

Let the Games Begin:

Sports-Betting Leader Kambi Moves Into Virtual Sports

Kambi's agreement with Virtus Sports enables Kambi to offer a high-quality and complementary virtual sports betting product to operators

The realistic sports-playing experience of Virtual Sports is the next huge frontier for the games-of-chance industry. First, technology has gamified the whole category that engage the sports-betting and gaming enthusiast. It's new, it's exciting, and it is taking the industry by storm. Second, the format enables a variety of betting styles, including the random-generate outcome of Lottery. This is key for a game category that needs to reach new and younger demographic groups. The twenty-something player-profile that loves sports-betting is still the same profile that grows into the thirty-something that migrates to Lottery. Engaging a more diverse player profile is the key to a sustainable future for Lottery, and that is the promise of Virtual Sports. Let the Games Begin!

Kambi has made a strategic investment in gaming start-up Virtus Sports, an agreement which will enable Kambi to offer a high-quality virtual sports product to its growing customer base. Founded in 2014 and with offices in Malta and the UK, privately-held Virtus Sports delivers betting opportunities across a wide range of virtual sports, including football, horseracing, greyhounds and motor sport. As part of its investment, Kambi will integrate Virtus Sports' 3D virtual sports product into the Kambi Sportsbook platform, in turn making it available to Kambi's network of operators.

Kambi

Virtus Sports' high-quality virtual sports portfolio will complement Kambi's current offering and provide its customers with further opportunities to engage with players. Developed for online and retail channels, the games are fully customisable

so operators can, among other options, incorporate their own branding, modify game content and adjust pay out margins.

Kambi chief executive, Kristian Nylen, said: "Despite being in its early stages of development, Virtus Sports has shown an ability to produce high-quality and engaging virtual sports games.

"Through this investment, not only will Kambi close a product gap by integrating the games into the Kambi Sportsbook, but we will also support Virtus Sports' ongoing product development and sales to the wider market," he added.

Virtus Games founder and CEO, Andrea Brecevic, commented: "We are delighted the management team at Kambi has recognised the potential of the Virtus Sports' business and the high-quality production of our games. We are very excited about our games being made available to the Kambi network and look forward to releasing additional sports and other product enhancements very soon."

Kambi Booth at ICE Totally Gaming Show in London

