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Kambi Group plc signs Sportsbook deal with ambitious venture founded by experienced industry duo

BetWarrior to integrate Kambi Sportsbook platform ahead of its launch into regulated European and Latin American markets

Kambi Group plc has signed a multi-year agreement to power the Sportsbook launch of BetWarrior, a new online gaming brand co-founded by former PokerStars directors Morten Tonnesen and José del Pino.

BetWarrior, which offers a full suite of gaming products, combines best-of-breed suppliers from across the industry with a sophisticated data-led approach, using artificial intelligence and machine learning techniques to deliver localised and personalised gaming experiences.

Partnering with award-winning digital product studio, Shape, BetWarrior carried out a thorough search for a sportsbook partner that would provide the level freedom required for the operator to innovate and develop unique sports betting experiences.

With a proven track record of delivery, Kambi's flexible technology, open platform and advanced suite of APIs will enable BetWarrior to achieve its differentiation goals, while the operator will also be able to leverage the real-time data provided by Kambi to power its personalisation strategy.

Further, Kambi's experience and consistency in creating market leaders across Europe and Latin America was key to its selection, with BetWarrior planning to target regulated markets within these two regions.

Following finalisation of the deal, the Kambi Sportsbook will be integrated into BetWarrior's Omega Core platform ahead of a planned launch in H2 2019.

While the deal is not expected to deliver a significant contribution to Kambi's 2019 revenues, the partnership has the potential to generate material revenues in future years, in line with BetWarrior's ambitious growth plans.

In addition to the Kambi Sportsbook, BetWarrior will benefit from an experienced leadership team, with co-founders Tonnesen, CEO, and del Pino, COO, having worked in senior roles across Latin America and Europe while at PokerStars, now The Stars Group.

Kristian Nylén, Kambi Chief Executive Officer, said: “The Kambi Sportsbook lends itself to those with the imagination and capability to innovate and deliver truly unique and personalised sports betting experiences to their players. In BetWarrior we have partnered with a visionary operator and experienced management team with vast experience of European and LatAm markets that plans to do just that - leverage the freedom afforded by Kambi’s sophisticated technology to execute on their strategy to create a safe and engaging sportsbook product.”

Morten Tonnesen, BetWarrior Co-founder and Chief Executive Officer, said: “At BetWarrior, we are building a unique gaming product that uses innovative technology to put the player at the centre of the action. This includes leveraging the latest machine learning and artificial intelligence tools to create a truly personalised experience for every customer. By partnering with Kambi, we gain access to flexible sportsbook technology that enables us to deliver upon our vision. We have been hugely impressed by both the power of Kambi’s technology and the strength of its team, and we felt this was a perfect match for BetWarrior.”

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About Kambi

Kambi is a provider of premium sports betting services to licensed B2C gaming operators. Kambi Group plc is listed on First North at Nasdaq Stockholm. 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 20-plus customers include 888 Holdings, ATG, DraftKings, Greenwood Gaming & Entertainment, Kindred Group,

LeoVegas, Mohegan Gaming & Entertainment and Rush Street Interactive. Kambi employs more than 700 staff across offices in Malta (headquarters), Romania, the UK, Philippines, Sweden, Australia 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 First North at Nasdaq Stockholm under the symbol "KAMBI". The Company's Certified Advisor is Redeye AB.

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About BetWarrior

BetWarrior is a sports betting and casino operator utilising the latest in machine learning and artificial intelligence to deliver a truly personal user experience. Founded by two former PokerStars executives, it aims to leverage innovative technology to place the customer at the centre of the action.

The operator will launch in H2 2019, with an initial focus on regulated markets in Europe and Latin America. BetWarrior is licensed by the Curacao e-Gaming Licensing Authority and is in process of acquiring additional licences in Europe and Latin America.

For more information, please visit www.betwarrior.com.

Disclaimer: The information in this press release is such that Kambi Group plc is required to disclose under the EU Directive of Market Abuse Regulation.

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