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Aspire Global's BtoBet enters Poland through partnership with BestBet24

Aspire Global's BtoBet, a leading sportsbook provider, has signed a deal with BestBet24 which marks its entry into the Polish market. BtoBet will provide BestBet24 with its Neuron 3 sportsbook platform for both retail and online channels.

Warsaw-based BestBet24's operations will feature an extensive network of over 80 retail shops in parallel to an online and mobile offering. BtoBet will provide BestBet24's players with a unique betting experience through an interconnected omnichannel environment. BtoBet will also supply BestBet24 with a dedicated risk management service.

The annual gross gaming revenues for the regulated Polish sports betting market amounts to a total of USD 600 million. Poland got its current gaming regulation in 2017.

Tsachi Maimon, CEO at Aspire Global, said: "This significant deal is yet another step in our growth strategy to expand into new regulated markets. We have once again demonstrated that BtoBet and our own proprietary sportsbook opens up for numerous growth opportunities in regulated markets with both existing and new customers."

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. 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.