

PRESS RELEASE NOVEMBER 1<sup>ST</sup> 2019

## ASPIRE GLOBAL ENTERS THE REGULATED US MARKET **AS PARIPLAY SIGNS AGREEMENT WITH 888 IN NEW JERSEY**

Recently acquired game aggregator Pariplay has entered a breakthrough agreement in New Jersey with long-standing partner 888casino, marking Aspire Global's first entry into the regulated US market. Under the new agreement, Pariplay will be providing 888casino with access to its large portfolio of proprietary games in addition to a variety of third-party game titles from leading game producers.

Aspire Global is proud to announce Pariplay's first step into the regulated US-market as the company enters an agreement for New Jersey with world leading operator 888 Holdings plc ("888"), a long-standing partner to Pariplay. Pariplay will be providing 888casino's US-audience with access to one of the largest content aggregating platforms and a wide range of successful casino content. The game portfolio includes a robust portfolio of proprietary game titles, complemented by a wide variety of games from leading third-party providers – all of which licensed for New Jersey. Pariplay has several other deals in the pipeline and aims at making a big impact in the regulated iGaming market in the US, establishing Pariplay as the leading game aggregator.

*"This is a significant agreement and we are very excited for Pariplay. We acquired the company with the purpose of accelerating B2B-growth and external game sales through a new sales channel outside of our own partner network. Moreover, we hoped that Pariplay's iGaming license for New Jersey could act as the spearhead of our future efforts to enter the US market. Today's news are fully in line with our M&A-strategy and we look forward to realizing the full potential of this opportunity",* says Tsachi Maimon, CEO at Aspire Global.

*"Pariplay is a long-standing partner of ours and this important agreement strengthens our relationship going forward. We look forward to presenting Pariplay's leading game content to our New Jersey-audience and hope to go live soon, subject to the relevant regulatory approvals",* says Yaniv Sherman, SVP Head of Commercial Development at 888".

### **FOR MORE INFORMATION, PLEASE CONTACT:**

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### **ABOUT THIS INFORMATION**

This is information that Aspire Global is obliged to make public pursuant to the EU Market Abuse Regulation (MAR). The information was submitted for publication by the contact person above at 10:45 am (CEST) on November 1<sup>st</sup> 2019.

## ABOUT 888

888 Holdings Public Limited Company (888) is one of the world's most popular provider of online gaming entertainment and solutions. 888's mission is to provide its customers with innovative and market leading online gaming products, above all in a safe and secure environment. 888 has been at the forefront of the online gaming industry since the foundation in 1997, always offering players and B2B partners an innovative, world-class online gaming experience. At the heart of 888's business is its proprietary gaming technology and the associated platforms. The Group is structured into two business lines: B2C, under the 888 brands, and B2B, under Dragonfish, providing partners with a leading platform that enables them to establish an online gaming presence and monetize their own brands.

## ABOUT PARIPLAY

Pariplay is a leading B2B-company founded in 2010 providing iGaming operators, land-based casinos and lotteries with game content. Pariplay operates one of the leading game aggregator platforms worldwide, including their own game studios, providing operators with access to a robust portfolio of proprietary game titles, complemented by a wide variety of games from leading third-party providers. The company is licensed and regulated by the Gibraltar Gambling Commission, Malta Gaming Authority, the UK Gambling Commission and the Connecticut State Government's Gaming Division. The Gaming Systems, RNG and all games are certified and tested by leading testing labs to meet the highest industry standards.

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