



Aspire Global targets regulated markets push with rebranded AspireCore platform (PAM)

Ultimate platform offering to provide endless iGaming opportunities

Monday 8th February 2021 – Aspire Global, the leading Gaming supplier, has unveiled its rebranded gaming platform AspireCore, as the company sets its sights on strengthening its foothold in regulated markets across the globe.

AspireCore provides operators with the gateway to endless iGaming opportunities, with its flexible and scalable PAM solution simplifying the process when entering regulated markets. The platform, which is already live in 25 regulated markets across Europe, Latin America, Africa and the US, is packed with a wide range of services that allow operators to focus on building their brand and operations.

Following the acquisitions of Pariplay and Btobet, AspireCore delivers the ultimate solution featuring localised content covering sports, live dealer and casino games from its in-house studio and leading third-party providers. The platform is proven to be highly stable, handling over three billion transactions per month and with an impressive 99.98% uptime over the last year.

The rebrand of Aspire Core follows the company's recent high-profile deals with William Hill and Betfair in Colombia. Aspire Global, the B2B platform provider, has strong ambitions to enter the newly regulated markets of Germany and The Netherlands later this year, and continue to build its presence in Europe, Latin America and the US.

Aspire Global CEO, Tsachi Maimon, said: "The launch of AspireCore heralds a new era for Aspire Global as we ramp up our efforts to become the leading platform provider in multiple jurisdictions across the globe.

"This is the ultimate resource for those operators looking to scaling up their businesses in newly regulated markets. AspireCore is robust and flexible to cater for all requirements and is underpinned by quality content that will be highly appealing to players.

“2021 promises to be an important year for Aspire Global. With a comprehensive offering, we are in a strong position to capitalise on new opportunities and deliver growth for our new and existing operator customers.”

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Editor’s notes

About Aspire Global

Aspire Global is a leading supplier of gaming solutions, offering companies across the globe everything they need to operate a successful iGaming brand, covering both sports and casino. The B2B-offering comprises of a robust technical platform, proprietary casino games, a proprietary sportsbook, and a games aggregator. The AspireCore (PAM) is a highly stable technical platform with built-in flexibility and can be availed of exclusively or coupled with a suite of managed services.

Founded in 2005 and listed on the Swedish stock exchange, the company boasts years of industry experience as well as a presence in 25 regulated markets spanning Europe, North America, Latin America and Africa, including countries such as the U.S., UK, Denmark, Portugal, Spain, Poland, Ireland, Nigeria, Colombia and Mexico. Offices are located in Malta, Israel, Bulgaria, Ukraine, North Macedonia, India and Gibraltar.

Please visit www.aspireglobal.com for more information.