

36 Group: Meta Bliss Launches Blizz Markets and Enters \$63 Billion Market Sector

In-house developed smart contracts for prediction markets and token launches expand the Blizz ecosystem beyond traditional iGaming.

36 Group AB (NGM: 36GRP) today announces that its subsidiary, Meta Bliss Group B.V., has launched Blizz Markets (blizzmarkets.com), a prediction market and token launchpad platform built on Base, the Ethereum Layer 2 network developed by Coinbase. Now entering public beta, the platform represents a significant expansion of the Blizz ecosystem and positions the Group at the intersection of iGaming and decentralized finance (DeFi).

Blizz Markets is built on proprietary smart contracts developed entirely in-house by Meta Bliss Group. Meta Bliss has designed and tested a complete prediction market engine and a bonding curve token launch infrastructure (TokenFactory), developed and tested on Base.

A Comprehensive Crypto Entertainment Ecosystem

With Blizz Markets, Meta Bliss Group now offers two interconnected product verticals under the Blizz brand:

- **Blizz Casino** (blizz.io) – Crypto casino with slots, live dealers, and sports betting
- **Blizz Markets** (blizzmarkets.com) – Prediction markets with on-chain settlement and token launches via bonding curve mechanics

This ecosystem architecture creates a closed loop for user liquidity. Rather than players withdrawing funds to trade on external prediction platforms or token launches, the Blizz ecosystem keeps activity within the Group's infrastructure, driving higher retention, lifetime value per user, and revenue capture.

Positioning in a High-Growth Market

Prediction markets experienced explosive growth in 2025, with global trading volume exceeding \$63 billion, an increase of over 400% compared to the prior year. Industry analyses project the market could surpass \$1 trillion in annual volume before the end of the decade. Major operators including DraftKings, FanDuel, Robinhood, and Crypto.com have all launched or announced prediction market offerings, validating the category as a mainstream financial product.

Technology and Development Capability

The development of Blizz Markets demonstrates Meta Bliss Group's capacity to deliver new products with exceptional speed and capital efficiency. The platform was developed entirely in-house and Meta Bliss Group owns all smart contracts and technical infrastructure.

Integration with Trustplay, a 36 Group subsidiary operating a proprietary Player Account Management (PAM) platform, is in development. Once completed, users will be able to maintain a single account and unified balance across casino, prediction markets, and token launches providing a seamless wallet experience that further strengthens the closed-loop ecosystem.

CEO Chris Steele comments:

"Prediction markets did \$63 billion in volume last year. Token launches are the fastest-growing segment in crypto. We looked at that and said: why are we letting our players leave our ecosystem to participate? Blizz Markets is the answer. The technology is ours; the users are ours; and now the liquidity stays ours."

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About 36 Group AB

36 Group AB is a Swedish gaming technology group with operations in iGaming and land-based gaming. The group conducts B2C operations through its own online casino brands and B2B operations through platform services and managed services to gaming operators. 36 Group builds and operates the technology, distribution and live-ops required for real-money gaming, with a focus on scalable operations and recurring revenues. 36 Group AB's share (36GRP) is traded on NGM Nordic SME. More information is available at www.36.group.