

Tangiamo signs Letter of Intent with Hockeyettan to create Tre Kronor Spel

Tangiamo Touch Technology AB (publ) ("Tangiamo" or "the Company", NGM: TANGI) today announces the signing of a Letter of Intent (LOI) with Hockeyettan, OddsCraft AB, Quant Sport Ltd, and Togglio AB to launch Tre Kronor™ Spel. The partnership brings together key expertise across gaming technology, sports management, and lottery operations to develop a platform offering various betting and lottery products to generate sustainable revenue for Swedish sports organizations. The parties aim to finalise a comprehensive partnership agreement no later than 30 June 2025.

A Mission-Driven Approach to Gaming

Tre Kronor™ Spel's purpose is encapsulated by its "sharing is caring" concept. The partnership's mission is to help the Swedish sports movement seize the large revenue streams from iGaming to which it should already be entitled to, and its vision is to become "the most socially responsible gaming operator in Sweden and an unrivalled financier to sport clubs at all levels." Both statements underscore the project's commitment to community benefit and social responsibility.

"Our industry has never seen a model that so directly links advanced gaming technology with social impact. No one works exclusively with the sports movements like Tre Kronor Spel will do. Magnus Lindberg's visionary model with Tre Kronor Spel is not only uniquely positioned for the Swedish market but also for global appeal, and we intend to pursue launches in additional regulated markets around the world," said Chris Steele, CEO of Tangiamo.

Under the proposed model, the sports clubs will have exclusive marketing rights and the majority of the net gaming revenues will be distributed to sports clubs and league bodies. As the player base grows and product adoption deepens, the parties' ambition is for payouts to Hockeyettan's clubs to approach 150 MSEK per year by 2028.

"This partnership can be a transformative opportunity for Hockeyettan and our member clubs. We are always looking for innovative ways to secure sustainable funding for our organization and generate revenue that directly benefits the development of hockey across Sweden in general and our associated clubs in particular. What makes this model particularly appealing is that it gives us agency and ownership in the process, rather than just being recipients of traditional sponsorship. We're excited about the potential this holds not just for our league, but potentially for the broader sports community in Sweden," said Jens Israelsson, CEO of Hockeyettan.

Integrated Product Offering

At its core, Tre Kronor Spel will leverage Tangiamo's world-class Player Account Management (PAM) system to offer a comprehensive suite of gaming products. These include community lotteries featuring live in-venue drawings, progressive jackpots, peer-driven betting tournaments powered by OddsCraft & QuantSport, as well as traditional sports betting. This integrated product mix together with its exceptional payout is what makes Tre Kronor Spel unique and purpose-built for sports clubs and their fans.

"We are creating the next generation of gaming companies where the sports associations become the big winners. This initiative represents a significant opportunity to strategically apply our gaming technology for the benefit of sports organizations at all levels," said Magnus Lindberg, the founder of Tre Kronor™ Spel.

Financial Goals

The partnership creates value for both parties, with Hockeyettan gaining a stable revenue stream and Tangiamo expanding its business in the iGaming sector. Based on Tangiamo's internal targets, this partnership in Sweden could generate approximately 8-10 MSEK in 2026 and 12-15 MSEK in 2027, assuming timely licence approvals and national launch according to plan. The combined revenue opportunities from expanding sports and clubs within Sweden, along with international growth, offers additional future revenue potential.

Next Steps

The next steps include drafting and executing a definitive partnership agreement covering corporate structure, governance, licensing and revenue-share mechanics; applying for the requisite Swedish gaming and lottery licences; and establishing operating subsidiaries in advance of a commercial launch planned for Q1 2026.

Related Party Disclosure

Tangiamo notes that Magnus Lindberg, representing Togglio AB in this agreement, is a director and significant shareholder in Tangiamo and has controlling stakes in OddsCraft and indirectly in Quant Sport Ltd. Additionally, Tangiamo's subsidiary Trustplay has a minority ownership in Quant Sport Ltd. As such, any final agreement may constitute a transaction with a closely related party under the Swedish Companies Act and the NGM Nordic SME Rulebook, and will be handled in accordance with applicable regulations, good corporate governance practices and, where required, shareholder approval.

About Tangiamo Touch Technology AB

Tangiamo Touch Technology AB (publ) is a Swedish company headquartered in Gothenburg. The company is a leader in advanced technology for both land-based and digital gaming, including sensor technology, visual identification, and AI-driven systems for the gaming industry. Following its acquisition of Trustplay, Tangiamo has expanded into the iGaming sector, now offering a comprehensive platform for both land-based casinos and online operators. For more information, visit www.tangiamo.com. The company's shares (TANGI) are traded on the NGM Nordic SME.

About Hockeyettan

Hockeyettan is one of Sweden's leading sports associations, representing 40 member clubs across the country in the 25/26 season. Tasked with promoting athletic participation, Hockeyettan coordinates national competitions, youth development programmes and community outreach initiatives. With a longstanding commitment to responsible governance and sustainable funding, Hockeyettan plays a pivotal role in shaping the landscape of organized sport in Sweden.

About OddsCraft AB

OddsCraft AB is a Stockholm-based provider of trading models to sport betting operators. With pioneering technologies, including an AI vs AI basketball™ models with proven excellent ROI, a unique patent-pending Bet- & Parlay Builder concept (Betrix™ & Comboways™) and a highly competitive cricket trading portfolio, the company boosts sales and profitability for their clients. Tre Kronor™ Spel have the exclusive right to use Betrix™ and Comboways™ in Sweden.

About QuantSport Ltd

QuantSport Ltd is a UK-registered software development company with the exclusive right to build B2B Software based on OddsCrafts advanced trading algorithms.

About Togglio AB

Togglio AB, led by entrepreneur Magnus Lindberg, is a Swedish consultancy and concept-development agency focused on brand strategy, user experience design and community engagement. Togglio specialises in co-creating purpose-driven products with sports, media and entertainment organisations. Its intellectual property assets include the Tre Kronor™ and MegaFlash™ trademarks and the Klubblotto™ lottery format, all of which form the creative foundation of the Tre Kronor™ Spel concept.

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This information is information that Tangiamo Touch Technology 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 2025-04-23 07:40 CEST.