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PRESS RELEASE

## Kambi and LiveScore Group complete Virgin Bet sportsbook migration

**The migration follows several successful roll-outs with flagship LiveScore Bet brand.**

Kambi Group plc (“Kambi”) and LiveScore Group have further strengthened their partnership with the migration of the operator's UK-facing Virgin Bet brand onto the Kambi sportsbook platform. Virgin Bet has grown to become a leading brand in the UK since first launching in 2019, with its migration to the Kambi sportsbook set to unlock the next stage of its growth trajectory.

Today’s announcement marks the latest successful collaboration between Kambi and LiveScore Group, having already partnered on the flagship LiveScore Bet sportsbook in markets including the UK, Ireland, The Netherlands and Nigeria.

Erik Lögdberg, MD, Kambi Sportsbook, said: “We are proud to announce this landmark migration for Kambi in the UK with Virgin Bet, a hugely popular and well-established brand which shares our commitment to delivering the highest calibre of sports betting experiences.

“We look forward to continuing to work closely together, combining Kambi’s technical and sportsbook expertise with that of LiveScore’s in-house product teams as we drive ongoing growth in their target markets.”

Sam Sadi, CEO at LiveScore Group, said: “Offering Virgin Bet customers the strongest possible range of products and services is a priority for us, and having a top tier sportsbook in place is a core part of this.

“After the success of our partnership on LiveScore Bet, we are pleased to have further extended our work with Kambi as we look to further grow Virgin Bet’s footprint in the UK market.”

### Notes to Editors:

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### About Kambi

Kambi Group is the industry's trusted provider 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 Group, 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.

### About LiveScore Group

Established in 2019, LiveScore Group™ is home to LiveScore, LiveScore Bet and Virgin Bet; three of the most exciting brands in the sports and gaming industries today. The Group is a fully owned and operated ecosystem that converges the most relevant sports content and engaging features with a world-class sportsbook. All served by a purpose-built, in-house tech stack delivering a frictionless customer experience.

Its model directly addresses several industry challenges. Against a wider backdrop of sports content consumption that is inefficient and uneconomical, modern sports fans are expected to navigate a fragmented ecosystem delivered by different brands and companies across various apps, platforms and devices. Completing basic and repeatable actions require managing multiple paid subscriptions and accounts.

LiveScore Group, centred around its pioneering 'convergence' strategy, is improving the symbiotic relationship between the sports media and sports betting industries to deliver better returns and, vitally, a better experience for users.

### About Virgin Bet

Launched in May 2019, Virgin Bet™ is one of the UK's fastest growing Sportsbooks and winner of 2021 SBC's "Rising Star" award. With access to a huge range of betting markets across all the top sports, as well as the nation's most popular casino products, Virgin Bet delivers a top-quality experience for its customers and has the perfect line-up to disrupt the sportsbook industry.

Virgin Bet fuses the values and principles of the Virgin master brand with the online gaming expertise of LiveScore Group to deliver a first-class customer experience.

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## Attachments

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