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PRESS RELEASE

Kambi unveils enhanced American football parlay product for new NFL season

Game Parlays will give players the opportunity to combine multiple main and player prop bets within the same game or across different games for the first time

Kambi is excited to announce the launch of Game Parlays, its enhanced American football combinability product that will give partners a market-leading parlay product and players an unmatched level of control over their sports betting experience.

The new product, available for the upcoming NFL season which gets underway tomorrow night, provides bettors with the opportunity to combine main and player prop bets within a single game and, uniquely, across multiple games for the first time.

Game Parlays will offer an almost limitless number of betting options across all games, enabling Kambi partners to offer their customers an expanded multi-event functionality to include player props, such as touchdown scorer and rushing yards, as well as an increased number of derivative markets. Selections from other sports can also be added to Game Parlay betslips, giving players additional parlaying options.

Kambi's parlay capability is developed in-house and utilises its expertise and experience in proprietary pricing and risk management, which is central to Kambi's ability to instantaneously offer bettors odds on demand with greater availability and accuracy.

Combinability has become an increasingly integral part of the customer experience, with approximately 50% of sports betting revenue in many US states derived from parlay betting alone.

Kambi's Game Parlays can be rebranded by partners under a different name to cater to their individual customer base and marketing strategy.

Simon Noy, SVP Trading, Kambi, said: "Game Parlays is an exciting product not just for Kambi, but for our partners and their players alike who increasingly want to create their own bets through a combination of outcomes not only within the same game, but also across multiple games and sports.

"We are delighted to provide players with our enhanced American football product ahead of the upcoming season which we'll continue to strengthen as the season progresses, as well as expanding into other leagues and sports in the future."

For further information, please contact:

Peter Ranere

PR & Communications Manager

Peter.Ranere@kambi.com

Mobile: +1 (302) 505-0958

About Kambi

Kambi is a provider of premium sports betting services to licensed B2C gaming operators. 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 30-plus customers include ATG, Churchill Downs, Kindred Group, LeoVegas, Penn National Gaming and Rush Street Interactive. Kambi employs more than 900 staff across offices in Malta (headquarters), Australia, Philippines, Romania, Sweden, the UK 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 Nasdaq First North Growth Market under the symbol "KAMBI".

The Company's Certified Advisor is Redeye AB.

Certifiedadviser@redeye.se

Tel: +46 (0) 8 121 576 90