

PRESS RELEASE SEPTEMBER 18<sup>TH</sup> 2019

## MR.PLAY LAUNCHES SPORTSBOOK – EXTENDING THE CASINO OFFERING TO SPORTS IN TIME FOR THIS SEASON’S SPORTS EVENTS

The successful online casino mr.play is launching Sportsbook, extending the current offering to yet another popular vertical over Aspire Global’s platform. Mr.play was launched in November 2017, offering a fully regulated gaming experience to a rapidly growing player base. The sports launch is an important milestone, extending the target group for mr.play well in time for this season’s sport events.

The online casino mr.play went live in November 2017 over Aspire Global’s platform, offering a playful casino experience that became an immediate success around Europe. Mr.play was founded by a group of iGaming veterans together with Aspire Global, offering a variety of popular casino games including slots and live games from some of the leading game providers. Mr.play is now extending the offering to Sportsbook well in time for a number of upcoming sport events, including the Premier League, the UEFA Champions League and the Horse Racing British Champions Day.

*“We are very excited about the launch. Expanding into the major sports segment has been part of our growth-plan since the founding in 2017, and the launch is a significant milestone for us. When founding mr.play, we wanted to make use our collective experience and expertise to create a strong brand and a best-in-class iGaming-experience, and I am incredibly proud of the result”,* says Hanan Greenberg, Co-Founder at Mr Play.

Aspire Global’s Sportsbook solution covers 35 sports and over 65,000 monthly events, 20,000 of which are available for live betting. Included in the solution are a wide range of cutting-edge features such as full and partial cash out, fast markets, and Robotip, the Play Bot-engine, unique for Aspire Global’s partners, generating bet recommendations and personalized content based on sophisticated algorithms and filtering.

*“We look forward to progressing our successful partnership with mr.play, extending the casino offering to the exciting field of sports”,* says Jov Spiero, VP Sales at Aspire Global.

### FOR MORE INFORMATION, PLEASE CONTACT:

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### ABOUT THIS INFORMATION

The information was submitted for publication by the contact persons above at 4:15 Pm (CEST) on September 18<sup>th</sup> 2019.

### 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 operates in several regulated markets including Denmark, Ireland, Malta, Portugal, Sweden and the UK. Aspire Global is listed on NASDAQ First North Premier under ASPIRE. Certified Advisor: FNCA Sweden AB, [info@fnca.se](mailto:info@fnca.se), +46-8-528 00 399. Please visit [www.aspireglobal.com](http://www.aspireglobal.com).