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PRESS RELEASE

Kambi Group plc signs Odds Feed+ partnership with ComeOn Group

Kambi strengthens its global network of odds partners as ComeOn Group selects Odds Feed+ to enhance its international sportsbook offering

Kambi Group plc (“Kambi”), the home of premium sports betting solutions, has agreed a multi-year partnership with ComeOn Group (“ComeOn”) to integrate Odds Feed+, Kambi’s premium odds feed solution, into ComeOn’s award-winning proprietary sportsbook platform.

A leading international igaming and sports betting operator, ComeOn will gain seamless access to Kambi’s library of high#quality odds, including market#leading esports odds powered by Kambi’s esports division Abios, enabling the group to further elevate its global sportsbook offering in line with its sportsbook growth strategy. Active across several locally regulated markets including Denmark, Sweden, Ontario and the Netherlands, ComeOn was ranked 21st in EGR’s most recent Power 50 list in 2025.

Odds Feed+ is Kambi’s premium odds feed solution, delivering actively managed and traded odds sharpened by its €17bn global liquidity to ensure exceptional precision and strong margin performance. Kambi’s growing suite of AI#powered odds enhances pricing accuracy and trading efficiency, while low#latency delivery powered by official data sources ensures real#time odds and a smoother betting experience.

Designed with flexibility at its core, Odds Feed+ allows operators to build a bespoke odds package from Kambi’s extensive catalogue, ensuring the service aligns seamlessly with the operator’s market#specific strategies, player expectations and long#term growth ambitions.

Werner Becher, Kambi Group CEO, said: “We are delighted to welcome ComeOn Group as our latest Odds Feed+ partner. Odds Feed+ is built on the principles of quality, choice and trust, and this partnership reflects the confidence leading operators place in Kambi’s odds service. By combining market#leading pricing with the flexibility to scale and tailor their odds package on demand, ComeOn will be equipped to deliver a world#class sportsbook experience to players across their markets.”

Juergen Reutter, Chief Executive Officer of ComeOn Group, said: “By integrating Kambi’s data capabilities into our ecosystem, we are further enhancing our proprietary multi-feed sportsbook platform, with a particular focus on the market-leading esports coverage provided by Abios. This allows us to double down on our commitment to provide hyper personalization and localized

player experiences. We continue to grow the Sportsbook part of our business as per our strategy, powered by our in-house platform which gives us the agility to connect to a variety of leading data providers. This ensures we can continue to differentiate our local offerings and provide a superior experience to our players in each market.”

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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 Sweden AB.

About ComeOn Group

Founded in 2008, ComeOn Group is a leading global player in the iGaming market, operating a diverse portfolio of brands across locally regulated markets.

The Group operates its brands on an award-winning, proprietary Casino and Sports Betting platform, enhanced by AI-driven insights and personalisation technology to deliver a secure, innovative, and engaging player experience.

ComeOn Group is an international employer with over 550 employees across multiple European office locations, united by a strong focus on technology, innovation, and its customer-centric approach.

Read more about ComeOn Group on www.comeon-group.com

For further information, please contact: pr@comeon.com

Image Attachments

[Kambi X ComeonGroup](#)

Attachments

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