

PRESS RELEASE 12 AUGUST 2021

## ASPIRE GLOBAL'S PARIPLAY LIVE WITH BETPLAY IN COLOMBIA

**Aspire Global's** Pariplay, the leading aggregator and content provider, has taken its proprietary games portfolio live with BetPlay, a leading Colombian operator. The partnership will see Aspire Global continues to expand its reach in the regulated market of Colombia.

BetPlay is a leading operator in Colombia offering its customers a high-quality online sports betting and casino product. The partnership with Pariplay enables BetPlay to substantially boost its offering with titles appealing to a wide player demographic. Over 100 of Pariplay's innovative and entertaining slots are now available to BetPlay's customers, including top-performing titles Dragons of the North, Rumble Rhino, Grand Loot and Faith.

Germán Segura, General Manager of Corredor Empresarial, said: "We are continually looking for new and exciting content to add to our online casino to ensure our customers have access to the best games that the market has to offer. Pariplay has built a substantial portfolio of titles that provide engagement and entertainment in equal measure which will make a great addition to our existing offering."

Tsachi Maimon, CEO at Aspire Global, said: "Aspire Global has built a strong position in the regulated Colombian market through partnerships for Pariplay, our leading aggregator and content provider, as well as BtoBet, our cutting-edge sports platform. We are proud to add BetPlay to our list of Colombian partners along with e.g Betfair and William Hill."

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 Fusion™ platform is now licensed in 16 regulated markets.

### 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).*