



KAMBI SPORTS SOLUTIONS

Press information

Malta, 30 April 2014

32Red selects Kambi Sports Solutions to upgrade its Sports offering

Kambi Sports Solutions is pleased to announce that it has signed a four-year agreement to deliver a fully managed Sportsbook solution to 32Red. The agreement will enable 32Red to offer a significantly upgraded [sports betting](#) experience to its customer base in addition to facilitating expansion of its business.

Kambi's sportsbook will be fully integrated with 32Red's Microgaming platform, enabling the players to move seamlessly between casino and sport. In addition, the agreement with Kambi will further enable 32Red to pursue its strategy in regulated markets.

Kristian Nylén, CEO of Kambi Sports Solutions, commented:

"I am delighted and excited that 32Red has chosen to partner with Kambi. The 32Red Brand has strong equity and the business has ambitious growth plans in the sports segment that are aligned with Kambi's vision. The agreement will enable 32Red to provide its customer base with an exceptional sports betting experience. We very much look forward to developing the partnership over the coming months and years.

Ed Ware, CEO of 32Red Plc:

"We are thrilled to be partnering with Kambi who we see as the leader in their field. This partnership will enable 32Red players to have access to a first class sportsbetting product online and across all mobile devices. The 32Red brand has strong heritage in sports sponsorship in the UK and our ongoing support of horse racing along with the recently announced association with Rangers FC demonstrates our ambition in the space. The new service will be live in time for the 2014 FIFA World Cup.

For more information:

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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 340 staff and has offices in London, Stockholm, Malta and Manila. Kambi's clients include Unibet, 888, Paf, Mediaset Espana, Egasa Group, Suertia, Napoleon Games, and Nagaworld. 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