PRESS RELEASE
16 November 2026 13:15:00 CET

Kambi ebook explores how network scale data delivers a proven edge

New ebook unveils comprehensive data and insights into the edge no sportsbook can build alone

Kambi Group plc ("Kambi"), a leading provider of cutting-edge sports betting services, has launched a new **ebook** examining how its network scale and unsurpassed volume of betting data delivers higher performance for partners, forming the foundation for the company's AI trading edge and on-demand sports betting vision.

Kambi's network scale comprises:

· 70+ operator partners worldwide across more than 100 regulated markets
· €17bn+ turnover through the network every year
· 1.5bn+ bets processed annually
· 7m+ active online players

The ebook examines in depth how network scale and decades of historic sports betting and outcome data help to sharpen Kambi's models and product development, demonstrated in the performance of its AI trading engine during the World Cup where Kambi delivered an operator trading margin of 18%.

Alongside sharper prices, more markets, lower live delays and stronger margins, Kambi's AI trading engine is enabling Kambi to remove the limits on offering creation to price, risk manage and settle any opportunity.

Underpinned by its volume of network data and expanded on within the ebook, this forms the foundation of the company's on-demand vision. This will see the sportsbook evolve beyond a static grid of markets to act as an intelligent layer around the sporting event, responding to player intent with relevant, priced opportunities and unlocking far greater freedom for operators to innovate.

> **Simon Noy, SVP Product at Kambi, said:** *"A sportsbook's edge is increasingly defined by the depth and quality of the data behind it. Every bet on Kambi's network sharpens our trading, risk management and product development, and with more than 70 global partners and €17 billion in annual liquidity Kambi boasts years of accumulated intelligence that no one sportsbook could build alone.*
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> *"This depth of data combined with our AI trading engine enables Kambi to*

> *spot the right opportunities and deliver them at scale, the vital foundations as we remove the boundaries on what a sportsbook can offer and work towards our on-demand sports betting vision."*

Download the ebook **here**.

For media enquiries, please contact:

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About Kambi

Kambi is a leading provider of cutting-edge sports betting services to licensed B2C gaming companies, operating one of the world's most powerful sports betting networks and delivering high-performance solutions through its Turnkey Sportsbook and Odds Feed+ products. Focused on regulated markets, Kambi harnesses the vast data its network generates to drive its proprietary AI-powered pricing, trading and technology capabilities, giving partners a proven competitive edge while empowering operators with the flexibility to create differentiated, compliant and revenue-driving sportsbook offerings. Kambi's global network of more than 70 partners includes Bally's Corporation, BetPlay, Hard Rock Digital, LiveScore Group, Ontario Lottery & Gaming Corporation and Rush Street Interactive, supporting their success across some of the world's most competitive regulated markets.

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 Nordic Growth AB.

Image Attachments

Kambi Ebook

Attachments

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