



LEOVEGAS LAUNCHES SPORTSBOOK IN GERMANY AND STRENGTHENS THE Foothold IN THE MARKET

LeoVegas Group has launched its sportsbook offering in the growing German market, in addition to its popular virtual slot machines vertical. Following the gaming license granted last year, the Group introduced virtual slot machines on LeoVegas.de in one of Europe's largest igaming markets. The new sportsbook offering will be available across all sixteen German states, strengthening the foothold in Germany. A nationwide marketing campaign will launch in December to celebrate thrill seeking adventures in everyday life.

LeoVegas Group has launched its sportsbook vertical on the popular brand LeoVegas.de. In recent years, the German igaming market has developed into potentially one of Europe's largest, and this new addition to the brand will attract sports fans across all sixteen German states, subsequently expanding the existing customer base. Until now, LeoVegas Group has only offered virtual slot machines in Germany, following the gaming license granted last year. In conjunction with the sportsbook launch, a nationwide marketing campaign titled "Thrill Seeker" will premiere across channels such as TV, programmatic, and affiliates. The campaign will humorously showcase how to add excitement and unexpected twists to the monotony of everyday life.

Gustaf Hagman, CEO at LeoVegas Group, said "Launching our sportsbook offering in Germany is a very exciting step for LeoVegas Group as we continue to grow and strengthen our foothold. Germany is one of Europe's great sports powerhouses, and we are confident players will enjoy LeoVegas.de as a one-stop-shop for the greatest igaming experience."

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

[LeoVegas.de Sportsbook 1](#)

[LeoVegas.de Sportsbook 2](#)

ATTACHMENTS

[LeoVegas launches sportsbook in Germany and strengthens the foothold in the market](#)