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Aspire Global's Pariplay continues expansion in the US with BetMGM deal

Aspire Global's Pariplay, the leading aggregator and content provider, has signed a distribution deal with BetMGM, the leading online casino operator in the US. This agreement will enable Pariplay to offer its proprietary games and aggregated third-party content to BetMGM's players in New Jersey and Michigan, with the potential to expand into other live markets in the future.

Through partnering with BetMGM, Pariplay is taking a strategically important step toward the long-term goal of becoming a leading content supplier in North America, where it has recently signed several important deals to offer content from its Fusion™ platform.

Fusion™ features over 120 of the supplier's own titles, as well as thousands of games from the industry's leading games developers, and a suite of back-office conversion and retention tools that enhance player value.

Matthew Sunderland, VP of Gaming, BetMGM, said: "Pariplay offers an abundance of well-liked content. Through this partnership, BetMGM will add to its world-class gaming experience through titles that will engage and entertain our players."

Tsachi Maimon, CEO of Aspire Global, said: "We have a strong momentum in the US and this deal is yet another important step in our US growth strategy. The US iGaming market is growing at an impressive rate and we are determined to be at forefront of the developments."

BetMGM is a joint venture between MGM Resorts International and Entain Plc. Pariplay has a long-standing partnership with Entain, supplying its content portfolio in several key European markets including Portugal, United Kingdom, Denmark, and Germany.

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.