



KAMBI SPORTS SOLUTIONS

Press information

Malta, 20 May 2013

888 Holdings PLC selects Kambi Sports Solutions for its 888sport offering

Kambi Sports Solutions is pleased to announce that it has signed an agreement to deliver a fully managed Sportsbook solution to 888, under the www.888sport.com brand. The agreement will enable 888 to offer a significantly upgraded [sports betting](#) experience to its customer base in addition to facilitating expansion of its business into target regulated markets. As part of the agreement, Kambi will add UK horse racing to its product portfolio, both through online and mobile channels.

Kambi's sportsbook will be fully integrated with 888's state-of-the-art back office platform, enabling the players to move seamlessly between poker, casino and sport. In addition, the agreement with Kambi will further enable 888 to pursue its strategy in regulated markets worldwide and react rapidly to any positive regulatory changes.

Kristian Nylén, CEO of Kambi Sports Solutions, commented:

"I am delighted that 888 has chosen to partner with Kambi. This agreement represents validation of Kambi's strategic vision and the investments we continue to make in order to build a market leading managed sports betting service. This agreement will allow 888 to compete as an industry leader. 888 is a fantastic brand and a successful and respected business. We very much look forward to building a thriving partnership with 888."

Itai Frieberger, COO of 888 Holdings: "888 has been at the forefront of online and mobile gaming across the world, delivering continued growth through our core products. By partnering with Kambi we will be aligning our sport platform with the rest of our offering, enabling us to increase our footprint while delivering a best-of-breed product to our players". Mr. Frieberger added "by applying our award-winning back office and marketing expertise to the re-launch of 888sport, powered by Kambi, we will look to enhance player value through more efficient engagement".

For more information:

Kambi

Kristian Nylén, Chief Executive Officer

+44 7764 161 055

David Kenyon, Chief Financial Officer

+44 7595 106 647

888

Brian Mattingley, Chief Executive Officer

+350 200 49800

Aviad Kobrine, Chief Financial Officer

+350 200 49800

M:Communications

Ann-marie Wilkinson/Andrew Benbow

+44 (0)20 7920 2344

About Kambi Sports Solutions

Kambi is a B2B supplier of fully managed sports betting services on an in-house developed software platform. Kambi employs approximately 300 staff and has offices in London, Stockholm, Malta and Manila. Kambi's clients include Unibet, Paf, Mediaset Espana, Acrismatic Group, Egasa Group, Suertia, Napoleon Games, Expekt and Interwetten. Kambi's solutions are currently certified in Denmark, Malta, Alderney, Italy and Spain. This means that they are approved and audited by the SPM, LGA, AGCC, AAMS and DGOJ. Kambi utilizes a best of breed security approach, with guiding principles from ISO 27001. Kambi Sports Solutions is an eCOGRA certified supplier.

More information about Kambi Sports Solutions can be found at www.kambi.com