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PRESS RELEASE

Kambi Group plc signs long-term sportsbook platform and front end agreement with Svenska Spel Sport & Casino

Former Swedish monopoly operator to leverage Kambi's cutting-edge Complete sportsbook as well as Shape Games' front end technology to launch highly differentiated sportsbook product

Kambi Group plc ("Kambi"), the world's trusted sports betting partner, has signed an exclusive long-term agreement to power the online and retail sportsbook of Svenska Spel Sport & Casino, one of the leading operators in the regulated Swedish market.

Following a competitive tender process, Kambi was selected by Svenska Spel Sport & Casino due to the strength of its cutting-edge Complete sportsbook product, commitment to upholding the highest levels of compliance and its strong record of offering an extensive range of operator empowerment tools, including price differentiation. The agreement is expected to have a meaningful financial impact from H2 2024.

In line with Kambi's modularisation strategy, the multi-channel partnership will also see Kambi subsidiary Shape Games power the front end of Svenska Spel Sport & Casino's new sportsbook, giving the operator control over the user experience and enabling it to differentiate from its competitors.

State-owned Svenska Spel was founded in 1997 following the merger between AB Tipstjänst and Svenska Penninglotteriet AB and is one of the largest operators in Sweden's regulated market with a strong online presence and 5,000 retail outlets.

Kristian Nylén, Kambi CEO and Co-Founder, said: "Svenska Spel is widely recognised as one of Sweden's most prestigious brands and given Kambi's strong Swedish roots, I am proud that we have been selected as the operator's long-term sportsbook provider. As we continue to build commercial momentum and execute our long-term strategy, this partnership is a significant milestone for the business and will enable Kambi to further strengthen its position in one of our core markets."

Morten Tonnesen, Shape Games Chief Commercial Officer, said: "This is an incredibly exciting new partnership for Shape Games which marks the third former state-owned monopoly we have partnered with. From day one, we have been dedicated to enhancing the sports betting user experience with our leading front end technology and we are really looking forward to working closely with Svenska Spel to deliver something truly unique for its players."

Dan Korhonen, Svenska Spel Sport & Casino Head of Product Sportsbetting, said: “It has been an extensive process. We have evaluated a number of different alternatives and we feel we have found the perfect partner in Kambi. This partnership will further strengthen our offering. We look forward to launch our new Oddset sportsbook next year where focus will be on accommodating our customers on a new level.”

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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 Shape Games

Shape Games is an award-winning digital B2B platform and service provider for the iGaming industry. Shape Games' highly customisable native frontend is one of a kind, as it brings customer focused product development known from Silicon Valley startups to the gaming space.

About Svenska Spel

Svenska Spel Sport & Casino AB is a subsidiary of AB Svenska Spel, offering a wide range of online games and sports betting, with well-known brands such as Stryktipset and Oddset. The Svenska Spel Group creates sustainable gambling experiences that contribute to a better Sweden and includes business areas Tur with brands Triss and Lotto, and Casino Cosmopol & Vegas with three international casinos and Vegas video lottery terminals in restaurants and bingo halls. Svenska Spel is also the country's biggest sponsor of Swedish sport, at both elite level and grass-roots level. The company has around 1,500 employees with its head office in Visby. For more information, go to spela.svenskaspel.se

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 2023-10-03 08:00 CEST.

Attachments

[Kambi Group plc signs long-term sportsbook platform and front end agreement with Svenska Spel Sport & Casino](#)