

PRESS RELEASE 31 JANUARY 2022

## Aspire Global's Pariplay to supply content to the only operator regulated by Alberta Gaming in Canada

**Aspire Global's** Pariplay, the leading content and aggregator provider, has collaborated with NeoPollard Interactive LLC ("NeoPollard Interactive" or "NPI"), to offer a wealth of gaming content on [Play Alberta](#). Play Alberta is the province's only regulated online gambling website – which is operated and regulated by Alberta Gaming, Liquor and Cannabis ("AGLC"). NeoPollard Interactive is jointly owned by Pollard Banknote Limited ("Pollard Banknote"; TSX: PBL) and NeoGames S.A (Nasdaq: NGMS).

Pariplay is the industry's leading provider and aggregator of game content, with over 1,200 titles from the world's top game developers, as well as its own in-house games studio. The company's advanced Fusion™ content aggregator platform provides a unified approach to content delivery that enables operators to access hundreds of high-profile online casino, instant win, scratch card, and bingo games, with a single, streamlined integration. Holding licenses in New Jersey and West Virginia, this collaboration with NPI marks a major milestone for the company's expansion into the North American lottery market.

"We are excited to enter the Canadian marketplace through our joint efforts with NPI to capitalize on the opportunities that the North American market offers," said Tsachi Maimon, CEO, Aspire Global. "As a market leading aggregator of game content, we have established ourselves as a trusted supplier to the industry as we continue to offer the best content in the market. We look forward to continued collaboration with NPI to supply engaging content to AGLC."

"We are very excited to work with Pariplay – a well-established and renowned content provider – to further expand the game titles and verticals we offer on Play Alberta's portal," said Liz Siver, General Manager, NeoPollard Interactive. "As a dedicated partner to AGLC, NPI is committed to continuously enhancing the technology, games, and Power Suite services we offer to give players in Alberta a unified online gaming experience. More importantly, with Pariplay's wide variety of game content, AGLC has the opportunity to produce incremental proceeds to the good causes it supports throughout the province."

The revenue generated from Play Alberta provides income for the province's General Revenue Fund, which supports programs and services that Albertans rely on every day.

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