

PRESS RELEASE 3 MARCH 2020

## ASPIRE GLOBAL HAS APPOINTED JESPER KÄRRBRINK AS CHAIRMAN OF PARIPLAY

Aspire Global has appointed Jesper Kärrbrink as Chairman of Pariplay. Jesper Kärrbrink has extensive experience of the gaming industry and game development in particular, including the positions as CEO of Mr Green and Svenska Spel. Pariplay is a leading aggregator and game developer in the iGaming industry and was acquired by Aspire Global in October 2019.

Jesper Kärrbrink is today Chairman and Creative Director of the game developer Green Jade Games. He left Mr Green last spring and moved back to Sweden when the British gaming group William Hill acquired the company.

*“Jesper Kärrbrink brings extensive experience from the iGaming industry and game development in particular, including deep knowledge about especially the European iGaming market. We have high expectations for Pariplay as an important addition to our B2B-business and as Chairman Jesper Kärrbrink will contribute to the refining of Pariplay’s strategy and in realizing the full potential of our acquisition”,* says Tsachi Maimon, CEO of Aspire Global.

The acquisition of Pariplay gives Aspire Global control of yet another crucial part of the value chain which creates synergies, broadens the game portfolio and provides a new channel to distribute and sell proprietary games outside Aspire Global’s network. Pariplay also holds an iGaming certificate for New Jersey, which is a springboard for Aspire Global into the regulated US market. In November 2019 Pariplay signed an important agreement with the leading iGaming operator 888casino for New Jersey.

*“Pariplay is an exciting company with a strong position in a time of transition for the iGaming industry. I look forward to supporting the management of Pariplay in strengthening the offering to operators in terms of innovation and competitive strength”,* says Jesper Kärrbrink.

Jesper Kärrbrink will take on the position as Chairman of Pariplay as of today.

**About Jesper Kärrbrink:** He has more than 25 years of experience from media, gaming and e-commerce. His past experience includes CEO of Bonnier Interactive, CEO Svenska Spel, CEO Euroflorist, CEO Eniro and CEO Mr Green Ltd. Today he is Chairman and Creative Director of Green Jade Games and Director of the Boards of Internet Vikings and Boneprox AB. Jesper Kärrbrink studied business administration at Örebro University and is co-writer to three books of which one has become a movie. Born in 1964.

**About Pariplay:** Pariplay is a leading B2B provider of iGaming solutions and games, including its state-of-the-art, proprietary content aggregation solution called Fusion™. The Fusion™ aggregation platform focuses on enhancing player value, by providing a suite of back-office conversion & retention tools for operators, plus access to thousands of games leading game developers. Pariplay also has its own game development studios with a range of more than 100 innovative and entertaining slots. The company focuses on building value for its clients through its range of products and tailored solutions. Founded in 2011, Pariplay has offices in Israel, Bulgaria, Gibraltar, Isle of Man and India. Pariplay is licensed and regulated by the Gibraltar Gambling Commission, Malta Gaming Authority, the UK Gambling Commission, Romanian National Gambling Office (ONJN) and the New Jersey DGE. All Pariplay games and systems are certified by the leading testing labs to meet the highest industry standards.

### FOR MORE INFORMATION, PLEASE CONTACT:

Tsachi Maimon, CEO Aspire Global, tel: +356-7977 7898, email: [investors@aspireglobal.com](mailto:investors@aspireglobal.com)  
Jesper Kärrbrink, Chairman Pariplay, email: [jesper@pariplayltd.com](mailto:jesper@pariplayltd.com)

## ABOUT ASPIRE GLOBAL

Founded in 2005, Aspire Global offers operators and white labels a comprehensive iGaming solution for casino, sportsbook and bingo. The robust, market-leading platform includes a complete suite of services such as multilingual CRM, payment and risk control, support call center, VIP management and acquisition optimization. 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 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](http://www.aspireglobal.com).