



## **Aspire Global unveils BuyWin feature for German online casino market**

**Innovative new tool effectively lowers tax burden for operators whilst giving a higher RTP experience to players and access to a wider range of content.**

**8 July 2021** – Aspire Global, leading B2B provider of iGaming solutions, has launched BuyWin, a unique tool developed in conjunction with its leading aggregator and content provider, Pariplay, that offers better returns for casino players in the newly regulated German market.

BuyWin went live on Aspire Global's leading operators and a select number of other operators on the Pariplay Fusion™ platform.

The feature has been developed in response to the new 5.3% turnover tax on casino games in Germany, which came into force on July 1<sup>st</sup>, 2021. The increased tax structure has resulted in many operators lowering the RTP to compensate for the tax, resulting in less games on offer and an inferior online casino experience.

BuyWin addresses this issue by a unique bet contribution on transactions, enabling operators to offer all the games German players are used to, at the standard, high RTP of 95-96%. The innovative tool delivers lower effective tax for operators, and better player acquisition opportunities due to the higher return to player and wider range of gaming content.

The BuyWin feature can be rolled out across all games from leading gaming providers, through the Pariplay Fusion™ platform and also on Pariplay's proprietary games. This means that through a simple integration, German operators can now gain access to the largest casino games portfolio with the highest RTP in the market.

The capability of the new tool showcases Aspire Global's capacity for innovation and agility, cementing its position as the go-to solution for operators looking to increase player value and engagement in the regulated market of Germany.

Aspire Global CEO, Tsachi Maimon, said: "We are delighted to have developed an innovative new feature which turns a potential barrier into an opportunity for operators navigating the German regulating market.

Thanks to the work of our in-house development team, BuyWin is a one-of-a-kind solution that is a must for all operators who want to offer the best casino experience for their players in the German market.

“In offering Germany’s best RTP as well as the largest games portfolio on the market through Pariplay, we see the development of BuyWin as a further statement of intent as we continue to grow our presence in regulated markets worldwide.”

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