

PRESS RELEASE 16 AUGUST 2021

FIRST BRAND NOW LIVE WITH BTOBET'S SPORTSBOOK ON ASPIRE GLOBAL'S PLATFORM

Aspire Global, a leading B2B provider of iGaming solutions, has taken yet another key step in the execution of its growth strategy by launching the first brand on its platform with BtoBet's sportsbook. The objective is for the larger brands operating on Aspire Global's platform to have migrated to BtoBet's proprietary sports solution before the end of the year.

Aspire Global acquired the sportsbook provider BtoBet in October 2020 and BtoBet has subsequently successfully expanded its operations by being awarded strategic certifications in e.g. the UK and signing key customer deals with partners like Betfair and William Hill in Colombia. Aspire Global, with close to 90 brands operating on its leading iGaming platform, has now successfully integrated and launched BtoBet's cutting-edge sportsbook on its proprietary platform.

The first brand which is live on Aspire Global's platform with the BtoBet sports solution is bettarget.com which is initially targeting the Irish market. The rollout with more brands will continue during the fall as Aspire Global obtains regulatory approvals. The objective is for the larger brands to have migrated to BtoBet's proprietary sports solution before the end of the year.

Tsachi Maimon, CEO at Aspire Global, said: "With this launch, we have proven our ability to integrate a strategic product we recently acquired. This is yet another key step in the execution of our effective growth strategy. Having our own proprietary sportsbook opens up for numerous growth opportunities with both existing and new customers, especially in Europe, the US and Latin America."

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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, +46-8-528 00 399. Please visit www.aspireglobal.com.