



PRESS RELEASE
25 January 2024 16:00:00 CET

BET365 AND SCOUT GAMING GROUP LAUNCH FREE-TO-PLAY “DAILY LINEUPS” IN NORTH AMERICA

January 25, 2024 – Today, bet365, the global sports betting brand, announced a partnership with Scout Gaming Group, a leading fantasy sports provider, to bring a range of free-to-play “Daily Lineups” products to North America.

The deal expands bet365 and Scout Gaming Group’s existing partnership across five continents with multiple, highly localized products deploying a number of different user engagement, acquisition, and retention strategies.

A bet365 spokesperson said:

“We are excited to partner with Scout Gaming Group, a veteran leader in fantasy sports. Their robust range of technologies, products and services will play an instrumental role as we expand our fantastic free-to-play “Daily Lineups” for our eligible bet365 customers!”

Niklas Jönsson, CEO at **Scout Gaming Group** said:

“We’ve now brought to market, fully localized, and highly competitive free-to-play product in a region where there is considerable competition, a massive market and even more opportunities for innovative Fantasy Sports providers and operators.

We are very much looking forward to measuring the results with bet365 and ensuring the products deliver on their tremendous potential and the vision of the partnership to bring engagement and excitement to users.”

With bet365’s free-to-play “Daily Lineups”, verified bet365 users can build their own teams and compete against others for points in popular American sports like football, basketball, baseball, golf and more. Players on each team will accumulate points based on their real-world performances with winnings will be paid in the form of bonus bets or cash.

bet365’s free-to-play “Daily Lineups” is currently available in Virginia, Ohio, Colorado, Louisiana, and New Jersey with more markets to be announced. Fans can access free-to-play “Daily Lineups” by clicking on the “Daily Lineups” tab from the bet365 website. Specific rules, terms and conditions apply.

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About bet365

At bet365, we don’t do ordinary. We believe every sport should be epic. That’s why we offer an ‘In-Game’ experience which covers over 78 sports and over 780,000 live streams to 90 million customers worldwide. Our online betting brand is powered by a world-class proprietary product and over 7,000 employees across the globe.



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Cultural and linguistic zones around the globe are serviced using geo-specific content and 22 different languages to enhance the customer experience, which is further improved through the offering of 26 different deposit currencies and 50 payment methods.

bet365 has a range of useful tools to help you stay in control of your gambling that can be found at <https://responsiblegaming.la.bet365.com/us>.

GAMBLING PROBLEM? CALL 1-800-GAMBLER (CO, KY, LA, NJ, OH, VA) or 1-800-BETS OFF (IA). 21+ only (18+ in KY). Must be present in CO/IA/KY/LA (select parishes)/NJ/OH/VA. Terms and Conditions Apply, registration required.

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.

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Attachments

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