

PRESS RELEASE 25 JANUARY 2022

Aspire Global strikes key platform and managed services deal **with tier 1 operator BoyleSports for their planned entry in the Netherlands**

Aspire Global has signed an agreement to provide its full turnkey platform solution including managed services to leading Irish and UK online operator BoyleSports for its planned entry in the Netherlands. BoyleSports is also Ireland's largest independent retail bookmaker with over 350 retail branches throughout Ireland and the UK.

Aspire Global will provide BoyleSports full proprietary offering comprising the platform (PAM), casino games and sports betting through its BtoBet sportsbook. The agreement also includes Aspire Global's full, localized managed-services offering with the powerful CRM system, AspireEngage.

Aspire Global will support BoyleSports with all Dutch-speaking customer support and fully-managed localized CRM promotions to its players. Aspire Global will provide all the relevant tools for the compliant onboarding of Dutch players as well as integrated solutions with all main payment providers.

BoyleSports plans to operate in the Dutch market through its own license. The operator is today licensed in the UK, Ireland and Gibraltar and plans to submit its Dutch license application shortly.

Mark Kemp, BoyleSports CEO, said: "While planning for our entry into the regulated Dutch market, we were in search of a partner who could provide us with a future-proof, high-quality, turnkey solution. We have in Aspire Global found the perfect partner who will support us with leading technology, exciting games and all the localized player support we need. This will enable us to focus on the player experience and branding of our new business in the Netherlands."

Tsachi Maimon, CEO of Aspire Global, said: "The partnership with BoyleSports is a significant confirmation of the strengths of Aspire Global's complete iGaming offering. We are very excited about this opportunity to support BoyleSports – one of the industry's most established brands – when planning to enter the newly regulated Dutch market."

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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.