



BETMGM ANNOUNCES PARTNERSHIP WITH TOTTENHAM HOTSPUR

LeoVegas Group's newly launched international sportsbook brand BetMGM has entered into a new three-year partnership with Tottenham Hotspur Football Club, branding the Premier League club's training wear. The partnership, LeoVegas Group's third Premier League partnership deal in just a week, will significantly boost the Group's visibility and showcase its hero sportsbook brand BetMGM to millions of football fans across the world.

LeoVegas Group and Premier League club Tottenham Hotspur F.C. have today announced their new 3-year partnership deal that will see the Group's newly launched sportsbook brands BetMGM become the men's and women's club's *Official Betting Partner*, as well as the *Official Front of Training Wear Partner of Tottenham Hotspur Football Club*. As *Official Partner*, BetMGM will prominently feature on media backdrops and the men's training kit during Premier League, domestic cup, and European fixtures. Additionally, the brand will be regularly highlighted on pitch-side LEDs at Tottenham Hotspur Stadium, the largest club stadium in London, on stadium big screens, and on IPTV.

The partnership will enable increased awareness and reach of the Group's sportsbook brand BetMGM, which was recently launched in the UK and the Netherlands. Customers and fans can expect to be included in exciting partnership events, including unique experiences for fans and giveaways.

Sam Behar, UK Director BetMGM, said *"We are very proud to launch this partnership with Spurs as their progressive spirit fully aligns with BetMGM's ambitions. This is our third Premier League deal in just a week, and we look forward to kicking off this exciting season as we continue to grow BetMGM's presence in the world of sports."*

Ryan Norys, Chief Revenue Officer at Tottenham Hotspur, said *"We are delighted to announce this partnership with BetMGM. The Club and BetMGM's values align exceptionally well through a competitive spirit, whilst also continuing to strive for greatness."*

"BetMGM has demonstrated it is putting its customers first by continuously developing its product offering to fans. Throughout this partnership, we are looking to help BetMGM further establish itself in the UK market, as well as enhancing customers' knowledge around responsible gambling."

The new Premier League club deal marks LeoVegas Group's third in a week, underscoring a significant milestone in the strategy to amplify its focus on sports. Over recent years, the Group has entered into several strategic partnerships, most recently with Wolverhampton Wanderers F.C. and Newcastle United F.C.

FOR FURTHER INFORMATION, PLEASE CONTACT

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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 10 jurisdictions. The Group continues to grow rapidly, currently employing over 1,400 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.

IMAGE ATTACHMENTS

[BETMGM Spurs](#)

[THFCxBETMGM_Lockup 2048x992](#)

[BetMGM SamBehar DanTowse](#)

ATTACHMENTS

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