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PRESS RELEASE

Kambi Group plc and JVH gaming & entertainment group sign long-term partnership

Agreement with largest casino operator in The Netherlands paves way for Dutch online launch on the passage of enabling legislation

Kambi Group plc, the world's trusted sports betting partner, has agreed a multi-year partnership with the leading private casino operator in The Netherlands, JVH gaming & entertainment group (JVH group).

JVH group plans to harness Kambi's high-performance sportsbook and powerful suite of front-end and price differentiation tools to launch its online sports betting offering in the Dutch market. This is anticipated for H2 2021 pending enabling legislation and corresponding regulatory approvals.

The foremost casino operator in The Netherlands, JVH group currently welcomes well over four million guest visits every year across more than 80 properties under brands including Jack's Casino and Flash Casinos. JVH group intends to enter the online gaming market upon regulation, with an engaging sports betting offer as a crucial component.

Kristian Nylén, CEO, Kambi, said: "We are very pleased to have put pen to paper on our partnership with JVH group, an agreement which positions both parties to fully capitalise on the forthcoming regulation of the Dutch online sports betting market.

"JVH's reach in The Netherlands' land-based casino sector is unmatched, and Kambi's digital expertise will enable them to accelerate their growth with a market-leading online sports betting offer."

Eric Olders, CEO & Chairman of JVH group, said: "This partnership marks an important strategic milestone for the company and entry into a new phase, with the aim of building on our casino business with the launch of a premium online sports betting product as we finally go digital.

"In Kambi, we are confident that we have found a trusted partner that shares our goal of providing players with engaging, innovative sports betting experiences, and we look forward to working closely with them as we deliver on our digital ambitions."

For further information, please contact:

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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 30-plus customers include 888 Holdings, ATG, Churchill Downs Incorporated, DraftKings, Kindred Group, LeoVegas, Penn National Gaming and Rush Street Interactive. Kambi employs more than 850 staff across offices in Malta (headquarters), Australia, 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.

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Attachments

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