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ASPIRE GLOBAL EXPANDS TO RUSSIA BY SIGNING PLATFORM DEAL WITH **RUSSIAN NATIONAL LOTTERY'S OPERATOR SPORTS LOTTERIES LLC**

Aspire Global has expanded to the Russian market by signing a platform and lottery agreement with Russian National Lottery's operator Sports Lotteries LLC. Through this landmark agreement, Aspire Global's BtoBet will provide its technologically advanced Player Account Management (PAM) module platform and provide access to lottery games on online and retail channels to the Russian state lottery operator, one of only two licensees in the country.

The contract covers the span of three years with the option for further extension, and includes the provision of ten instant lotteries in the form of classic printed tickets for retail sales only, and five draw-based lotteries for both online and retail sales channels.

Ratmir Ronami, Project Manager for Sports Lotteries LLC, said: "We are proud to embark on this multi-year strategic partnership with Aspire Global's BtoBet that will see us go from strength to strength by using the valuable insights and best practises that Aspire Global and BtoBet are renowned to employ. I am positive that this partnership will result in the fruition of entertaining games that will be highly popular with the Russian players as well as it will take the Russian lottery industry to a whole new level."

Tsachi Maimon, CEO of Aspire Global, said: "Aspire Global and BtoBet are proud to have been chosen as the technological partner by Sports Lotteries LLC for the provision of multi-channel lottery games. We are committed and determined to support Sports Lotteries in becoming not only a leader in its field but also a point of reference for the Russian lottery industry. The lottery vertical is highly popular in Russia resulting in sales which were around €1 billion in 2019. We are confident that together with Sports Lotteries we will contribute in a significant way to the industry's exponential growth."

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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.