



PRESS RELEASE
23 October 2024 11:10:00 CEST

SIGNS EXTENSION WITH BET365

Scout Gaming Group (“Company” or “Scout”) has signed a multi-year extension of the agreement signed in 2022 concerning the delivery of Fantasy Sports as well as cross-sell and retention driving products for other verticals for bet365 operations.

The partnership includes 100+ geographic markets throughout the world, more than 20 localized versions and languages, and a range of Fantasy sports-based products which Scout Gaming Group makes available to its partners.

The contract is effective from Q3, 2024 onwards and will positively impact Scout’s revenue going forward.

Niklas Jönsson, CEO of Scout Gaming Group comments, "This new agreement provides recognition of the relevance of Fantasy Sports and cross-sell products in the gaming market and their effectiveness in driving retention and revenue growth for the world’s leading iGaming operators, it’s an honour to continue and grow our long-standing relationship with a partner as illustrious as bet365".

A bet365 spokesperson said *“We are delighted to extend our global partnership with Scout and continue to benefit from the positive impacts their suite of Fantasy and cross-sell tools bring to bet365 as we continue our commitment to bring innovative gaming experiences to our users.”*

About bet365

At bet365, we don’t do ordinary. The original pioneers of ‘In-Play’ betting, we now offer an unrivalled sports betting experience which covers over 96 sports and over 1,000,000 live streams to 100 million customers worldwide.

Our online betting brand is powered by a world-class proprietary product and over 7,000 employees across the globe.

Cultural and linguistic zones around the globe are serviced using geo-specific content and 22 different languages to enhance the customer experience.

bet365 prides itself in being a responsible operator and has a range of useful tools to help customers stay in control of their gambling that can be found at <https://responsiblegambling.bet365.com/en>

18+ | Geographical restrictions and Full Terms and Conditions apply for Ticket Giveaway |
Registration Required | [GambleAware.org](https://www.gambleaware.org)



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About Scout Gaming Group

Scout Gaming Group is a licensed and regulated provider of B2B Daily Fantasy Sports, Sportsbook, Fantasy betting and other sports betting products. The company offers a flexible and customizable network-based platform with support for most sports and leagues through an in-house StatCenter which also provides real-time information to players. The Group is headquartered in Stockholm, Sweden with development and operations in Lviv, Ukraine. Scout Gaming is listed on Nasdaq First North Growth Market and the Certified Adviser is Corpura Fondkommission AB.

Attachments

[Signs extension with bet365](#)