

PRESS RELEASE 9 OCTOBER 2020

ASPIRE GLOBAL HAS FINALIZED THE ACQUISITION OF THE LEADING B2B SPORTSBOOK PROVIDER BTOBET

Aspire Global has finalized the acquisition of 100% of the shares of BtoBet Ltd, a leading B2B sportsbook and technology provider. The acquisition of BtoBet, together with the acquisition last year of the leading aggregator and games studio Pariplay, has positioned Aspire Global among the world's leading iGaming suppliers.

The acquisition of BtoBet was announced on 17 September 2020 and following approval by North Macedonian authorities the transaction has been closed according to the initial conditions. BtoBet is consolidated as of 1 October 2020 by Aspire Global.

The purchase price was €20 million in cash of which €15 million at closing and €5 million twelve months after closing. In addition, there is an additional consideration based on BtoBet's performance two years after closing. This consideration is seven times BtoBet's EBIT in the second year from closing date minus the purchase price of €20 million. In 2019, BtoBet had revenues of €4.4 million and an EBITDA of €1.5 million and in the first six months of 2020 revenues were €3.1 million and EBITDA €1.2 million. The transaction is supposed to have a material positive effect on Aspire Global's EBITDA as of 2021. The acquisition is not expected to have any material effect on the financial results in 2020.

The acquisition of BtoBet and its B2B sportsbook 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. With the proprietary sportsbook Aspire Global controls the IP in the full value chain and consequently also steers the complete roadmap. In addition, the proprietary sportsbook provides Aspire Global with the highest flexibility when it comes to adding new features and securing fast time to market.

BtoBet has 33 operators on its platform in Europe, Latin America and Africa. The company is a leading provider in Latin America and Africa and with the acquisition Aspire Global, with its broad presence in Europe and recent establishment in the US, takes a prime position also in these two growing markets. BtoBet announced its most recent partnership on 7 October. The partnership is with Betfair which has chosen BtoBet's cutting-edge sports and PAM platform, Neuron 3, for its operations in Colombia. The partnership further expands BtoBet's position in Latin America and strengthens BtoBet's leading position in Colombia.

PRESENTATION AT ASPIRE GLOBAL'S CAPITAL MARKETS DAY

The acquisition of BtoBet was presented at Aspire Global's virtual Capital Markets Day 18 September by CEO Tsachi Maimon. You can watch the Capital Markets Day [here](#).

FOR MORE INFORMATION, PLEASE CONTACT:

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ABOUT ASPIRE GLOBAL

Aspire Global is a leading B2B-provider of iGaming solutions, offering companies everything they need to operate a successful iGaming brand, covering casino and sports. The B2B-offering comprises of a robust technical platform, proprietary casino games, a proprietary sportsbook, and a game aggregator. The platform itself can be availed of exclusively or combined with a wide range of services. In addition to the B2B-offering, Aspire Global also operates several B2C-brands, including Karamba, the greatest showcase of the strength of the B2B-offering. The Group operates in over 40 regulated markets spanning Europe, Latin America and Africa, including countries like the US, UK, Denmark, Portugal, Spain, Poland, Ireland, Nigeria, Colombia and Mexico. Offices are located in Malta, Israel, Bulgaria, Ukraine, 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