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ASPIRE GLOBAL'S PARIPLAY ENTERS BRAZIL THROUGH DEAL WITH FANSUNITE

Aspire Global's Pariplay, the leading content and aggregator provider, has signed a deal with the Canadian sports and entertainment company FansUnite Entertainment. The agreement entails that Pariplay enters the Brazilian market for the first time and expands its presence in the UK.

FansUnite Entertainment is a sports and entertainment company focusing on technology related to regulated online sports betting and other gaming products. Its technology platform serves as a B2B solution for iGaming, esports and sports betting businesses across Europe and Americas. FansUnite also manages multiple B2C brands, including an established casino and sportsbook operator in the UK and an esports, sportsbook, and casino operator in Brazil. FansUnite is listed on the Canadian Stock Exchange (CSE:FANS) (OTCQX:FUNFF).

Through the deal, Pariplay will supply its wide portfolio of proprietary and third-party content, via its Fusion™ aggregation platform, to FansUnite's B2C brands and B2B solutions for iGaming, esports and sports betting operators in Europe and Americas. The agreement allows Pariplay to expand its presence in the UK and to enter Brazil for the first time.

Fusion™ hosts over 100 proprietary slot games, as well as thousands of games from the industry's leading games developers. Fusion™ also features a set of marketing engagement tools, such as a bonus engine, live tournaments, free spins, and Spin That wheel, which have been proven to boost acquisition, retention and engagement rates and have become invaluable for any operator wanting to stand out from the crowd.

Scott Burton, CEO at FansUnite Entertainment, said: "We are very happy to partner with Pariplay to enhance our offering with a broad array of compelling and engaging games. We always strive to provide players with a superior entertainment experience and a variety of choices which contribute to greater engagement."

Tsachi Maimon, CEO of Aspire Global, said: "It is very promising to see that Aspire Global now has entered Brazil, the biggest market in Latin America. The deal is a significant step in our strategy to expand Aspire Global's presence across the Americas and Europe. This also yet another proof point of Pariplay's position as the leading content and aggregator provider."

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