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PRESS RELEASE

Kambi Group plc signs first major odds feed partnership with leading US operator Hard Rock Digital

Operator's Hard Rock Bet brand to leverage Kambi's new Odds Feed+ product, marking a significant milestone in Kambi's modularisation strategy

Kambi Group plc ("Kambi"), the world's trusted sports betting partner, has entered into a landmark agreement with Hard Rock Digital, one of the leading sports betting operators in the US, to deliver its new cutting-edge Odds Feed+ solution to the operator's multi-state [Hard Rock Bet](#) brand which is available in eight US states including Arizona, [Florida](#), Illinois, Indiana, New Jersey, Ohio, Tennessee, and Virginia.

The partnership will see Kambi provide Hard Rock Bet with its comprehensive suite of odds across both pre-match and live betting, with odds uniquely benefitting from the power of Kambi's leading turnkey sportsbook, as well as Kambi's AI trading division Tzeract. Hard Rock Bet is expected to launch with Kambi's Odds Feed+ in Q4 2024.

Kambi's full library of odds are delivered through a single API integration, giving operators the ability to create their own bespoke Odds Feed+ package, with the freedom to revise on demand. Hard Rock Bet will initially offer a selection of Kambi's global sports odds, however, the flexibility of Kambi's single API odds feed provides Hard Rock Bet the ability to add additional international or US sports as required.

As Kambi's first major Odds Feed+ partnership, the collaboration with Hard Rock Digital marks a significant milestone in Kambi's long-term strategy. The partnership has great potential to become a significant source of revenue for Kambi, subject to the scope of additional services taken by Hard Rock Digital over the coming years.

Werner Becher, Kambi CEO, said: "This Odds Feed+ partnership with Hard Rock Digital represents another important step forward for Kambi. The deal builds on the strategy Kambi set out 18 months ago to leverage our position as the world's leading sportsbook provider with the offer of standalone products that uniquely benefit from our turnkey sportsbook. Hard Rock is one of the leading sportsbook operators in the US and precisely the kind of prestigious partner we were targeting as part of this modularisation approach."

Matt Primeaux, Executive Managing Director & President of Hard Rock Digital, added: "The addition of Kambi's odds feed will provide us with a greater range of betting options and more flexibility, while still allowing our team to maintain control of our core product. We're excited to partner with Kambi and create more unique experiences for players on our top-rated platform."

For further information, please contact:

Mia Nordlander
SVP Investor Relations & Sustainability
Mia.Nordlander@kambi.com
Mobile: +44 (0) 7850 910 933
Office: +44 203 318 6279

Chris Stutzman
Investor Relations Analyst
Chris.Stutzman@kambi.com
Office: +1 302 603 5137

About Kambi

Kambi Group is the industry's trusted provider of a range of sports betting services to licensed B2C gaming operators. Kambi Group operates four product-led divisions: leading sportsbook and odds feed provider Kambi Sportsbook, 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.

About Hard Rock Digital

Hard Rock Digital is the exclusive Hard Rock International vehicle for interactive gaming and sports betting and the primary vendor to the Seminole Tribe of Florida for sports betting. Known the world over for its famous cafes, casinos, hotels, and music memorabilia collection, Hard Rock's legendary hospitality and entertainment serves as our foundation as we build the future of sports betting and internet gaming. Headquartered in Hollywood, Florida, and with offices in Austin, Texas, Atlantic City, New Jersey, and Toronto, Ontario, Hard Rock Digital is dedicated to creating the best place to play for sports fans and mobile gamers everywhere.

Join us by visiting HardRock.bet and following @HardRockBet on social media for the latest betting action. For news, visit HardRockDigital.com or follow @HardRockDigital on X/Twitter.

This information is information that Kambi Group plc is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2024-10-14 11:00 CEST.

Attachments

[Kambi Group plc signs first major odds feed partnership with leading US operator Hard Rock Digital](#)