to detail within this market, as we have demonstrated with the demands required in attaining and maintaining the strict requirements needed for our MGA, Ontario and German licences.”

Sam Brown, CEO, Wildz Group: “Attaining a Finnish licence is a natural progression for Wildz Group. We know what customers expect from online entertainment products, and we have a proven track record of delivering world-class experiences across our Global portfolio. We understand the balance between entertainment, responsible gaming, compliance and security.

Brown continues: “We’re happy to see the pragmatic and progressive approach taken in creating the latest Finnish Regulations, and believe we’re well-placed to supply Finnish players under this new framework”, he concludes.

Wildz Group has proven success with regulated markets and the need for localised product deployment, with this success underscoring the company’s confidence that it will be granted a licence to operate in Finland when the new regime goes live in July 2027.

The company further assures current customers across all jurisdictions within which the organisation operates that the licence application process will not disrupt their enjoyment of the platforms while the process is underway, and that should any changes take place, they will be informed.

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