

20 October 2022 20:45:00 CEST
PRESS RELEASE

Kambi Group plc signs on-property sportsbook partnership with Great Canadian Entertainment

Multi-year agreement will see Kambi provide its retail sportsbook solution to multiple casinos in Ontario owned by one of Canada's premier gaming companies

Kambi Group plc, the world's trusted sports betting partner, has signed a multi-year partnership with Great Canadian Entertainment ("Great Canadian"), one of the largest gaming and entertainment companies in Canada, to provide its leading on-property sportsbook to 10 of the operator's casinos in the province of Ontario.

The agreement will see Great Canadian launch a Kambi-powered sportsbook across its portfolio of properties in the Canadian province, including one of Ontario's newest land-based casinos, Pickering Casino Resort.

Great Canadian operates 25 gaming, entertainment and hospitality destinations across Canada, including a dozen casinos in Ontario.

Under the agreement, Great Canadian will benefit from a high-performance retail sportsbook solution that includes state-of-the-art betting kiosks with fully configurable digital signage functionality.

The partnership will have a small positive financial impact on Kambi's revenue in 2022 with a more material revenue impact from 2023.

Kristian Nylén, Kambi Chief Executive Officer and Co-founder said: "I am delighted to form this exciting sports betting partnership with Great Canadian, which is rightly regarded as one of Canada's premier gaming and entertainment companies with an unrivalled retail footprint.

"This underlines our position as the leading multi-channel sportsbook provider in North America and we are looking forward to working with the talented team at Great Canadian to deliver a market-leading sportsbook experience for its patrons."

"The addition of sports betting at 10 of our Ontario-based gaming destinations is an important new amenity, elevating the gaming experience for our guests," stated Tony Rodio, Chief Executive Officer at Great Canadian Entertainment.

"As the first company to launch this type of product in Ontario, we are thankful for our partnership with Kambi throughout this new venture as well as the continued support from the Ontario Lottery and Gaming Corporation, Alcohol and Gaming Commission of Ontario and Ontario's provincial government," concluded Rodio.

For further information, please contact:

Mia Nordlander

SVP Investor Relations

Mia.Nordlander@kambi.com

Mobile: +44 (0) 7850 910 933

Office: +44 203 318 6279

Chris Stutzman

Investor Relations Analyst

Chris.Stutzman@kambi.com

Office: +1 302 603 5137

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, Churchill Downs Incorporated, Kindred Group, LeoVegas, Penn National Gaming and Rush Street Interactive. Kambi employs more than 1,000 staff across offices in Malta (headquarters), Australia, 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 Great Canadian Entertainment

Founded in 1982 as Great Canadian Gaming Corporation, Great Canadian Entertainment is an Ontario-based company that operates 25 gaming, entertainment and hospitality destinations in Ontario, British Columbia, New Brunswick, and Nova Scotia. We're driven by our Vision, which is to be the leading gaming, entertainment and hospitality company in our chosen markets by providing superior entertainment value and exceptional experiences. Fundamental to the company's culture is its commitment to social responsibility. "PROUD of our people, our business, our community" is Great Canadian's brand that unifies the company's community, volunteering and social responsibility efforts. Under the PROUD program, Great Canadian annually supports hundreds of charitable and non-profit organizations across Canada. In each Canadian gaming jurisdiction, a significant portion of gross gaming revenue from gaming facilities is retained by our Crown partners on behalf of their provincial government for the purpose of supporting programs like healthcare, education and social services.

For Great Canadian Entertainment media inquiries:

Chuck Keeling

Executive Vice President, Stakeholder Engagement, Community and Social Responsibility
ckeeling@gcgaming.com

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 2022-10-20 20:45 CEST.

Attachments

[Kambi Group plc signs on-property sportsbook partnership with Great Canadian Entertainment](#)