



NeoGames Group set to lay out powerful collective vision for operator success at ICE London

Provider and its subsidiaries Aspire Global, Pariplay and BtoBet to join forces at the event

Monday, 30th January 2023 - NeoGames S.A. (Nasdaq: NGMS) (“NeoGames” or the “Company”) will exhibit at ICE London 2023 alongside its subsidiaries as part of a major drive highlighting the group’s power to deliver one of the most comprehensive, flexible iGaming solutions in the market.

Having spent time honing its collective strategy following the completed acquisition of Aspire Global, the ExCeL Centre in London will play host to the public revelation of a new company-wide strategy led by NeoGames at Stand N5-150.

NeoGames built its global leading reputation and success on its premium iLottery solutions and services to national and state lotteries. With this significant expansion, Aspire Global, Pariplay and BtoBet have added superior offering across iGaming and online sports betting to regulated gaming operators across the world. Joining forces with the NeoGames group at ICE will be End2End with its bingo offering and the Wizard Games studio, both part of the group’s broader offering portfolio.

With this powerful combination, the NeoGames group is now offering one of the most comprehensive and advanced solutions that covers all verticals, while having a strong foothold in regulated markets across North America, Europe, Latin America and Africa. Each of NeoGames’ constituent parts will be given weighting to showcase their role within a heavyweight proposition for operators.

Moti Malul, CEO of NeoGames, said: “ICE London has arrived at the perfect juncture as we lay out our new collective vision. Our stand will feature all the companies in the group, each of them showcasing their offer and how it can be of help for operators around the globe.

“The combined technology, flexibility, and knowledge from within our teams at NeoGames, Aspire Global, Pariplay, Wizard Games and BtoBet within a single space will serve to emphasise the strength of our proposition for any operator. We are more than happy to take a deep dive in every aspect of our solution to delegates in London.”

A media conference will take place on the first morning of ICE London at Stand N5-150, where NeoGames’ CEO, Moti Malul and NeoGames’ President, Tsachi Maimon, will provide further insights on the synergistic benefits to operators of the Company’s verticals coming together as part of a fully integrated strategy.

Visit the NeoGames ICE London page for more information.

ENDS

About NeoGames

NeoGames is a technology-driven innovator and a global leader of iLottery and iGaming solutions and services for regulated lotteries and gaming operators. The Company offers its customers a full-service suite of solutions, including proprietary technology platforms, two dedicated game studios with an extensive portfolio of engaging games – one in lottery and one in casino games, and a range of value-added services. The recent strategic acquisition of Aspire Global Group enables NeoGames to offer the most comprehensive portfolio across iLottery, an innovative sports betting platform from BtoBet, an advanced content aggregation solution from Pariplay, and a complete set of B2B Gaming tech and Managed Services. NeoGames remains an instrumental partner to its customers worldwide, as it works to maximize their revenue potential through various offerings, including regulation and compliance, payment processing, risk management, player relationship management, and player value optimization. NeoGames strives to be the long-term partner of choice for its customers, empowering them to deliver enjoyable and profitable programs to their players, generate more revenue, and maximize proceeds to governments and good causes.

Forward-looking statement:

Certain statements in this press release may constitute “forward-looking” statements and information, within the meaning of Section 27A of the Securities Act of 1933, Section 21E of the Securities Exchange Act of 1934, and the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995, including but not limited to statements, that relate to our current expectations and views of future events. In some cases, these forward-looking statements can be identified by words or phrases such as “may,” “will,” “expect,” “anticipate,” “aim,” “estimate,” “intend,” “plan,” “believe,” “potential,” “continue,” “is/are likely to” or other similar expressions. These forward-looking statements are subject to risks, uncertainties, and assumptions, some of which are beyond our control. In addition, these forward-looking statements reflect our current views with respect to future events and are not a guarantee of future performance. Actual outcomes may differ materially from the information contained in the forward-looking statements as a result of a number of factors including, without limitation the risk factors set forth in Item 3.D. “Key Information-Risk Factors” in our annual report on Form 20-F for the year ended December 31, 2021, filed with the Securities and Exchange Commission on April 14, 2022, and other documents filed with or furnished to the SEC. These statements reflect management’s current expectations regarding future events and operating performance and speak only as of the date of this press release. You should not put undue reliance on any forward-looking statements. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee that future results, levels of activity, performance and events and circumstances reflected in the forward-looking statements will be achieved or will occur. Except as required by applicable law, we undertake no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise, after the date on which the statements are made or to reflect the occurrence of unanticipated events.

neogames®