

16 February 2021 15:30:00 CET
PRESS RELEASE

US sports betting and technology trends to take centre stage at Kambi's Festival of Sportsbook

The world's trusted sports betting partner reveals program of topics for its week-long content series

Kambi Group plc, the leading global sports betting partner, has announced details of the public content sessions that will form part of its upcoming Festival of Sportsbook.

The digital event, which takes place between 15-19 March, will see Kambi's industry experts provide exclusive insights on the key topics impacting the global sports betting landscape, with the content designed for a broad industry audience.

The Festival will be opened by Kambi's EVP Business and Group Functions Cecilia Wachtmeister, who will discuss current market trends and introduce topics to be featured throughout the week.

The US sports betting landscape will be central to the public content program, as Kambi analyses the development of the market and explores future growth opportunities. In addition, with the recent NFL season now complete, Kambi will also provide a presentation of its annual NFL Season Report, which delves into the player behavioural data behind America's most popular sport.

Further topics to be explored include the technology requirements of a high-performance sportsbook and how the unique data created across Kambi's partner network is leveraged for the benefit of all partners.

Wachtmeister commented: "We are pleased to announce the public sessions for what is sure to be a fascinating week of discussions during Kambi's Festival of Sportsbook, for which I'm looking forward to giving the keynote address.

"With many states in the process of regulating and others still to come, US sports betting is just getting started. Meanwhile, technology will of course play a crucial role in how the US market and others around the world evolve, so it was only right we gave these topics such prominence in the agenda."

Kambi has also published details of the invite-only sessions for the Festival of Sportsbook. To view the agenda, receive updates and register your interest, please visit: www.kambi.com/festival.

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About Kambi

Kambi is a provider of premium sports betting services to licensed B2C gaming operators. Our services encompass a broad offering from front-end user interface through to odds compiling, customer intelligence and risk management, built on an in-house developed software platform. Kambi's 30-plus customers include 888 Holdings, ATG, Churchill Downs Incorporated, DraftKings, Kindred Group, LeoVegas, Penn National Gaming and Rush Street Interactive. Kambi employs more than 850 staff across offices in Malta (headquarters), Australia, Philippines, Romania, Sweden, the UK and the United States.

Kambi utilises a best of breed security approach and is ISO 27001 and eCOGRA certified. Kambi Group plc is listed on Nasdaq First North Growth Market under the symbol "KAMBI".

The Company's Certified Advisor is Redeye AB.

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Attachments

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