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PRESS RELEASE

Kambi Group plc agrees long-term sportsbook partnership extension with Colombia market leader Corredor Empresarial S.A.

Operator of leading BetPlay brand to continue leveraging Kambi's complete sportsbook as it prepares to expand across Latin America

Kambi Group plc ("Kambi"), the world's trusted sports betting partner, and Corredor Empresarial S.A., the number one regulated betting and gaming operator in Colombia, have agreed a long-term sportsbook partnership extension.

The agreement is the second renewal to the successful partnership first signed in 2017, one which has seen the operator's BetPlay brand become the clear market leader in Colombia's licensed sports betting market.

Since its regulation in 2017, Colombia has become a key market for Kambi with BetPlay successfully leveraging Kambi's best-in-class technology and services, including its award-winning Bet Builder product.

As part of the contract renewal, Kambi will continue to power the BetPlay sportsbook in Colombia and support its launch into additional markets across Latin America, in line with the operator's long-term expansion strategy.

Kristian Nylén, Kambi Chief Executive Officer and Co-founder, said: "We are pleased to agree a long-term extension to our successful partnership with Corredor Empresarial, providing its customers with next generation betting entertainment.

"The Latin American market continues to hold great promise for Kambi and we look forward to aiding Corredor Empresarial as it expands across the region with Kambi's cutting-edge complete sportsbook."

German Segura, CEO at Corredor Empresarial S.A., said: "This is an exciting time for Corredor Empresarial and this partnership extension marks an important strategic milestone for the company as we expand across Latin America.

"Kambi is a proven leader in the provision of sports betting technology and services and we look forward to working closely with them as we deliver on our ambitious growth plans."

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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 40-plus customers include ATG, Corredor Empresarial, Kindred Group, LeoVegas, Mohegan Gaming & Entertainment and Rush Street Interactive. Kambi 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

[Kambi Group plc agrees long-term sportsbook partnership extension with Colombia market leader Corredor Empresarial S.A.](#)