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ASPIRE GLOBAL'S PARIPLAY LIVE IN COLOMBIA WITH LEADING OPERATOR CODERE

Games from [Aspire Global's](#) Pariplay, the leading aggregator and content provider, have gone live in Colombia with Codere, one of the largest operators in the country. Aspire Global has recently significantly strengthened its presence in Colombia through sportsbooks deals with Betfair and William Hill.

Pariplay has made its debut on the Codere games tab as part of a deal which will help it cement its position in the growing Spanish-speaking market. Codere Colombia will now benefit from Pariplay's extensive proprietary portfolio of over 120 innovative, entertaining slots.

The deal also ties in with Aspire Global's overall expansion strategy across Latin America. Aspire Global's BtoBet, a leading sportsbook provider, has established a strong position in the sports vertical in Colombia, having recently signed high-profile deals to supply its sports platform to Betfair and William Hill in the country.

Tsachi Maimon, CEO of Aspire Global, said: "The agreement with Codere is an excellent example of our strategy to cross sell products to existing partners. Codere, a leading Spanish gaming company, is our partner since 2019. Latin America is a market with great growth potential and our teaming up with Codere Colombia is very significant in increasing the audience for our games in the region."

Madrid-listed Codere operates casino games and sports betting both online and landbased in Spain and Latin America. In Colombia Codere operates online under its Codere Apuestas brand, under licence from national regulator Coljuegos.

As well as its own games, Pariplay aggregates thousands of others from some of the industry's best-known studios on its Fusion™ platform, which is also equipped with a range of conversion, retention and tool mechanics. The platform is now licensed in 16 regulated markets.

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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 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.