

PRESS RELEASE 14 MAY 2020

## NEW GAMES AND DISTRIBUTION PARTNERSHIP WITH LEADING MEXICAN GAMING OPERATOR CALIENTE.MX

**Aspire Global's** Pariplay has signed a new partnership for games with Caliente.mx, Mexico's largest sportsbook and gaming operator. The partnership will enable Caliente.mx access to Pariplay's collection of over 100 proprietary slots games, as well as a catalogue of third-party games.

Caliente.mx was founded in 1916 and is the leading gaming platform in Mexico, providing thousands of players with offline and online selection of sports betting, live betting, casino, poker, slots and table games. The brand's sports offering features an array of events that are popular within the country, such as football, baseball, basketball and boxing. Caliente.mx also sponsors some of the major football clubs in Mexico.

The new partnership is signed with Aspire Global's subsidiary Pariplay, a leading game studio and game aggregator. Pariplay's directory of games is designed for an international audience, including latest titles Phoenix Gold, Treasure Temple and Gems & Riches.

Nimrod Dvir, Head of Gaming at Caliente.mx, said: "Our content deal with Pariplay further reinforces Caliente.mx commitment to the quality and innovation of our online casino. Starting the year with this partnership will ensure we remain in a leadership position across the markets we operate in, while also granting the opportunity to introduce a comprehensive library of engaging and exclusive games to our target audience."

Adrian Bailey, CEO of Pariplay, said: "We are very excited about this new partnership with Caliente.mx and what it represents for Pariplay's future in Mexico and the wider Latin American market. Having an operator of Caliente.mx exemplary status and reputation leveraging our full suite of casino, instant win, scratch cards and lottery game titles will benefit both companies in terms of strategic growth. Our game studio delivers engaging and innovative content, offering our partners creative games built for the iGaming community."

### FOR MORE INFORMATION, PLEASE CONTACT:

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### ABOUT ASPIRE GLOBAL

*Aspire Global is a B2B-provider for iGaming, offering companies everything they need to operate a successful iGaming brand for casino, sports and bingo. The B2B-offering comprises a robust technical platform and games. The platform is offered solely or combined with a range of services. The games include supply of proprietary titles and a hub for third-party games. In addition to the B2B-offering, Aspire Global operates several B2C-brands, including Karamba, the best showcase for the strength of the B2B-offering. The Group operates in several regulated markets including Denmark, Gibraltar, Ireland, Malta, Portugal, Romania, Sweden, the UK and the US. Offices are located in Malta, Israel, Bulgaria, Kiev, India and Gibraltar. 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).*