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PRESS RELEASE

## Kambi enhances market-leading American football Game Parlay product with college football

*Players can now combine multiple college football bet offers within the same game or across different games, leagues and sports*

Kambi has strengthened its market-leading Game Parlay product with the addition of NCAA football betting options, allowing bettors to include multiple college football markets in their parlay bets.

Game Parlay now enables Kambi partners to offer their customers the opportunity to parlay moneyline, spread, totals and team totals on college football games, with plans to add half and quarter offers as well as selected player props in the coming weeks.

As we approach the culmination of the NCAA football season, Kambi's Game Parlay will offer a similar range of college football player prop offers that bettors have enjoyed throughout the NFL season, such as total passing yards and touchdown scorer.

The expansion of Kambi's Game Parlay capability follows its early success during the NFL season which has seen more than 40% of NFL bettors engaging with the product, while same and multi-game combinations account for approximately 20% of all pre-game NFL bets. As a result of this new development, bettors will be able to combine parlays from college and professional games together into a single wager.

The inclusion of NCAA football markets in Kambi's multi-game and multi-sport parlay offering is made possible by continual development of Kambi's core platform. Game Parlay is built entirely in-house and integrated into the existing sportsbook, giving partners significant pricing, risk and settlement advantages, in contrast to many third-party products.

Simon Noy, SVP Trading, Kambi, said: "The expansion of college football within Game Parlay is an exciting step forward for our product, our partners and bettors alike.

"Now bettors can enjoy even more college football markets in their Game Parlay bets that span not only across multiple games, but across multiple leagues and sports too.

"With Game Parlay already proving so popular with bettors, we look forward to enhancing the product even further over the coming months, with NHL and MLB expansion."

For further information, please contact:

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## About Kambi

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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.

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