

Malta, 24 November 2016

Kambi Group plc (“Kambi”) signs an agreement with Apuestas Internacionales, S.A. de C.V. for the provision of multi-channel sports betting service for the brand “PlayCity”.

Kambi and Apuestas Internacionales, with 17 casinos in operation under the brand “PlayCity”, have signed an agreement for Kambi to be the exclusive supplier of sports betting services for the PlayCity casinos and online. This follows a successful ‘proof of concept’, where Kambi deployed its retail offering in two of PlayCity’s casinos in Mexico.

Kambi will provide sports betting services to PlayCity’s entire Mexican land based casino network and to its online operation, offering PlayCity’s customers with a contemporary and market-leading omni-channel sports betting experience. Kambi is now live in five of PlayCity’s casinos and the plan is to deploy in twelve more casinos by the end of March 2017.

Commenting on the agreement, Kristian Nylén, CEO of Kambi said:

“It has been a successful year working with PlayCity and we are delighted to sign this agreement. Kambi has shown it can translate its compelling online user experience into its retail offering for PlayCity’s casino customers with its unique over-the-counter and self-service betting terminal offering. We are delighted that PlayCity’s customers are embracing the product and we look forward to not only expanding the land-based distribution but also to going live via online and mobile channels.”

About Kambi

Kambi is a B2B supplier of managed sports betting services to gaming operators. Kambi’s product encompasses a broad offering from front end through to odds compiling and risk management. The company’s current coverage includes more than 165,000 live betting events and 300,000 pre-match events per year covering 65 different sports from all over the world. Kambi utilises a best of breed security approach, with guiding principles from ISO 27001. Kambi is a member of WLA, EL, Cibela and is eCOGRA certified. Kambi is listed on First North at Nasdaq Stockholm under the symbol “KAMBI”. Kambi’s Certified Advisor is Redeye AB.

Disclaimer: The information in this report/press release is such that Kambi is required to disclose under the Swedish Securities Market Act.

Contact Kambi

CEO, Kristian Nylén +44 20 3617 7270
www.kambi.com