

PRESS RELEASE JUNE 19TH 2018

## ALLER MEDIA'S NEW IGAMING PORTAL HYGGESPIL.DK NOW LIVE ON ASPIRE GLOBAL'S PLATFORM

Aspire Global welcomes Aller Media Denmark and their new iGaming portal Hyggespil.dk to the company platform. The brand is now live according to plan and previous communication. Hyggespil.dk offers a wide range of casino games combined with traditional print formats such as Sudoku and crossword puzzles.

Hyggespil.dk is now live on Aspire Global's platform. Aller Media Denmark is one of the first media companies in the Nordic to add an iGaming offering to their business. The new iGaming portal Hyggespil.dk combines traditional game formats such as Sudoku and crossword puzzles with a full range online casino, creating a whole new, yet familiar world of digital entertainment for Aller Media's readers.

*"Having chosen Aspire Global as our partner enables us to continuously improve our offering based on new digital opportunities and changing demand. Aspire Global offers a unique technical solution and we are confident in their ability to realize our vision for the digital entertainment",* says Business Development Director at Aller Media Denmark, Andreas Hansen.

*"Our strategy is to focus on regulated markets by providing large media companies with the opportunity to launch an iGaming brand of their own. Aller Media has a unique position in the Danish media market, being one of the leading publishers of magazines and weeklies with a strong online presence. The partnership is a perfect match and we are excited about the launch",* says Jov Spiero, VP Sales at Aspire Global.

Hyggespil.dk went live mid-June and the initial effect on Aspire Global's revenues and earnings is typically expected after two to three quarters, with full impact within a year from launch. Aspire Global has been operating under a Danish gaming license for six years, which was recently extended until 2023.

### FOR MORE INFORMATION, PLEASE CONTACT:

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### ABOUT THIS INFORMATION

The information was submitted for publication by the contact persons above at 17:00 pm (CET) on June 19<sup>th</sup> 2018.

### ABOUT ASPIRE GLOBAL

Founded in 2005, Aspire Global offers a comprehensive iGaming solution for operators and white labels, including a complete suite of services for casino and sportsbook, multilingual CRM, payments and risk control, support call center, VIP management, acquisition optimization and a robust, market-leading platform. Aspire Global also holds licenses in regulated markets including the UK, Denmark, Belgium, Italy and Malta. Aspire Global is listed on NASDAQ First North Premier under ASPIRE. Certified Advisor: FNCA Sweden AB. Please visit <http://www.aspireglobal.com/>