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PRESS RELEASE

Kambi Group plc signs multi-year sportsbook agreement with MaximBet

Ambitious lifestyle sports betting brand selects Kambi's technology and services to enhance its North American sports betting positioning

Kambi Group plc, the world's trusted sports betting supplier, has entered into a multi-year sportsbook partnership with MaximBet, a sports betting brand owned and operated by Carousel Group, a privately held licensed sports betting and casino operator.

Under the terms of the deal, MaximBet, which launched in September in partnership with the renowned men's lifestyle media brand Maxim, will integrate Kambi's sportsbook platform into its technology stack, aiding the brand's strategy to accelerate its growth throughout North America.

As MaximBet continues to expand across North America, it will leverage Kambi's best-in-class betting solutions, from compliance provision and odds compiling to customer intelligence and risk management, as well as an array of market-leading products such as Bet Builder, its in-event and multi-event combinability product.

MaximBet is made up of a leading sports betting and casino website, MaximBet.com, and tailor-made native iOS and Android apps that allow users to bet on sports and casino. The brand leverages Maxim's large, integrated network of print, digital and social platforms and events to engage the loyal Maxim community alongside its community of sports bettors.

MaximBet, which is live in Colorado, is set to go live in at least five additional US states - Indiana, Iowa, New Jersey, Ohio and Pennsylvania - and also expects to launch in Canada in 2022 along with a series of other US states to be announced soon.

Kristian Nylén, CEO, Kambi, said: "Kambi is delighted to become the exclusive online sportsbook provider to MaximBet, a company that is committed to delivering a superior experience to its players.

"The management team at Carousel Group understand the benefits of Kambi's scalable sports betting technology and services, as well as the flexibility to innovate on top of its own platform and leverage the strength of the Maxim brand.

"This is an important partnership for Kambi as we continue to strengthen our global network and we look forward to working closely with MaximBet to aid its expansion across the US."

Daniel Graetzer, CEO, MaximBet, said: “When we launched MaximBet late last year, we promised our users the very best experience, both online and in the real world. Teaming up with Kambi - the world’s most prestigious sports betting technology supplier - makes this promise even more of a reality.

“This partnership will enable MaximBet to allocate more resources to its rapid expansion and real-life experiences that set it apart from the traditional, by-the-book sports betting operators. If MaximBet users thought the exclusive rewards, prizes, events and experiences were incredible before, they haven’t seen anything yet.”

The agreement is expected to have a small positive impact on Kambi’s 2022 revenue, however the partnership has the potential to become a material source of revenue over the course of the contract.

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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 ATG, Churchill Downs Incorporated, Kindred Group, LeoVegas, Penn National Gaming and Rush Street Interactive. Kambi employs more than 1,000 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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This information is information that Kambi Group plc is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2022-01-24 18:00 CET.

Attachments

[Kambi Group plc signs multi-year sportsbook agreement with MaximBet](#)

