

PRESS RELEASE 10 DECEMBER 2021

## Aspire Global acquires part of Bingo Supplier END 2 END

**Aspire Global**, a leading iGaming provider, has signed an agreement to acquire 25% of bingo supplier END 2 END for USD 1.75 million in cash with an option to acquire all of the shares in three- or five-years time. This provides Aspire Global with access to a real omni channel technology and a proprietary offering in one of the biggest verticals in the iGaming industry.

END 2 END, based in Buenos Aires, Argentina and Miami, USA was founded in 2019. The founders and management team are industry veterans with more than 15 years of experience. The proprietary bingo product is certified in markets such as the UK and Colombia. About ten operators are already live with END 2 END's bingo solution, including Betplay – the biggest operator in Colombia – and Highrollers in Alabama, USA.

END 2 END's bingo product is unique since it offers a real omni channel technology. With END 2 END's solution, the same platform implementation can provide online bingo, retail or point-of-sales bingo and a hybrid or mix of bingo games.

Bingo is the third largest vertical in the iGaming market and is especially important in regulated markets where operators request the opportunity to offer more than one vertical. By adding another vertical to their offering, operators can provide their customers with a broader player experience and a more complete iGaming offering.

Aspire Global intends to sell the END 2 END bingo solution through its subsidiary Pariplay and its aggregation platform. The cutting-edge END 2 END bingo solution will be distributed to Aspire Global's existing as well as future partners. The acquisition also opens up for access to new markets and customers for Aspire Global.

Tsachi Maimon, CEO of Aspire Global, said: "This is yet another step in Aspire Global's strategy to control the entire B2B value chain in the iGaming industry. It is also an important part of achieving our goal of becoming the world's leading iGaming supplier."

Alejandro Revich, CEO of END 2 END, said: "We are happy to add our technology and expertise to a giant in this industry. END 2 END will have the opportunity to reach new customers and markets, hand in hand with Aspire Global. No doubt it's a perfect match for us, and I hope this deal will take our company to the next level."

### FOR MORE INFORMATION, PLEASE CONTACT:

Tsachi Maimon, CEO, tel: +346-3645 2458 or email: [investors@aspireglobal.com](mailto:investors@aspireglobal.com)

Motti Gil, CFO, tel: +356-9924 0646 or email: [investors@aspireglobal.com](mailto:investors@aspireglobal.com)

### 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](mailto:info@fnca.se), +46-8-528 00 399. Please visit [www.aspireglobal.com](http://www.aspireglobal.com).*