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ASPIRE GLOBAL'S BTOBET SIGNS **SPORTSBOOK DEAL WITH BETFAIR**

Aspire Global's BtoBet, a leading B2B sportsbook and technology provider, has further expanded its position in Latin America through a partnership with Betfair in Colombia. The agreement further strengthens BtoBet's leading position in Colombia.

The agreement will see BtoBet's cutting-edge sports and PAM platform, Neuron 3, become even more widely available in Colombia. After the regulation of the Colombian market in 2016 BtoBet has established itself as the leading sportsbook provider in the country. By bolstering its presence in Colombia, BtoBet has demonstrated its commitment to extending its footprint across global regulated markets.

Mike Woodbridge, Betfair International Director, said: "We are excited about this planned partnership and the chance to offer a top-class betting experience to Colombian customers by combining BtoBet's excellent Neuron 3 platform with Betfair's industry leading trading and risk management capabilities."

Tsachi Maimon, CEO of Aspire Global, said: "This agreement paves the way for BtoBet to further expand into regulated markets across the world. It is a key advantage to combine Betfair's strong brand and extensive industry knowledge with our flexible technology and competitive offering. Aspire Global has once again proved that we supply the best solutions for all regulated markets and we are proud that Betfair has chosen us for the Colombian market."

On 17 September Aspire Global announced the acquisition of BtoBet which constitutes a key part of Aspire Global's growth strategy since it is a major step in creating an offering that covers the main elements of the B2B iGaming value chain. Read more about the acquisition [here](#). CEO Tsachi Maimon commented on the acquisition on Aspire Global's Capital Markets Day 18 September which you can watch [here](#).

FOR MORE INFORMATION, PLEASE CONTACT:

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ABOUT ASPIRE GLOBAL

Aspire Global is a leading 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, casino games, sportsbook, proprietary games and game aggregator. The platform is offered solely or combined with a wide range of services. 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 40+ regulated markets including Denmark, Gibraltar, Ireland, Malta, Portugal, Romania, Sweden, the UK and the US. Offices are located in Malta, Israel, Bulgaria, Kiev, North Macedonia, India, Italy and Gibraltar. Aspire Global is listed on Nasdaq First North Premier Growth Market under ASPIRE. Certified Advisor: FNCA Sweden AB, info@fnca.se, +46-8-528 00 399. Please visit www.aspireglobal.com