



NYE EXPEKT STRIKES NEW SPONSORSHIP WITH THE DANISH FOOTBALL LEAGUE

LeoVegas Group's sports betting brand, nye expekt, has entered into a sponsorship agreement with Denmark's premier football league, the 3F Superliga. This agreement establishes nye expekt as the league's Official Betting Partner, and will increase brand visibility and awareness in Denmark through TV commercials, 3D carpets on the football pitch, and a digital presence on the 3F Superliga website and social media channels. The sponsorship is an important step towards expanding in sports betting and gaining a larger market share in Denmark.

The sports betting brand nye expekt has secured a sponsorship agreement with the 3F Superliga. This will boost nye expekt's visibility and brand recognition in Denmark through TV advertising during football matches, logo displays on 3D carpets on the football field, and prominence on the 3F Superliga's official digital channels.

The Danish 3F Superliga is second in UEFA's ranking of domestic leagues in the Nordics. It is highly popular with, an average of 16 million TV viewers, and 1,6 million stadium visitors per season, and boasts over 95,000 followers on Instagram and 94,000 on Facebook.

"I'm thrilled that nye expekt is well on its way to becoming a market leader in Denmark once again," said Gustaf Hagman, CEO of LeoVegas Group. "This sponsorship deal with Danish 3F Superliga will help to ensure that all sports enthusiasts in Denmark know where to find the best live odds and combinations to add another level of excitement to their sports experience - across all sports!"

"We are happy to have an official betting partner for the 3F Superliga. There are many sports betting providers who rely on Denmark's best football league, and therefore it is really important for us to have an official partner who will support and contribute to the 3F Superliga," said Claus Thomsen, CEO of the Danish League.

Nye expekt was relaunched in Denmark in May, following a ten-year absence from the Danish market. This sponsorship bolsters the LeoVegas Group's position in Denmark and is an important part of the company's strategy to increase its focus on sports. Over the past year, the Group has entered into several strategic partnerships and collaborations, which includes top European clubs such as Manchester City F.C. and FC Internazionale Milano.

ABOUT LEOVEGAS GROUP

LeoVegas Group is a leading international igaming company with a clear vision to create the world's greatest igaming experience. The Group offers online casino, live casino, and sports betting via 9 brands in 9 jurisdictions. The Group continues to grow rapidly, currently employing over 1,200 people in Europe, including at its headquarters in Stockholm and operations hub in Malta. As one of the most innovative companies in the industry,

the Group also invests and develops other igaming companies through its investment arm, LeoVentures. In 2022, LeoVegas Group became a subsidiary of the global entertainment company MGM Resorts International (NYSE: MGM). For more information, visit www.leovegasgroup.com.

FOR FURTHER INFORMATION, PLEASE CONTACT

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IMAGE ATTACHMENTS

[3FSuperliga Expekt](#)

[3FSuperliga Expekt2](#)

ATTACHMENTS

[Nye expekt strikes new sponsorship with the Danish football league](#)