

07 November 2024 09:00:00 CET
PRESS RELEASE

Kambi Group plc and VIP Play, Inc. agree multi-year online sportsbook partnership

Partnership will see mobile gaming operator ZenSports (owned by VIP Play, Inc.) leverage Kambi's leading Turnkey Sportsbook in Tennessee with ambitious plans to enter additional markets in the future

Kambi Group plc ("Kambi"), the home of premium sports betting solutions, has signed a multi-year agreement with VIP Play, Inc. (VIPZ) to provide its market-leading Turnkey Sportsbook technology to US sports betting operator ZenSports across multiple markets.

ZenSports, which is owned by VIP Play, Inc. (formerly KeyStar Corp), a public company that acquired ZenSports in 2022, will initially deploy Kambi's market-leading technology in Tennessee, where it has been operational since its 2023 launch and is actively licensed to provide mobile sports betting services. The company also has ambitious plans to expand its footprint across various markets, aiming to enter several additional US states in the future.

Under the terms of the agreement, ZenSports will upgrade its current mobile sportsbook offering by leveraging Kambi's cutting-edge Turnkey Sportsbook solution, proven to deliver speed, stability and flexibility in highly competitive markets across the globe. ZenSports aims to utilise Kambi's comprehensive sportsbook solution to create a premium, customer-centric experience by delivering an interactive front end inclusive of market-leading customer acquisition tools.

Werner Becher, Kambi Group CEO, said: "We are excited to welcome VIP Play, Inc. to the Kambi network as they adopt our trusted Turnkey Sportsbook solution. They have ambitious growth goals, and we look forward to supporting these efforts with Kambi's market-leading sportsbook technology and services. This collaboration exemplifies our commitment to empowering operators focused on creating innovative, customer-centred experiences."

Bruce Cassidy, VIP Play, Inc. CEO & Chairman of the Board, said: "This partnership with Kambi is a pivotal step for VIP Play, Inc. as we work towards establishing a premier sportsbook presence in the US. Kambi's market-leading technology, and our internal ability to build proprietary technology on top of the Kambi platform, will enable us to deliver a first-class, interactive sports betting experience and a mutually beneficial partnership for years to come."

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About Kambi

Kambi Group is the home of premium sports betting services for licensed B2C gaming operators. Kambi's portfolio of market-leading products include Turnkey Sportsbook, Odds Feed+, Managed Trading, Bet Builder, Esports, Front End and Sportsbook Platform. Kambi Group also operates esports data and odds supplier Abios, front end technology experts Shape Games and cutting-edge AI trading division Tzeract. Kambi Group's partners include ATG, Bally's Corporation, Corredor Empresarial, Kindred Group, LeoVegas, LiveScore, Rush Street Interactive and Svenska Spel. Kambi Group 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 VIP Play, Inc. (VIPZ)

VIP Play, Inc. is pioneering the future of mobile sports betting and currently operates the ZenSports platform in Tennessee – having initially launched in the state in June of 2023. The team brings decades of professional experience led by CEO & Chairman, Bruce Cassidy, and COO, Jacob Shrader, with plans to expand within various mobile gaming markets following their partnership with Kambi.

Attachments

[Kambi Group plc and VIP Play, Inc. agree multi-year online sportsbook partnership](#)