

Kambi

Kambi to showcase latest innovations at ICE Supplier to display full retail solution on back of a series of major deals and successes in 2016

January 30, 2017 – Premium sportsbook provider Kambi will showcase its latest innovations at ICE 2017, on the back of a hugely successful 12 months for the supplier.

A number of premium operators selected Kambi to supply its premium sportsbook service during 2016, including Mr Green, LeoVegas and the Rank Group.

Kambi also made significant moves into the retail space with major omni-channel agreements with R. Franco Group and Novomatic Lottery Solutions (NLS).

The latter saw Kambi partner with NLS to pilot its new 'NLS Sports Betting - Powered by Kambi' product at the World Lottery Summit in Singapore.

Kambi's innovative retail solution – which incorporates self-service terminals, over-the-counter and bring-your-own-device components, all backed by leading online expertise – will be on display at ICE stand S2-110.

The provider entered new markets during 2016, including a landmark deal with Latin America's largest media company, Grupo Televisa.

There were also high profile industry awards for several Kambi partners, most notably Unibet, which was named EGR Operator of the Year, and Mr Green, which was named EGR Nordics Operator of the year.

And continued reinvestment, including the opening of new offices in London and Bucharest, saw the Kambi team grow to more than 500 members.

Kristian Nylén, CEO of Kambi, said: "It has been a successful 12 months for Kambi, and we look forward to kicking off an even better 2017 at ICE Totally Gaming in London.

"While we continue to innovate in the online space, this year we are using ICE to showcase our pioneering retail solution, which will lead the way for the land-based sector over the coming months."

To find out more about how Kambi is revolutionising retail sports betting, visit ICE stand S2-110.

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About Kambi

Kambi is a B2B supplier of managed sports betting services to gaming operators. Kambi's product

encompasses a broad offering from front end through to odds compiling and risk management. The

company's current coverage includes more than 165,000 live betting events and 300,000 pre-match

events per year covering 65 different sports from all over the world. Kambi utilises a best of breed security approach, with guiding principles from ISO 27001. Kambi is a member of WLA, EL, Cibelae and is eCOGRA certified. Kambi is listed on First North at Nasdaq Stockholm under the symbol "KAMBI".

Kambi's Certified Advisor is Redeye AB.