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PRESS RELEASE

## **Kambi Group plc and BetCity strengthen partnership with multi-year extension**

### **Entain-owned brand to continue leveraging Kambi's premium Turnkey Sportsbook technology in the competitive regulated Dutch market**

Kambi Group plc ("Kambi"), the home of premium sports betting solutions, has agreed a multi-year extension to its successful sportsbook partnership with BetCity, a leading online sports betting and gaming operator in the Netherlands. In 2022, BetCity was acquired by Entain, one of the world's largest sports betting and gaming groups.

The extended agreement will see Kambi continue to provide BetCity with its online Turnkey Sportsbook, the world's leading end-to-end sportsbook solution. BetCity also leverages native app technology from Shape Games, Kambi Group's Front End division, to provide an enhanced user experience.

Kambi first partnered with BetCity in 2021, successfully launching on day one of the Netherlands' regulated online gambling market opening in October of that year. Following the launch, BetCity quickly established itself as one of the Netherlands' leading brands.

Werner Becher, Kambi CEO, said: "We are delighted to extend our partnership with BetCity, a brand that has demonstrated exceptional ambition since its inception. This agreement reflects the strong relationship we have built over the past few years and underscores Kambi's commitment to empowering partners with the premium technology and services needed to succeed in regulated markets. We look forward to continuing this journey with BetCity and supporting their next phase of growth as part of Entain's stable of brands."

Vic Walia, CEO of BetCity, added: "Since partnering with Kambi, BetCity has gone from strength to strength, achieving a prominent position in a highly competitive market. Kambi's advanced Turnkey Sportsbook and high-quality service have been pivotal to our success, and we are excited to extend this collaboration as we continue to deliver a premium betting experience to our players in the Netherlands."

**For further information, please contact:**

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**About Kambi**

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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.

**Attachments**

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