

Press Release

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BETMGM UK STRIKES ENHANCED PARTNERSHIP DEAL WITH NEWCASTLE UNITED

LeoVegas Group is excited to announce a new agreement with Premier League side Newcastle United, which will see the sports betting brand BetMGM become an Official Betting Partner of the club. Building on the success of the initial year in partnership, an extended agreement will ensure that BetMGM remains top of mind with football fans globally.

LeoVegas Group and Premier League side Newcastle United have today announced an enhanced partnership deal that will see the betting brand BetMGM become an *Official Betting Partner* of the club. As an Official Betting Partner, the BetMGM brand will be regularly highlighted on LEDs, big screens, and static boards at St James' Park, the club's home stadium. Customers and fans can expect to be included in many exciting partnership activations, such as unique experiences and giveaways.

Sam Behar, UK Director BetMGM, said "Our BetMGM partnership with Newcastle United has been a success, and we are delighted to continue building on this fruitful collaboration. The club is incredibly ambitious, and their drive perfectly aligns with our Group's core values. I can't wait to get this season started and see Newcastle United continue on their journey."

Peter Silverstone, Newcastle United's Chief Commercial Officer, said "Newcastle United and BetMGM have had an exceptional first year together. We have helped BetMGM to drive brand awareness and engagement in key markets, supporting its aim to create the world's greatest gaming experience."

"This new agreement is testament to how effective the club's profile and support have been to BetMGM, and we are delighted to enhance our support of one another on the next step of our exciting journeys."

About Newcastle United F.C.

Founded in 1892, Newcastle United is a leading professional football club based in the North East of England. Famed for its storied history, passionate supporters, magnificent St. James' Park stadium and iconic black and white striped shirts, the club competes in the world-renowned English Premier League (EPL) and featured in the prestigious 2023/24 UEFA Champions League.

For more information on Newcastle United, the club's history, and all the latest news, please visit www.nufc.co.uk.

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.lovegasgroup.com.

IMAGE ATTACHMENTS

[NewcastleUnitedFC_BetMGM PartnershipLockup](#)

ATTACHMENTS

[BetMGM UK strikes enhanced partnership deal with Newcastle United](#)