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ASPIRE GLOBAL SIGNS PLATFORM AND MANAGED SERVICES DEAL WITH IRELAND'S BIGGEST LAND-BASED CASINO GROUP

Aspire Global has signed a platform and managed services deal with Funfair Casino, Ireland's biggest casino group, to take Funfair's land-based business online. Funfair Casino's new online customers and existing players will benefit from a seamless omnichannel experience thanks to Aspire Global.

The new agreement will see Funfair, which operates over 25 casinos across Ireland, utilise Aspire Global's gateway AspireCore Platform (PAM). The flexible and robust platform is packed with a wide range of services that will allow Funfair to focus on building its brands within the online environment.

Funfair Casino will also benefit from Aspire Global's fully Managed Services, comprised of customer support, CRM, VIP, fraud and risk management, for the launch of Funfair's new online casino brands. Aspire Global's PAM and Managed Services remove the pinch points of technology, games supply and regulation for the operator. In expanding Funfair's business, new online customers and existing players will benefit from a seamless omnichannel experience thanks to Aspire Global's offering.

The Funfair Casino partnership is the latest deal to be struck as Aspire Global continues to expand across Europe, the US and Latin America, building on its current presence in 29 regulated markets worldwide.

Philip O'Leary, Director of Funfair Casino, said: "Our search for a platform solution for Funfair was predicated on finding a partner that had the technology, expertise and product set to create a rich and seamless casino experience for our players. Joining forces with a provider as renowned for these qualities as Aspire Global enables us to make progress in delivering a premium omnichannel operation."

Tsachi Maimon, CEO of Aspire Global, said: "Funfair has an established presence in the Irish casino market and we are looking forward to developing an online solution that presents its players with a great omnichannel experience, while helping to support its entry into the digital world for the first time. This deal constitutes an excellent example of our PAM and fully Managed Services being utilised to take a land-based operator online. It is a union that will provide great opportunities for both parties."

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 29 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.