



NOVOMATIC Lottery Solutions (NLS) partners with Kambi Group plc

Kambi Group plc and NOVOMATIC Lottery Solutions (NLS), a wholly owned subsidiary of NOVOMATIC (www.novomatic.com), Europe's leading gaming technology Group, have signed an MoU to provide a powerful full-service gaming solution to government regulated lotteries. The service will combine NLS's market-leading lottery platform with Kambi's state-of-the-art sports betting service.

"This alliance is a part of the NLS 'best of breed' philosophy in which two modern systems are combined to deploy state-of-the-art technologies that maximize the inherent expertise of each system individually. The result: world beating/world leading system performance in highly competitive markets," said NLS CEO Frank Cecchini. "NLS is very pleased to be working with Kambi, whom we feel is a like-minded partner in technology and an expert in sports betting operations," Cecchini continued.

Co-branded and marketed as 'NLS Sports Betting – Powered by Kambi', this unique, futuristic solution directly responds to the increasing demand for a superior and consistent user experience across all channels, including interactive gaming. Through their strategic partnership, NLS and Kambi will integrate the exceptional elements of each solution to bring lottery operators the optimum growth platform. This sophisticated product will empower lotteries to capitalize on changing player demographics and behaviours rather than being marginalized by technology limitations. The solution is another example of the NLS problem- solver commitment to customers.

"We are very excited to have formed this partnership with NLS," commented Kristian Nylén, CEO of Kambi. "NLS is our ideal partner as we share a vision for growth and innovation within the lottery sector. The co-branded service will offer a modern, best-in-class solution. This competitive service gives government regulated lotteries the chance to leap ahead of the status quo, especially in interactive gaming across all verticals. We look forward to collaborating with NLS and are very excited to reveal 'NLS Sports - Powered by Kambi'," Nylén said.

NLS and Kambi's integrated solution will be showcased at the World Lottery Summit 2016 in Singapore in November.

About NLS

NOVOMATIC Lottery Solutions (NLS) is a full solution alternative vendor for international lottery markets delivering games and services that can be integrated with any 3rd party solution. The NLS system supports all sales channels simultaneously, creating a truly omni-channel offering while at the same time increasing lottery revenues and returns to good causes. With ISO 27001 certification, WLA Security Control Standard Certification and numerous lottery audits, NLS solutions guarantee the highest levels of security and reliability. NLS is part of the NOVOMATIC Group, one of the biggest global producers and operators of gaming technologies, with revenues of about EUR 4bn, more than 24,000 employees and activities in 80 countries. NLS was established in 2014 after the acquisition of Icelandic lottery provider Betware and quickly became a player in the international lotteries business.

About Kambi

Kambi Group plc 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, Cibela and is eCOGRA certified. Kambi Group plc is listed on First North at Nasdaq Stockholm under the symbol "KAMBI". Kambi's Certified Advisor is Redeye AB.

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