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PRESS RELEASE

Kambi Group plc expands Canadian reach with Pure Casino Entertainment partnership

Kambi will power the operator's online and retail sports betting operations throughout Alberta under multi-year agreement

Kambi Group plc (“Kambi”), the home of premium sports betting solutions, has signed a multi-year partnership to supply its Turnkey Sportsbook to Pure Casino Entertainment, one of the largest casino operators in the Canadian province of Alberta.

The multi-channel agreement will see Kambi support the operator's retail sports betting ambitions across multiple properties – including locations in Calgary, Edmonton and Lethbridge – as well as launching online sports betting under its PureCasino.ca brand following the opening of Alberta's regulated market on 13 July 2026.

Pure Casino Entertainment selected Kambi due to the proven quality of its end-to-end sports betting solution – which is underpinned by the power and scale of its global network, advanced trading capabilities and player engagement features – as well as its track record of delivering engaging sports betting experiences in the on-property arena.

The partnership contains scope to expand to further properties across the province, following the recent acquisition of three casino locations by Pure Casino Entertainment's parent organisation Indigenous Gaming Partners.

Werner Becher, Kambi Group CEO, said: “We are delighted to be growing our footprint in an important region for Kambi with a partner with the heritage and expertise of Pure Casino Entertainment. They share our commitment to deep and engaging sports betting experiences, and we look forward to delivering on this partnership's potential for their customers throughout Alberta.”

Brad Belhouse, CEO, Pure Casino Entertainment, said: “As we prepared for the launch of Alberta's regulated online market we knew selecting a sports betting partner that could offer the right combination of product quality and regulatory certainty was paramount. Kambi's proven track record made them the clear choice, and we are excited to capitalise on the sports betting opportunity online and across our Alberta casinos.”

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About Kambi

Kambi is a leading provider of cutting-edge sports betting services to licensed B2C gaming companies, operating one of the world's most powerful sports betting networks and delivering high-performance solutions through its Turnkey Sportsbook and Odds Feed+ products. Focused on regulated markets, Kambi harnesses the vast data its network generates to drive its proprietary AI-powered pricing, trading and technology capabilities, giving partners a proven competitive edge while empowering operators with the flexibility to create differentiated, compliant and revenue-driving sportsbook offerings. Kambi's global network of more than 70 partners includes Bally's Corporation, BetPlay, Hard Rock Digital, LiveScore Group, Ontario Lottery & Gaming Corporation and Rush Street Interactive, supporting their success across some of the world's most competitive regulated markets.

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 Nordic Growth AB.

Image Attachments

[Kambi X Pure Casino Entertainment](#)

Attachments

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