

PRESS RELEASE 28 JANUARY 2022

Aspire Global's Pariplay signs major multi-state deal with leading US operator Golden Nugget

Aspire Global's Pariplay, the leading content and aggregator provider, has signed a deal with leading US operator Golden Nugget Online Gaming, Inc. Pariplay's complete Fusion™ aggregation solution will go live across New Jersey, West Virginia, and Michigan, pending legislation and regulatory approvals.

Pariplay has recently been granted its provisional Michigan license and is live in both New Jersey and West Virginia. Its products are expected to go live on Golden Nugget Online Gaming's product offerings in these states in Q1 2022. The Golden Nugget Online Gaming deal follows several comprehensive agreements in North America whilst Pariplay has experienced remarkable growth in the expanding US market.

Pariplay's Fusion™ aggregation platform features thousands of titles from the industry's leading games developers as well as a suite of back-office conversion and retention tools that enhance player value.

Warren Steven, VP of Product and Operations at Golden Nugget Online Gaming, said: "Pariplay is a seasoned content provider with a long history of developing innovative and high performing games for the iGaming industry. We are pleased to be partnering with Pariplay as we continue to expand on delivering quality content to our patron."

Tsachi Maimon, CEO of Aspire Global, said: "Pariplay enjoyed a strong 2021, signing major partnerships in the US, Colombia and Greece in recent months. Golden Nugget Online Gaming is a major brand in the US, with an impressive reach that will be strengthened following its acquisition by DraftKings."

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.