

Kambi signs extended contract terms with Bulgaria's National Lottery JSC



New agreement includes provision to supply Moldovan National Lottery with online and retail sportsbook

Kambi will power the international sports betting expansion of Bulgaria's National Lottery JSC after the two companies today strengthened their partnership by signing an extended sportsbook agreement. The new deal will see Kambi continue to provide its Sportsbook and managed services to the National Lottery JSC's 7777.bg brand in Bulgaria and in addition, support the operator's planned entry into Moldova this summer.

National Lottery JSC, a member of the World Lottery Association, was recently selected by Moldova's Public Property Agency to run both its national lottery product and a brand new online and retail sportsbook, as part of a public-private partnership. National Lottery JSC has the right to operate in Moldova for 15 years.

Kambi will support National Lottery JSC by providing its multi-channel Sportsbook product, with plans to go live online in the next few months, followed by a retail rollout where the Kambi Sportsbook will be available to players in local stores and soon-to-be developed sports betting shops. Following the launch of the Kambi Sportsbook in Bulgaria at the start of 2018, National Lottery JSC has experienced rapid growth in the market, with the 7777.bg brand already among the country's top three online sportsbooks. This success, combined with the Moldovan lottery tender win, convinced National Lottery JSC and Kambi to extend their partnership for the long-term. The new contract replaces the initial deal signed by the pair in July 2017.

Kristian Nylén, CEO of Kambi, said: "Kambi's track record of spring-boarding partners to the next level of their sportsbook journey is unrivalled, and in National Lottery JSC we have yet another example of how

operators can grow using our Sportsbook. For the 7777.bg brand to be among the market leaders in Bulgaria within 18 months of partnership is testament to the quality of the Kambi Sportsbook, as well as the National Lottery's marketing expertise. I'm delighted we've agreed to take the partnership to Moldova, where I'm confident players will enjoy our exciting sports betting experiences in both the online and retail environments."

Kambi

Milen Ganev, Managing Partner of National Lottery JSC commented: "When replacing our previous sports betting supplier with Kambi, we did so with the goal of becoming a market leader in Bulgaria, a position we've achieved well ahead of time. This triumph, coupled with Kambi's scalable technology, gives us the freedom to expand into new markets, beginning with Moldova and the Moldovan National Lottery monopoly later this year. We therefore decided to extend our contract with Kambi, enabling us to enter the next chapter of our exciting growth story with confidence."

Max Meltzer, Kambi Chief Commercial Officer, said: "Bulgarians are a hugely passionate sports people and there's a real desire for sports betting in the country. From a technology and user experience standpoint, the land-based player experience will be second-to-none, with a similar set-up to Kambi's 2,000 retail sportsbooks in Sweden. Players will receive a world-class solution in Moldova. This is a market where very few consumers have had experience with bookmakers. That makes this an opportunity to capture a new audience in Moldova that perhaps haven't had the chance to bet. Kambi is prepared to help educate the player-base and enable them to move quickly and easily through the learning curve to become familiar with the betting experience.

We expect there will probably be quite a diverse range of customers that we will have to cater for; but nothing we haven't done before. The idea of going to a country like Moldova to do something like this is a very exciting prospect for Kambi. It's exciting from the prospect of online and particularly the retail there as well. Kambi's scalable platform is ideally suited for a market that we expect to grow like Bulgaria."

Kambi is a leading provider of premium sports betting and technology services, driven by its vision to create unique and engaging sports betting experiences, together with its customers. Through its data-led Sportsbook core, Kambi not only provides a market-leading UX, but acts as an incubator for operator innovation and differentiation.

Kambi's flexible product and service model has already integrated with a wide variety of platforms, both third-party and proprietary platforms. Its agnostic approach ensures operators have the freedom to employ the platform which best serves their needs, with Kambi boasting a track record of quick and unproblematic integrations with platforms of all types. Kambi's land-based Sportsbook solution has already been successfully deployed in many regulated markets including Sweden, New Jersey, Pennsylvania, Mexico and Belgium.

Coupled with its range of empowerment tools, enabling operators to control important customer-facing elements, Kambi can spring-board visionary sportsbooks to success. Whether it's on web, mobile or in land-based casinos and racinos, Kambi provides an entertaining sports betting experience optimized for omni-channel. From over the counter betting, to bring-your-own-device, to its fully customizable self-service betting terminals, Kambi offers land-based operators of all shapes and sizes a Sportsbook solution for the modern-day player.

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