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Aspire Global has completed the migration of **all partner brands to BtoBet's proprietary Sports Platform**

Aspire Global has completed the migration of all its partner brands to BtoBet's proprietary sportsbook platform. BtoBet, a leading sportsbook provider, was acquired in the fall 2020 and the migration is an important step in achieving synergies within the Group.

The first partner brand went live on BtoBet's sportsbook platform in August this year and the objective to migrate all brands before year-end has already been reached. All brands, in total 10, are now operating on Aspire Global's platform with BtoBet's proprietary sportsbook solution.

The completed migration to the proprietary sportsbook platform will contribute to increased revenues, reduced costs and consequently improved profitability. The rapid execution of the migration is also an important proof of the Group's strong technological, managerial and operational skills.

Tsachi Maimon, CEO at Aspire Global, said: "I'm very happy to see that we have already managed to complete this significant step in our growth strategy. This is yet another milestone in our aim to become the world's leading iGaming supplier. The migration to BtoBet's proprietary sportsbook platform opens up for numerous growth opportunities in regulated markets with both existing and new customers, especially in Europe, the US and Latin America."

Aspire Global acquired the sportsbook provider BtoBet in October 2020 and BtoBet has recently expanded its footprint by entering new markets like Brazil and Poland through significant partnerships. BtoBet has also been awarded strategic certifications in e.g. the UK and has signed key customer deals with partners like Betfair and William Hill in Colombia.

FOR MORE INFORMATION, PLEASE CONTACT:

Tsachi Maimon, CEO, tel: +346-3645 2458 or email: investors@aspireglobal.com

Motti Gil, CFO, tel: +356-9924 0646 or email: 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, +46-8-528 00 399. Please visit www.aspireglobal.com.