SBTECH SCORES A HAT-TRICK OF WLA MEMBER WINS IN 2019 WITH SVENSKA SPEL SPORT & CASINO PARTNERSHIP

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Trusted government supplier secures third multi-channel sportsbook platform contract in 2019

Svenska

16th September, 2019 – SBTech has secured a multi-channel sportsbook partnership with Svenska Spel Sport & Casino, Sweden's leading lottery, betting and casino gaming operator– its third tier one lottery sportsbook deal of 2019, following wins with Veikkaus and The Oregon Lottery.

SBTech successfully completed a highly technical and extremely competitive procurement process, outperforming rivals across a range of criteria, including its fully configurable and localized Managed Trading Solutions, industry leading next generation API's and commitment to responsible gaming tools. It also impressed the Svenska Spel procurement team with its secure and efficient technology stack coupled with innovative sports betting features, including Yourbet bet builder tailored specifically for the Swedish marketplace, allowing players to customize their bets across highly popular regional sports.

The agreement will form a long-term partnership within the newly regulated Swedish market that will significantly elevate and enhance the sports offering for Svenska Spel's extensive player base, focusing on memorable and enriched experiences. Svenska Spel partners with more than 2,000 retailers in Sweden and is one of the country's leading betting and gaming brands with 37% of the sports betting market in 2018.

Andrew Cochrane, Chief Development Officer, SBTech, said: "We are incredibly proud and excited to have been awarded this partnership with Svenska Spel Sport and Casino AB following a an extremely rigorous selection process. We look forward to completing the integration of our sportsbook solution across Svenska Spel's retail, mobile and online channels and helping Sweden's leading gaming company deliver the foremost sports betting experience in the market.

"To have secured one WLA member agreement this year has been a huge achievement, but to now have three large-scale government projects underway is phenomenal. It is testament to our award-winning technology, products and services, and the dedicated team we have built and continue to invest in as we grow across major regulated and newly regulating markets around the world."

Björn Kjellsson, Product Manager Sport & Racing, Svenska Spel Sport & Casino commented "It feels fantastic to present this partnership which we are very happy is finally in place. It has been a long process to find the right partner for us which we think we have in SBTech. We are very pleased with our choice and we are convinced that our customers will appreciate our updated sportsbook when we go live."

****ENDS****

For more information or to arrange an interview please email Square in the Air on enquiries@squareintheair.com

About SBTech

SBTech is a global leader in omni-channel sports betting and gaming, with more than 1,200 employees in 10 offices worldwide. Since 2007, the group has developed the industry's most powerful online sports betting and casino platform, serving licensees in more than 20 regulated territories.

SBTech's clients include many of the world's premier betting and gaming operators, state lotteries, land-based casinos, horse racing companies, and igaming start-ups. The group supplies highly flexible betting and gaming solutions to clients looking for exceptional configurability and the quickest route to market, complemented by proven business intelligence and reporting capabilities.

The SBTech offering includes its seamless sportsbook, Chameleon360 igaming platform, managed services, on-property sportsbook and omni-channel solutions that provide players with constant access to sports and casino products across all online, mobile and retail channels.

Supported by unrivalled expertise in trading and risk management, acquisition and CRM, and the highest standards of regulatory compliance, SBTech's partners consistently achieve rapid growth, enhanced brand loyalty and record revenues.

For more information, visit: www.sbtech.com

About Svenska Spel

Svenska Spel Sport & Casino AB is part of the Svenska Spel Group and provides online gambling and betting with well-known brands such as Stryktipset and Oddset. The Group's vision is that games should be for everyone's enjoyment and also include the business areas Tur with favorites Triss and Lotto, as well as Casino Cosmopol & Vegas with four international casinos and Vegas vending machines at restaurants and bingo halls. Svenska Spel is Sweden's largest sports sponsor at both elite and grassroots level. The Group has approximately 2,100 employees, headquartered in Visby. For more information: www.svenskaspel.se