

## **PRESS RELEASE**

### **digiBet, United Game Tech Group's premium brand, successfully launches proprietary software platform**

**Malta, November 1, 2016** – United Game Tech plc, a technology company and leading provider of sports betting, has today successfully launched the proprietary software platform of its premium brand digiBet. The integration of digiBet into the United Game Tech Group is thus progressing as planned.

Alexander Zucker, CEO of United Game Tech, congratulates the team responsible for the successful launch in an effort that comprised the entire group: “We are proud to finally implement our proprietary “NG” technology platform and be able to continue to develop it constantly. It replaces the out-dated “xTurf” system of a third-party provider. We have now built the technological basis to lead digiBet back to a preeminent market position in Germany by coordinating it with our marketing strategy.” The new “NG” platform is geared to future growth, fully scalable and modularly expandable. It is also the groundwork for innovations, which will be integrated continuously in brief successions. United Game Tech as platform operator will provide further technical innovations in the areas of payment, odds-stream processing and mobile applications. Alexander Zucker comments: “2017 promises to be an exciting year for both United Game Tech and digiBet. In sport we are the partner of the fans. In business we are a reliable partner for our customers.”

In the course of the extensive repositioning within the group, United Game Tech is preparing itself for the apparent signs of a final regulation of its German core market. The objective is to optimize margins within every perspective of its omni-channel offering and exploit the full added value potential. 2017 will therefore be marked, amongst others, by the comprehensive renovation of the retail business.

In addition, digiBet reorganizes the sales regions and restructures the franchisee network. The design of the individual location will increasingly determine the profitability of the company in addition to other sales channels. In a first step, digiBet will start a cooperation with Kitzig Interior Design GmbH, Lippstadt/Germany, to adapt the appearance and customer experience to the reorientation. Kitzig Interior Design is an ideal partner for digiBet. It has a customer oriented philosophy and long-standing international experience in designing state-of-the-art shop concepts. “Jointly with Kitzig, we will not only redesign our retail appearance, but also bring flag ship stores to the market, which will help to gain new customers and tap new customer segments. They will highlight the true entertainment character of sports betting,” notes Alexander Zucker. The first shop in its new design will be one the largest authorised betting-shops in Germany. “We will surprise the market with additional technical innovations connecting sports betting with our daily routine and providing our customers with a smart integration of excitement, entertainment and everyday life. Simultaneously, we see large potential to optimize the business by employing latest technology in areas such as risk management and payments,” adds Frank Fischer, Chief Technology Officer and responsible for launching the “NG” platform.

United Game Tech plc is based in Malta and operates retail and online sportsbook offerings through its subsidiaries under the brands digiBet and bancobet in Germany, Austria and Belgium. Its proprietary software platform is offered as a white-label solution by a locally licensed licensee in Romania under the brand of bancobet. By integrating digiBet into the proprietary “NG” platform, digiBet is established as United Game Tech’s leading brand in the German core

market. More than 1,000 automated batting stations and more than 300 point of sales are connected to the United Game Tech System.

**About United Game Tech plc**

United Game Tech plc is a technology company and leading provider of sports betting. Operating under some of the best-known brands in the European sports betting market – such as digiBet and bancobet – the company is both a service provider for corporate clients and a gambling operator. With its proprietary software solutions for corporate clients and its online platforms, the company offers the ideal gaming platform for millions of customers in a fast-growing market.

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