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PRESS RELEASE

Kambi Group plc and Eyas Gaming enter long-term Brazilian sports betting partnership

Kambi strengthens its Latin American position with agreement to power the sportsbook launch of Lance! Betting – a partnership between Eyas Gaming and leading football media site Lance!

Kambi Group plc (“Kambi”), the world’s trusted sports betting partner, has signed a long-term sports betting agreement with Eyas Gaming, which will see Kambi power the launch of the ‘Lance! Betting’ sportsbook.

‘Lance!’ is the leading football media site in Brazil with more than 15 million active users per month, and Eyas Gaming will leverage Kambi’s sports betting technology to launch the Lance! Betting sportsbook brand in the country.

Backed by major gambling industry conglomerate Gauselmann Group and with an experienced leadership team including founding partners Michael Brady and Adam Joseph, Eyas Gaming’s partnership with Kambi affords scope to launch sports betting operations in further jurisdictions in future.

Kristian Nylén, Kambi Chief Executive Officer and Co-founder, said: “It is a pleasure to have put pen to paper on this agreement with Eyas Gaming, an operator whose management team boasts clear expertise and a passion for sports betting that mirrors our own.

“This agreement further bolsters Kambi’s impressive range of partners throughout Brazil and Latin America, and we are excited to capitalise on the rich promise this partnership holds.”

Adam Joseph, Chief Executive Officer at Eyas Gaming, said: “We are very pleased to have signed with Kambi as we look to deliver on our sports betting ambitions and the potential of the Lance! Betting brand in Brazil.

“Kambi’s track record in Latin America and proven suite of high-performance technology made partnering with them a natural choice.”

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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, Bally's Corporation, 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.

About Eyas Gaming

Eyas Gaming is a new venture from founding partners Michael Brady and Adam Joseph. Backed by the Gauselmann Group, it offers market leading betting and gaming led sites with content from all the top providers, including the best arcade slots familiar to land-based customers.

Attachments

[Kambi Group plc and Eyas Gaming enter long-term Brazilian sports betting partnership](#)