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ASPIRE GLOBAL MAKES STRATEGIC MOVE BY INTEGRATING PARIPLAY'S CONTENT ON BTOBET'S PLATFORM

Aspire Global has taken yet another strategic step by finalizing the integration of Pariplay's Fusion™ platform to BtoBet's platform. This further strengthens the Group's offering and creates considerable synergies.

Aspire Global has successfully executed its M&A strategy by the acquisitions of the leading aggregator and content provider Pariplay in 2019 and BtoBet, a leading sportsbook provider, in 2020. BtoBet's platform is compliant in over 20 jurisdictions and the company has a leading position in sports in Latin America and Africa. It has recently gained a sports license in the UK and is targeting additional European markets. Pariplay's Fusion™ platform features over 12,000 games from global suppliers as well as a diverse portfolio of proprietary games. Licensed in 16 regulated markets, Pariplay's Fusion™ platform hosts one of the industry's most comprehensive offerings.

Both Pariplay and BtoBet have developed strongly after the acquisitions and expanded their geographic footprint in regulated markets such as the US, the UK and Spain. They have also grown their customer base with tier 1 operators like Rush Street Interactive, 888casino, BetVictor and William Hill.

The finalized integration now opens up for considerable synergies when Pariplay now extends its offering to BtoBet's partners across the world and can reach an even broader audience with its engaging content. Through Pariplay's content integration BtoBet has further enhanced its offering and its ability to help operators drive and diversify their revenue.

The first BtoBet partner who will reap the benefits of this key achievement is Premierbet with a strong presence in several African markets including Ghana, Kenya, Nigeria and Cameroon, granting Pariplay access to a wide new audience.

Tsachi Maimon, CEO of Aspire Global, said: "This is an important step in Aspire Global's growth strategy. Pariplay will now reach a number of new markets with its leading content through BtoBet's tier 1 partners. At the same time, BtoBet has significantly strengthened its offering with content that appeals to a wide player demographic. Aspire Global has proven its ability to make value creating acquisitions."

FOR MORE INFORMATION, PLEASE CONTACT:

Tsachi Maimon, CEO, tel: +346-3645 2458 or email: investors@aspireglobal.com

Motti Gil, CFO, tel: +356-9924 0646 or email: investors@aspireglobal.com

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 26 regulated markets spanning Europe, America and Africa, including countries like the US, UK, Denmark, Portugal, Spain, 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.