



NeoGames' BtoBet signs deal with UtopBet

August 15, 2022

Leading sportsbook supplier extends presence in Africa by entering Ethiopian market

LUXEMBOURG, Aug. 15, 2022 (GLOBE NEWSWIRE) -- NeoGames S.A. (Nasdaq: NGMS) subsidiary BtoBet, a leading sports betting supplier, has extended its presence in Africa announcing a deal with Ethiopian retail and online brand UtopBet. Through this long-term agreement BtoBet will further strengthen its position as the leading sportsbook supplier in Africa, as it goes live for the first time in the East African country, as its presence now covers 28 different jurisdictions.

UtopBet, a well-known sports betting operator in the country, will provide a wide portfolio of bet offers relating to local and international sports events, and will seek to diversify its content offering with a comprehensive list of virtual sports games.

Apart from its proprietary sportsbook platform, BtoBet will also be providing other sports betting services, specifically related to Risk Management.

Moti Malul, NeoGames's CEO, said: "We are pleased to further strengthen our presence in Africa, by going live in the highly competitive Ethiopian market. UtopBet is one of the more well-known brands in the local market and I am pleased that the choice to power their retail and online channels fell on our flexible solutions and services. I am confident that together we will reap excellent results on the long term."

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 including our expectations regarding our partnership with UtopBet. 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.

Contacts

Investor Contact:

ir@neogames.com

Media Relations:

pr@neogames.com