

PRESS RELEASE MAY 10TH 2019

ASPIRE GLOBAL TEAMS UP WITH NEG GROUP IN THE RE-LAUNCH OF DIGIBET

Aspire Global teams up with NEG Group Limited in the upcoming re-launch of Digibet in several European markets including Germany. Aspire Global will be acquiring shares in NEG Group Limited for up to €2.0 million, which will be used for marketing of the brand in time for the UEFA euro 2020 tournament.

Aspire Global teams up with NEG Group Limited in the upcoming re-launch of the Digibet brand well in time for the UEFA euro 2020 tournament. Digibet will be offering a regulated gaming experience focusing on sports betting. The brand, initially operating on another platform, will be re-launched on Aspire Global's platform in H2 2019. Aspire Global will through acquisition of shares, invest up to €2 million based on milestones, which will be used for strengthening the re-launch of the brand. NEG Group on their side will be responsible for marketing activities, bringing valuable expertise related to the key markets and acquisition channels.

NEG Group Limited recently acquired the Digibet brand from UGT Group, aiming for a successful re-launch of the premium brand in several European markets including Germany, where UGT Group is one of twenty entities that have been pre-approved for a sports betting license once these are issued. In addition, the agreement with UGT Group thus grants Aspire Global access to UGT Group's rights and allow Aspire Global to operate licensed betting operations in Germany upon regulation.

"We look forward to materializing the potential of the Digibet brand together with NEG Group. We see great opportunities for the re-launch coming with the strong brand-awareness, the upcoming UEFA euro 2020 tournament and the pre-approved German license", says company CEO Tsachi Maimon.

"Aspire Global provides the optimal platform, ensuring a successful relaunch of the Digibet brand. Aspire Global offers a first-class platform, both when it comes to the technical solution and the team behind it, as well as a safe and entertaining experience for our audience", says Alexander Zucker, Director at NEG Group.

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ABOUT THIS INFORMATION

The information was submitted for publication by the contact person above at 17.00 pm (CEST) on May 10th 2019.

ABOUT ASPIRE GLOBAL

Founded in 2005, Aspire Global offers a comprehensive iGaming solution for operators and white labels, including a complete suite of services for casino and sportsbook, multilingual CRM, payments and risk control, support call center, VIP management, acquisition optimization and a robust, market-leading platform. Aspire Global also holds licenses in regulated markets including the UK, Denmark, Sweden and Malta. Aspire Global is listed on NASDAQ First North Premier under ASPIRE. Certified Advisor: FNCA Sweden AB, info@fnca.se, +46-8-528 00 399. Please visit www.aspireglobal.com.