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PRESS RELEASE

Kambi Group plc agrees sportsbook partnership with sports media and betting giant LiveScore Group

Long-term partnership will see Kambi's cutting-edge sportsbook power the group's LiveScore Bet and Virgin Bet online sportsbook brands globally

Kambi Group plc ("Kambi"), the world's trusted sports betting partner, has signed a long-term agreement to provide its sportsbook to the LiveScore Group of companies, comprising one of the world's leading sports media platforms and two online betting brands.

Following a competitive selection process, Kambi's sportsbook will power the LiveScore Bet and Virgin Bet brands globally through the provision of Kambi's high-performance sports betting platform, range of managed services and suite of award-winning products including AI-powered trading and Bet Builder.

The operator's in-house product teams will also utilise Kambi's open APIs, as well as leverage Kambi's powerful incentives tools and bespoke bet offer specials to create a unique user experience for its global user base.

The agreement between Kambi and LiveScore Group's LiveScore Betting & Gaming is expected to contribute material revenue for Kambi starting H2 2024, growing in line with LiveScore Group's roll-out into current and future markets.

Formed in 2019 following a spin-off from Gamesys Group, LiveScore Group is the operator of renowned sports media brand LiveScore, the leading real-time sports data provider and streaming service, with more than 50 million daily users across 200-plus territories.

LiveScore Group's sportsbook brands, LiveScore Bet and Virgin Bet, are currently active in several markets across the globe, including a strong presence in the UK, and the deal currently spans the Group's subsidiaries in Gibraltar, Malta and Nigeria. The Group has plans to expand the LiveScore Bet brand further in partnership with Kambi, as it replaces its existing third-party sportsbook technology. The new Kambi-powered sportsbook should begin to be rolled out across multiple markets from Q1 2024.

Kristian Nylén, Kambi CEO and co-founder, said: "With well-established sportsbook brands in several markets, an immensely popular media platform that acts as an effective acquisition channel, and an experienced leadership team, LiveScore Group has all the ingredients Kambi looks for in an operator. In partnering with Kambi and integrating our sportsbook, LiveScore Group will have the quality and trusted sportsbook it requires to fulfil its ambitious growth plans and we're delighted to be supporting them on that journey."

Sam Sadi, CEO at LiveScore Group, said: “We are thrilled to join forces with Kambi, the premier independent sportsbook provider, as we look to accelerate our growth in the global sports betting market. By combining the strengths of Kambi’s technology with LiveScore Group’s world-class sports betting brands, media assets and in-house product teams, I believe we are ideally equipped to create truly memorable experiences for our users.”

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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 40-plus customers include ATG, Bally’s Corporation, Corredor Empresarial, Kindred Group, LeoVegas, Rush Street Interactive and Svenska Spel. Kambi employs more than 1,000 staff across offices in Malta (headquarters), Australia, Denmark, 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.

About LiveScore Group

Established in 2019, LiveScore Group™ is home to LiveScore, LiveScore Bet and Virgin Bet; three of the most exciting brands in the sports and gaming industries today. The Group is a fully owned and operated ecosystem that converges the most relevant sports content and engaging features with a world-class sportsbook. All served by a purpose-built, in-house tech stack delivering a frictionless customer experience.

Its model directly addresses several industry challenges. Against a wider backdrop of sports content consumption that is inefficient and uneconomical, modern sports fans are expected to navigate a fragmented ecosystem delivered by different brands and companies across various apps, platforms and devices. Completing basic and repeatable actions require managing multiple paid subscriptions and accounts.

LiveScore Group, centred around its pioneering 'convergence' strategy, is improving the symbiotic relationship between the sports media and sports betting industries to deliver better returns and, vitally, a better experience for users.

About LiveScore

LiveScore™ was founded in 1998 and has evolved to become one of the world's best loved sports media brands. As part of LiveScore Group, the brand has seen substantial growth with over 50 million daily users across over 200 global territories.

For more than two decades it has been an essential part of the match-day experience for football fans. The hero LiveScore app delivers world-class content and editorial alongside the fastest and most reliable updates on the matches that matter to them.

The latest edition of the app features lightning-fast notifications, aggregated and curated news feeds and even post-match highlights of English Premier League matches. Player profile and rich team stats contribute to a further enhanced offering, in addition to live highlights as part of a seamless user experience.

About LiveScore Bet

LiveScore Bet™, is a sportsbook offering customers in the UK, Ireland, Nigeria and the Netherlands a new and improved betting experience within the LiveScore ecosystem. Building on the existing user relationship with the trusted LiveScore brand that is already a core part of the live sport experience, LiveScore Bet seeks to deliver a best-in-class product and represents a new opportunity for customers to bet responsibly. LiveScore Bet has been able to emerge from the crowd with a vibrant personality, a world-class product and demonstrable growth that has set it apart from the chasing pack.

It is the fastest-growing sportsbook in the UK and the recent winner of several prestigious industry awards including EGR Operator 2022 'Rising Star', SBC 2022 'Rising Star', EGR Marketing Awards 'Innovation in Sports Betting'.

About Virgin Bet

Launched in May 2019, Virgin Bet™ is one of the UK's fastest growing Sportsbooks and winner of 2021 SBC's 'The Rising Star' award. With access to a huge range of betting markets across all the top sports, as well as the nation's most popular casino products, Virgin Bet delivers a top-quality experience for its customers and has the perfect line-up to disrupt the sportsbook industry.

Virgin Bet fuses the values and principles of the Virgin brand with the online gaming expertise of LiveScore Group to deliver a first-class customer experience.

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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 2023-10-30 11:00 CET.

Attachments

[Kambi Group plc agrees sportsbook partnership with sports media and betting giant LiveScore Group](#)