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PRESS RELEASE

## **Kambi Group plc signs partnership with BetEnt for Netherlands launch**

**The world's trusted sports betting partner will support new BetCity.nl online sportsbook brand as regulated market opens on 1 October**

Kambi Group plc has signed a multi-year partnership with Dutch operator BetEnt to support the launch of the company's BetCity.nl-branded online sportsbook in the newly regulated Netherlands market.

The deal will see BetCity.nl leverage Kambi's award-winning technology and expansive sports betting offer, as well as its expertise in the areas of compliance and sports integrity.

BetCity.nl is a new sports-only brand launched by a management team and underlying shareholders with years of experience in the land-based casino sector, owning assets including Amsterdam-based Casino City.

As announced by the Dutch gaming regulator yesterday (29 September), BetEnt was among the first operators to receive a licence to offer online gambling and will therefore launch on day one upon the market opening tomorrow (1 October).

Kristian Nylén, CEO, Kambi, said: "Kambi is delighted to have been selected as the exclusive online sportsbook provider to BetCity.nl and provide the support for them to launch on day one of the market opening.

"The Netherlands will be extremely competitive but the combination of Kambi's technology and sports betting know-how with BetEnt's sports-first strategy leaves the BetCity.nl sportsbook well placed to succeed."

Melvin Bostelaar, CEO, BetEnt, said: "We are proud to partner with a world-renowned company like Kambi which is widely regarded as one of the market's best sportsbook providers.

"It is exciting to enter the regulated Dutch market with such a first-class partner who fully supports and has an unrivalled track record in our values of compliance and sports integrity."

**For further information, please contact:**

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Mia Nordlander

SVP Investor Relations

[Mia.Nordlander@kambi.com](mailto:Mia.Nordlander@kambi.com)

Mobile: +44 (0) 7850 910 933

Office: +44 203 318 6279

**About Kambi**

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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 ATG, Churchill Downs Incorporated, Kindred Group, LeoVegas, Penn National Gaming and Rush Street Interactive. Kambi employs more than 900 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.

[Certifiedadviser@redeye.se](mailto:Certifiedadviser@redeye.se)

Tel: +46 (0) 8 121 576 90

**Attachments**

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