



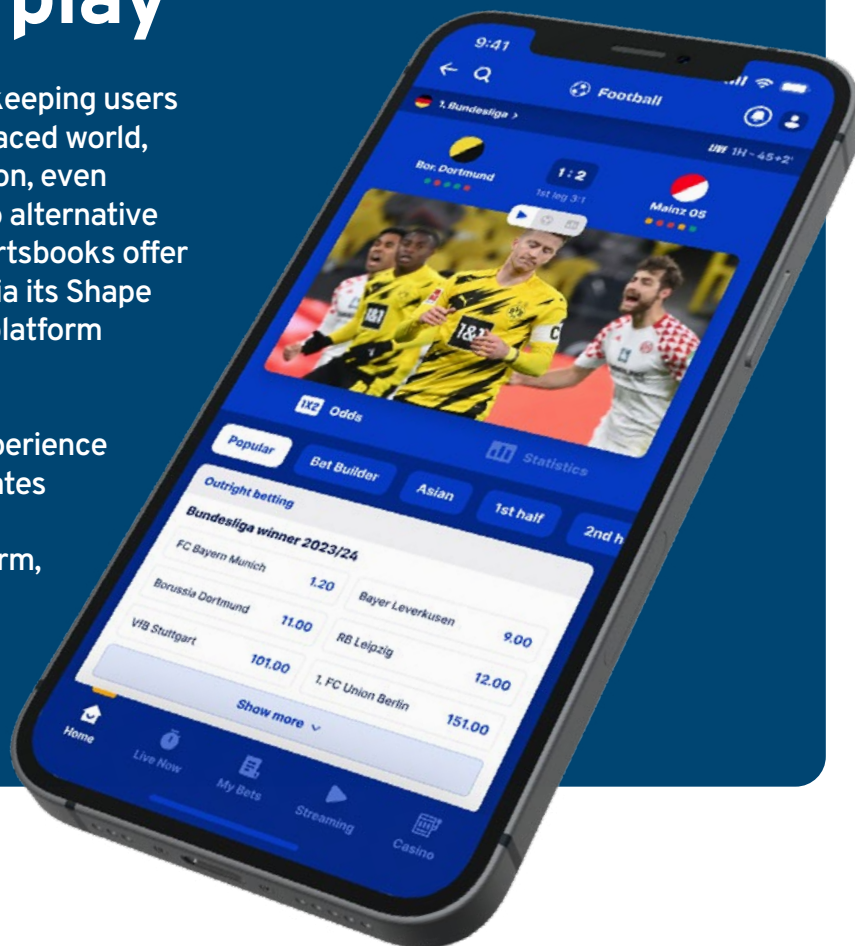
Front End



Bring UX into play

A seamless user experience is key to keeping users engaged with an app. In today's fast-paced world, where every app competes for attention, even the slightest friction can drive users to alternative entertainment sources. To ensure sportsbooks offer the experience users expect, Kambi, via its Shape Games division, provides a front-end platform meticulously crafted to entertain.

Kambi offers a seamless front-end experience for sportsbook and casino that captivates users across devices. With a provider-agnostic and high-performance platform, we integrate the PAM, data feed, and engagement solutions you need into a performant front end that fits your brand.



Key Features

Best-in-class casino and sportsbook interfaces

Low development overhead saves time and money

Fully customisable front end tailored to meet your specific needs

Expert designers and developers deliver cutting-edge interfaces

Platform-agnostic and compatible with major providers and PAMs

Seamless UX across all device channels and gaming verticals

Engagement features that enrich every user experience

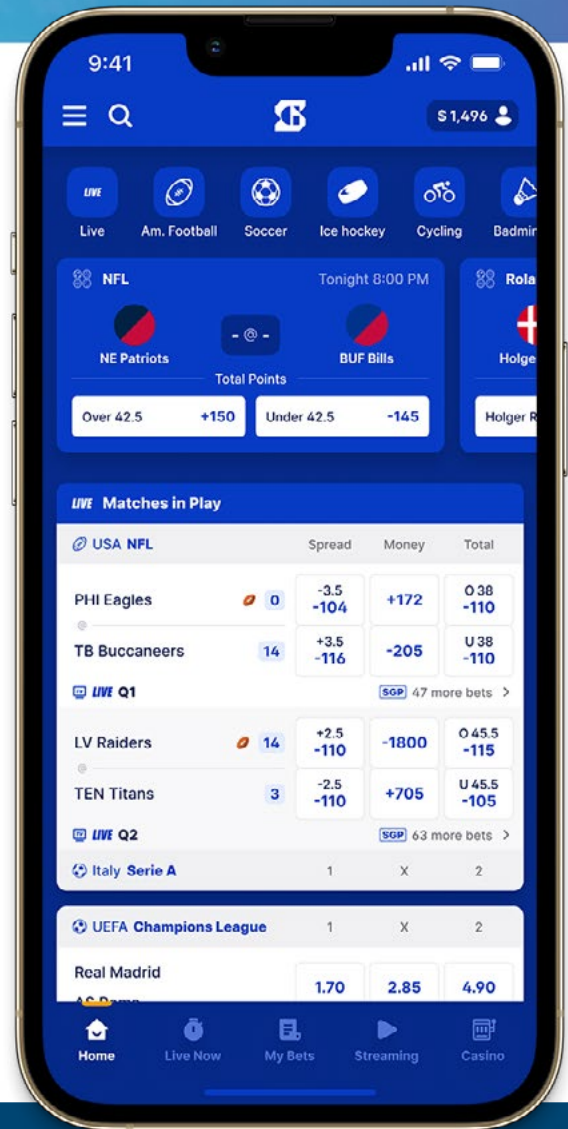
Casino-specific content management features



Benefits

Increase mobile performance

With 87% of online bets placed on mobile devices across the Kambi network, creating a seamless and user-friendly experience across all handheld devices is crucial. Our native apps for iOS and Android leverage the unique capabilities of each operating system, delivering a faster and more engaging application in a world where speed is everything.



User experiences that aid in acquiring and retaining users

Leveraging expertise and best practices from best-in-class app developers, we create unparalleled user experiences across all devices where operators have full flexibility and control. Whether returning users or first-time visitors, our tailored user journey ensures they stay engaged and entertained.

Differentiation

Leveraging expertise and best We make sure operators can differentiate themselves by leveraging their chosen third-party integrations and customising the look and feel of a platform after each brand. Our seamless front-end experience, designed to engage, ensures that sportsbooks can stand out in a competitive market.



Reduction of technical debt and increased organisational efficiency

Over time, a platform managing multiple integrations can encounter significant challenges, including a codebase that requires refactoring and accumulating technical debt. By outsourcing integrations, data ingestion, and warehousing to a specialised platform, internal development teams can focus on core tasks, freeing up valuable time and resources. This approach not only enhances organisational efficiency and time to market but also ensures a seamless and high-performing user experience.

Front end delivered your way

SDK

With a performant front end framework and software toolbox, operators with in-house development capabilities can make use of Kambi's standardised best-in-class front end as a foundation to dream up their own user journeys, just the way they like it. It reduces operational costs while enabling operators to stay in control of their systems.

Managed Apps

A dedicated team at Kambi ensures that the front end works seamlessly across all devices. From app store compliance to local regulations and PAM integrations, they make sure the apps are ready to run, while alleviating operational timelines and reducing costs.

Custom Development

For bespoke development projects out of the ordinary, custom software packages are offered, complete with a dedicated team of experts. This ensures that every unique need is met with precision.



Feature comparison

	SDK	Managed Apps
Branding and configuration	✓	✓
24/7 tech support	✓	✓
Feature maintenance and improvements	✓	✓
Full lifecycle management		✓
App Store management		✓
Consistent app packaging		✓
Custom feature Integration	✓	✓

Kambi

The home of
**premium sports
betting solutions**

Contact us to learn more