

PRESS RELEASE 20 JULY 2021

## ASPIRE GLOBAL'S BTOBET SIGNS MULTI-JURISDICTION SPORTS DEAL WITH LEADING ESPORTS OPERATOR LUCKBOX

**Aspire Global's** BtoBet, a leading sportsbook provider, has signed a strategic partnership with the award-winning esports operator Luckbox. BtoBet will be providing Luckbox with its cutting-edge sportsbook platform in multiple jurisdictions in among all Europe and Latin America.

The extensive differentiation capabilities offered by BtoBet's Neuron platform will enable Luckbox to build an entirely bespoke player journey, customizing the sportsbook experience to its liking and providing players with a distinct and unique customer experience.

Luckbox offers deep esports betting coverage, live streams, and statistics on all major esports and sports on desktop and mobile devices. It offers players a unique, broad, engaging Counter-Strike: Global Offensive, Dota 2 and League of Legends betting experience. Luckbox serves esports fans in numerous countries and in November 2020, Luckbox was named Rising Star at the EGR Operator Awards. The parent company Real Luck Group is listed on stock exchanges in Canada and the US.

Thomas Rosander, CEO at Real Luck Group, said: "We are thrilled with this partnership which gives us the prerequisites to create a bespoke, outstanding player experience across all channels. In our search for a new sportsbook supplier, we looked for a cutting-edge betting solution and we also looked for opportunities to expand into new jurisdictions. We found these key strengths in the combination of BtoBet and Aspire Global."

Tsachi Maimon, CEO at Aspire Global, said: "This partnership is yet another proof point of the strengths of BtoBet's leading sports solution. We are excited to partner with Luckbox and to support its migration from its previous sportsbook provider. We are looking forward to developing Luckbox's offering together with them and to support Luckbox in further strengthening its position as a leading, global iGaming company."

### 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).*