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Kambi Group plc partners with NOVOMATIC Lottery Solutions (NLS)

Kambi Group plc and NOVOMATIC Lottery Solutions (NLS), a wholly owned subsidiary of NOVOMATIC, www.novomatic.com, Europe's leading gaming technology Group have signed an MoU, with the mission to provide a powerful full-service gaming solution to government regulated lotteries. The service will combine NLS's market leading lottery platform with Kambi's state-of-the-art sports betting service.

This strategic partnership will see Kambi and NOVOMATIC Lottery Solutions joining forces to deliver a unique and modern omni-channel solution, which responds to an increasing demand in the lottery sector, for a superior user experience in all channels and most notably in interactive gaming. NLS and Kambi will integrate their services which will be showcased at the [World Lottery Summit](#) in Singapore in November.

This service will be co-branded and marketed under 'NLS Sports Betting – Powered by Kambi'.

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

"We are very excited to have formed this partnership with NLS; NLS is the ideal partner and share our vision for growth and innovation within the lottery sector. The co-branded service will offer a modern best-in-class solution, creating a competitive service giving government regulated lotteries the possibility to make a leap, especially in interactive gaming across all verticals. We look forward to collaborating with NLS and are excited to reveal 'NLS Sports Betting - Powered by Kambi' at the World Lottery Summit in Singapore."

"This alliance is a part of our 'best of breed' philosophy where combining two modern systems, deploying state-of-the-art technologies while exercising the inherent expertise of each, delivers world beating performance in highly competitive markets. NLS is very pleased to be working with Kambi, whom we feel is a like-minded partner in technology and an expert in sports betting operations." said NLS's CEO Frank Cecchini.

About Kambi

Kambi Group plc 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 Group plc is listed on First North at Nasdaq Stockholm under the symbol "KAMBI". Kambi's Certified Advisor is Redeye AB.

About NLS

NOVOMATIC Lottery Solutions (NLS) is a full solution alternative vendor for international lottery markets delivering games and services that can be integrated with any 3rd party solution. The NLS system supports all sales channels simultaneously, creating a truly omni-channel offering while at the same time increasing lottery revenues and returns to good causes. With ISO 27001 certification, WLA Security Control Standard Certification and numerous lottery audits, NLS solutions guarantee the highest levels of security and reliability. NLS is part of the NOVOMATIC Group, one of the biggest global producers and operators of gaming technologies, with revenues of about \$4bn, more than 24,000 employees and activities in 80 countries. NLS was established in 2014 after the acquisition of Icelandic lottery provider Betware and quickly became a player in the international lotteries business.

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

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