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Aspire Global strikes key platform and managed services deal with esports operator WIN Group

Aspire Global has signed an agreement to provide its full turnkey platform solution including managed services to the leading esports wagering company WIN Group. The agreement includes the migration of WIN Group's existing esports site to Aspire Global's Core Platform (PAM).

Aspire Global will provide its full proprietary offering comprising of platform (PAM), casino games and sports betting through its BtoBet sportsbook. As part of the migration process, Aspire Global will take a consultative approach to plan out the migration in fine detail so there is no downtime. This is on the back of dozens of successful platform migrations Aspire Global have done in the last few years.

Esports is the quickest growing segment in the iGaming industry and WIN Group operates the biggest esports media site win.gg. WIN Group has selected Aspire Global to be its platform partner as it ramps up the global rollout of its Winners.bet esports betting site.

Stephen Shoemaker, CEO of WIN Group, said: "We are primed for the broad expansion of our Winners.bet offering, and in Aspire Global we have found a platform partner that matches our own ambitions and focus on global leadership in its market. As a market leader, we know that people betting on esports have high expectations for the user experience, and our research indicates that the platforms currently in the market haven't matched their expectations. Our new 2022 platform will change this by bringing on online wagering platform built for the esports enthusiast."

Tsachi Maimon, CEO of Aspire Global, said: "Esports is one of the most exciting segments in iGaming and we are determined to lead the development in this important area. We look forward to working with WIN Group to create the world's premier gaming experience in esports."

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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.