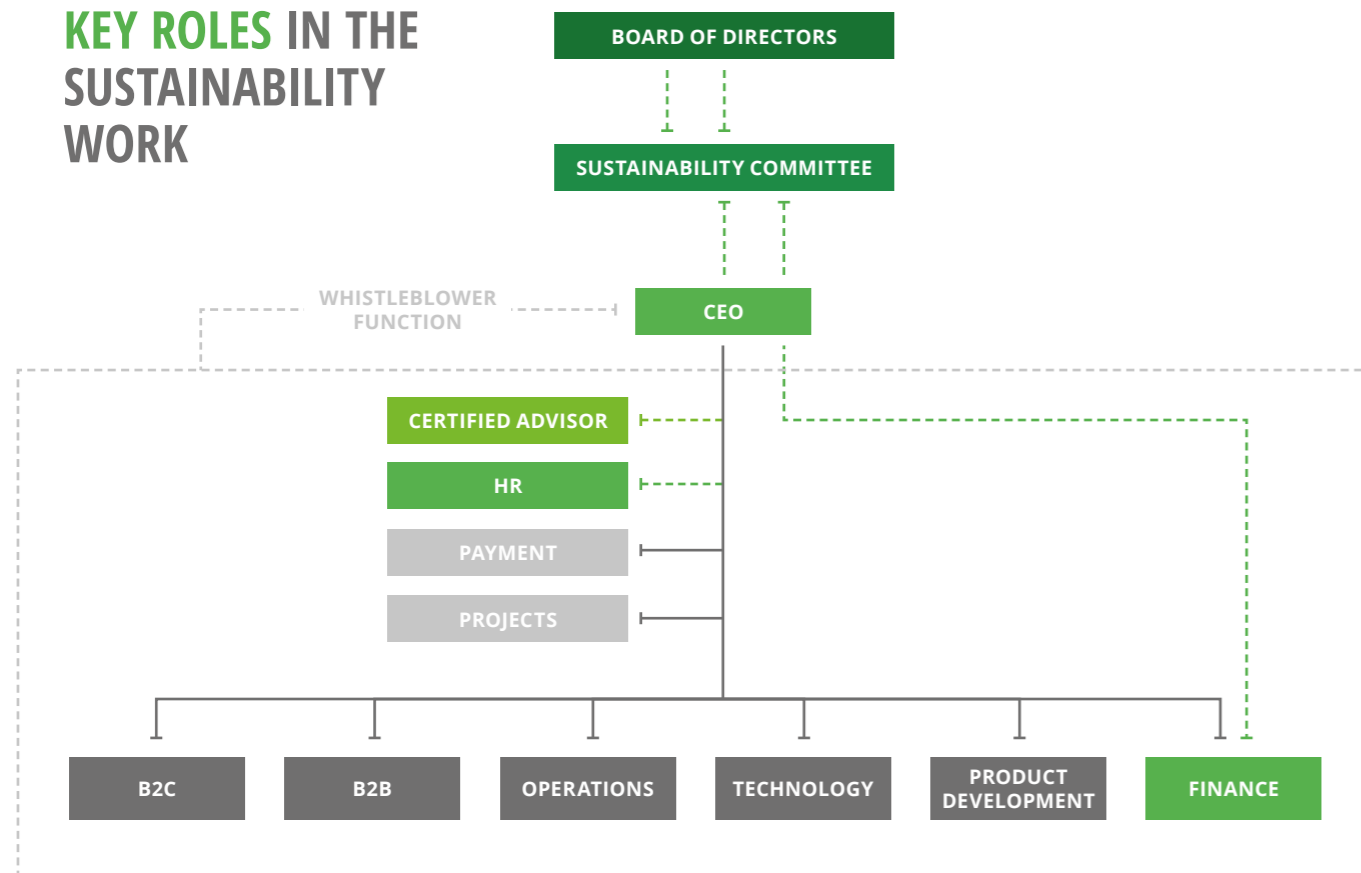


SUSTAINABILITY AT ASPIRE GLOBAL

Offering a safe gaming experience as well as a healthy and attractive working environment are two key elements in maintaining a sustainable business that will provide investors with a long-term return-on-investment (ROI). Other important stakeholders are partners, suppliers and authorities. The company is committed to proactively conducting business in a manner that is sustainable, fair and responsible to all parties concerned, while minimizing any negative impact on society, locally as well as globally.

KEY ROLES IN THE SUSTAINABILITY WORK



GENERAL PRINCIPLE

Operating in the gaming industry is an ethical challenge. How do you sustain growth while promoting moderate consumption? At Aspire Global, we believe it is through a sustainable business model and a focus on long-term relationships with all stakeholders, while minimizing social and environmental impacts.

Focusing on regulated markets means Aspire Global is obliged to comply with national laws, legal principles and industry standards set out by the authorities in each of the jurisdictions where the company has been granted a license to operate. Legal requirements constitute a minimum-level for the operations and in a wider perspective, Aspire Global wants the company's footprint to reflect corporate values and respect for all parties concerned, directly or indirectly. With that in mind, the company constantly seeks to raise the bar for the sustainability work and set an example for others.

RESPONSIBILITIES

The formal responsibility for sustainability lies with Aspire Global's Board of Directors. In 2019, a special committee was established to coordinate various sustainability initiatives within the company and ensure that economic, environmental and social aspects are considered in any long-term growth initiatives, in terms of focus, resources and goals.

The sustainability committee reviews the relevant sustainability topics, their impacts, risks, and opportunities at least once a year at the beginning of a new reporting cycle, and discusses potential measures with the Board in order to adjust aspect of the operations including the report. The Sustainability Committee consists of Tsachi Maimon (CEO), Motti Gil (CFO and Head of Responsible Gaming), Carl Klingberg (Chairman of the Board) and Fredrik Burval (Member of the Board). In 2019, the committee held four meetings, where the focus was on conducting a materiality analysis, selecting essential topics and establishing routines, responsibilities and targets, including a framework for the annual sustainability report.

Aspire Global's CEO, together with the CFO, the Head of HR and Operations and an external advisor are responsible for integrating a sustainability perspective in all aspects of daily operations, as well as following up and reporting on the progress to the sustainability committee.

ABOUT THE REPORT

The 2019 sustainability report is Aspire Global's first sustainability report prepared according to the GRI standards, the core option. The report is published once a year, integrated with the Group's annual report. The information relates to the 2019 fiscal year, January-December, unless stated otherwise. The complete GRI index can be found on pages 66-69. The contact for questions regarding the report or its contents is the company CEO. The report contents have been defined using the GRI recommendations, starting with a materiality analysis based on key topics raised by relevant stakeholders; see stakeholder list and materiality analysis. The general structure more or less follows previous year's sustainability report, although the work and contents have been expanded materially. This year's report has been prepared together with an external GRI-certified advisor, and in the future the company intends to seek external assurance for the report.

STATEMENT FROM THE CHAIRMAN OF THE BOARD

During the year, we at Aspire Global took a holistic approach to our sustainability work, both in terms of our operations and reporting. We are proud to present our first sustainability report produced according to the GRI-guidelines.

During the year, we at Aspire Global took a holistic approach to our sustainability work, both in terms of our operations and reporting. As part of this work, we have asked a number of important questions about our purpose, our values and our goals. Without clear answers to these questions, it is difficult to achieve true change, either in individual companies or the industry as a whole. While we can present our toolbox for responsible gaming or point to various key performance indicators, the real answers to the question of whether our business is sustainable or not has more to do with what we expect to achieve and how we intend to operate in a way that is ethically defensible. **The winners in the future won't be the companies that can motivate sustainability in their businesses, but those that capitalize on the opportunities in a sustainable business.** This gives us on the Board of Direc-

tors a special role in that our job doesn't focus on individual aspects of day-to-day operations. Instead we look at the big picture from a long-term perspective, weighing opportunities and challenges against strategic, operational, legal and financial risks.

Aside from Aspire Global, I am also honored to be chairman of a Swedish whiskey company. Although these two businesses differ in many respects, they share certain similarities when it comes to sustainability, health, responsibility and ethics. **Both companies provide a product that when used in moderation is a harmless diversion, but if abused can be damaging and costly for the individual, their family and society as a whole. Both products are also good examples of how regulated markets benefit a sound consumption.**



“ The winners in the future won't be the companies that can motivate sustainability in their businesses, but those that capitalize on the opportunities in a sustainable business.

Wine growers rarely have to justify their existence, and candy companies are rarely held to account for increased diabetes in society. Movie studios are allowed to create films that contain violence and criminality, fashion magazines contribute to unhealthy body images, and airlines market flights without having to warn about the carbon emissions they produce. Although some of these industries are questioned or even restricted, the gaming industry is often singled out as unethical. We believe it is due to the fact that actors with questionable motives have dominated the headlines for far too long, even though this occurs in other industries as well and has not nothing inherently to do with our form of entertainment. On the contrary, gaming has been around since time immemorial because it is an entertainment many people truly enjoy. **Having said that, every gaming company has an obligation to maintain a sustainable business, offering a safer game experience and thereby improve the industry's reputation.**

Aspire Global welcomes regulations as they provide equal conditions and transparency. As a supplier of the iGaming fundement, i.e. the platform, services and content, Aspire Global has a wide impact on the industry as a whole and must keep sustainability top of the agenda, well integrated in the daily business. To us, sustainability is mainly a question of responsibility: **actively and credibly ensuring that our business doesn't attract a vulnerable audience, promotes unhealthy gaming behavior or condones criminal activity. This is our promise to players, partner operators and the communities where we operate, as well as investors who seek sustainable investments.** We believe it is through correct segmentation, balanced marketing, effective gaming tools and proactive support that we can best help players to maintain sustainable consumption patterns based on their original intentions. Similarly, we are convinced that this strategy is the sustainable way forward, both operationally and financially.

A sustainable business also creates jobs with secure employment terms and makes a positive contribution to the markets it operates by paying taxes and license fees. Aspire Global offers attractive career opportunities in a sound working environment distinguished by diversity and gender equality, as well as a work-life balance.

“ For us at Aspire Global, sustainability is mainly a question of responsibility: actively and credibly ensuring that our business doesn't attract the wrong target Groups, promote unhealthy gaming behavior or condone criminal activity.

Last but not least, it is our shared responsibility to help the gaming industry develop in a more sustainable direction through a reasonably designed regulatory framework. As a member of society and an iGaming licensee, we take part in various industry initiatives and actively dialogue with authorities to mutually ensure that we meet the expectations placed on us. **A regulated gaming industry can only fulfill its purpose in a market with high channelization, which requires reasonable and balanced demands based on an active dialogue between authorities and companies. Only together can we create an attractive, safe and sustainable gaming market – for the benefit of all.**

Carl Klingberg
Chairman of the board