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PRESS RELEASE

Kambi Group plc and LeoVegas Group agree multi-year extension to global sportsbook partnership

Latest contract renewal will see LeoVegas Group continue utilising Kambi's award-winning sportsbook technology and services

Kambi Group plc ("Kambi"), the world's trusted sports betting partner, today announced a multi-year extension to its online sportsbook partnership with LeoVegas Group, one of the world's leading online gaming operators.

Under the terms of the agreement, Kambi will continue to provide LeoVegas Group with its market-leading sportsbook technology and services, including its award-winning AI-powered trading and Bet Builder product.

The agreement is the second renewal to the successful partnership first signed in 2016 during which time LeoVegas Group has continued to expand its range of Kambi-powered sports betting brands to now include BetUK and expekt as well as LeoVegas.

With sports betting identified as a strategic area of growth, LeoVegas Group has ambitious plans to launch its sportsbook under multiple brands in additional regulated markets during the year. In 2022, LeoVegas Group reported a 30% year-on-year increase in revenue from sports betting alone.

Kristian Nylén, Chief Executive Officer and Co-founder of Kambi, said: "We are delighted to extend our sportsbook partnership with LeoVegas Group, a world-leading operator with a strong track record of success.

"Renewing this partnership for a second time is further testament to the strength of Kambi's cutting-edge technology and services as we continue to pioneer next generation betting entertainment for players across the globe."

Per Carlander, Director of Sports Strategy at LeoVegas Group, said: "Our recent successful launch of expekt in Denmark and the rapid growth of BetUK in the UK highlight our ambitious plans to expand internationally and increase our focus on sports betting and in Kambi we have a partner to enable us to do just that.

"At LeoVegas Group, we promise our customers the greatest igaming experience - and to deliver that within sports betting we need to stay innovative together with our partners. That's why we are very pleased to extend our partnership with Kambi."

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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, Mohegan Gaming & Entertainment and Rush Street Interactive. 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 LeoVegas

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 9 jurisdictions. The Group continues to grow rapidly, currently employing over 1,200 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.

Attachments

[Kambi Group plc and LeoVegas Group agree multi-year extension to global sportsbook partnership](#)

