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## ASPIRE GLOBAL'S PARIPLAY ENTERS SPAIN

Aspire Global's Pariplay, a leading game studio and game aggregator, will be going live in the Spanish market with 888casino for the first time through one of the market's most pioneering providers, [MGA Games](#). With this agreement, Pariplay's locally approved content will also be made available to players in Spain via the Fusion™ aggregation platform, starting with 888casino's Spanish brand, and later expanding to other operators.

Pariplay's milestone entry into the Spanish iGaming space comes at a time of significant growth for this market. Total revenues reached close to €218 million in Q1 2020, an increase of 17.6% from Q4 2019, according to Spanish regulator Dirección General de Ordenación del Juego (DGOJ). Following a successful 2020 for Pariplay and its Fusion™ product, in which the business entered Switzerland and Portugal, the agreement with 888 marks another regulated market 'first' for the company, reinforcing its no.1 position for aggregation.

Pariplay's revolutionary Fusion™ platform helps partners engage regulated markets and promote continuous growth with efficiency by leveraging an expansive catalogue of fully localised content. With its addition, MGA Games joins an ever-expanding list of top industry providers that use Fusion™.

Founded in 2001, Barcelona-based MGA Games are a leading company specialized in the development of large productions, localised and destined for global operators in the gaming sector. Committed to regularly putting out fresh new content for its partnered operators, MGA Games launches new slots every few weeks, making them a frontrunner for content provision in Spain.

Joan Sanahuja, CEO at MGA Games said: "We are delighted to become part of Pariplay's Fusion™ platform, as it provides us with a very unique opportunity to expand the reach of our offering to even more operators. Kicking things off with 888casino.com puts us in an excellent position to leverage our game content, and we're looking forward to reaping the benefits of partnering with an industry leader like Pariplay and growing alongside them through 2021 and beyond."

Guy Cohen, SVP, Head of B2C at [888 Holdings](#) said: "The market leading offering from MGA Games is an important addition to our Spanish business. Having already seen the benefits of the multi-market content provided by Pariplay Fusion™, we definitely see this partnership as a win. We are confident it will allow us to extend our reach even further into the Spanish market and help us continue to deliver on our commitment to a safe and enjoyable gambling experience."

Adrian Bailey, Managing Director at Pariplay, said: "We are very pleased to be making our entrance into the Spanish market with MGA Games, whose pioneering spirit will be an excellent addition to the Fusion™ aggregation platform. We are eager to see Pariplay's leading portfolio of games made available through 888casino and look forward to providing even more local Spanish content to other operators over the course of this quarter and into 2021."

**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](mailto:info@fnca.se), +46-8-528 00 399. Please visit [www.aspireglobal.com](http://www.aspireglobal.com).*