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ASPIRE GLOBAL INCREASES ITS OWNERSHIP IN JOINTLY OWNED IGAMING BRAND MR.PLAY

Aspire Global has increased its ownership in Marketplay Ltd, from 40.0 to 49.9 percent of the shares. Marketplay Ltd owns the iGaming brand mr.play which was launched in 2017 and today is one of the leading brands operating on Aspire Global's platform.

Marketplay Ltd was founded by a group of iGaming veterans together with Aspire Global in 2017 and its brand mr.play became an immediate success around Europe. In September 2019 mr.play added Sports to its casino offering, which further spurred its growth.

To date, Aspire Global has invested €2 million in mr.play. In the initial joint venture agreement, Aspire Global was committed to fund the company with up to €2 million based on business milestones. Aspire Global has now increased its holding by 9.9 percent to 49.9 percent of the shares by acquiring shares from the other shareholders for €1 million and investing cash in the amount of €500,000 to Marketplay Ltd.

Tsachi Maimon, CEO of Aspire Global, said: *"mr.play is an excellent example of how we deliver on our growth strategy by leveraging on our strong position in the iGaming industry in new ways. mr.play has shown strong growth and is a well-known brand today. Since we have been one of the founders in this successful joint venture, it is a natural step to increase our ownership as the company matures."*

Aspire Global is providing the technology as well as a complete suite of in-house services such as bespoke CRM, multilingual customer support and multi-market licenses, for both casino and sportsbook. Beside holding a part of the shares of the joint venture, Aspire Global also generates revenues from providing the technology and the core operational services on market terms.

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, +46-8-528 00 399. Please visit www.aspireglobal.com.