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Kambi Group plc signs a contract with Corredor Empresarial S.A. games operator in Colombia

Kambi Group plc signs a contract with Corredor Empresarial S.A., www.cempresarial.co, Latin America's largest private '[games-of-chance](#)' network, founded by the 32 Colombian provinces' Chance Game operators.

Kambi will be the exclusive supplier of sports betting services for the BetPlay brand, Corredor Empresarial's new vertical - online sports betting - and in the casino vertical business.

Kambi will supply its state-of-the-art sports betting services to Corredor Empresarial's entire Colombian land based lottery and payment service network through the Chance Game operators, which consists of more than 25,000 retail outlets and to its new online operations.

Together with Kambi's customer, platform and casino content provider, R. Franco, Kambi will provide Corredor Empresarial's seven million daily customers with a seamless sports betting experience across all verticals.

This signing proves Kambi's investment in the Latin American market has been very successful. Kambi has now partnered with operators with a strong foundation for market leadership in two of the largest regional markets that are currently regulating the online gaming industry.

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

"I am delighted that Corredor Empresarial has chosen Kambi as its trusted partner to provide its premium Sportsbook service. Corredor Empresarial is a market leader in the Colombian territory and this agreement demonstrates our strength and capability in the region. We are confident that, together with Corredor Empresarial, we will create intuitive, relevant and compelling betting experiences to its network of vendors and their customers to drive long term sustainable performance. We very much look forward to build on this partnership and expand our footprint in the Latin American market."

Commenting on the deal, Diana Otorola, General Manager of Corredor Empresarial, BetPlay, commented:

"We chose Kambi to support our premium strategy in the market and after an extensive selection process we are delighted to be working with such a professional organisation. Adding Kambi's Sportsbook to our portfolio of brands will further enhance the appeal of our product and service offering and open up new customer segments for us throughout the Colombian territory. We look forward to this partnership and are convinced that it has the potential to be a great success, we are in very safe hands."

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 Corredor Empresarial

Corredor Empresarial SA, is a company that groups the main gambling and lotteries companies in Colombia, developed from the experience of its members, which has allowed it to be at the forefront in the industry at the national level. Corredor Empresarial S.A has the largest network of transactions in the country, which includes more than 25 thousand points of sale and more than 75 standalone terminals that cover the entire national territory. Corredor Empresarial S.A is currently accredited with ISO 9001 and ISO 27001 certifications in the administration and operation of marketing and information related to Gambling and Lotteries

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