



Neogames and William Hill agree 4 year player account management deal for US

London, U.K. – Oct. 8, 2018 - William Hill has finalised a four year agreement with Neogames to supply a key component of its proprietary US platform – the player account management (“PAM”) system.

The Neogames PAM currently powers over 80 iGaming brands, including the largest online operation in the US, the Michigan State Lottery, and processes more than 300 million bet transactions a month. It is live with lottery customers in Michigan, Virginia, and New Hampshire and supports 11 different regulatory jurisdictions across Europe and the US, whilst its open platform is connected to dozens of content providers through multiple RGS hubs.

The parties started work on a bespoke PAM solution for William Hill US in June 2018, and have signed a long term agreement, now that the project is gaining momentum. Under the terms of the deal Neogames is providing William Hill with a dedicated team, 100% control of the road map, and exclusivity over features developed for William Hill. The parties have also agreed an option for William Hill to buy a permanent licence to the source code, and transfer in its dedicated teams.

William Hill is the leading sports betting operator in the US and currently the only company to be taking bets in all US states where sports betting is legal – Nevada, New Jersey, Delaware, Mississippi and West Virginia. Through casino partnerships agreed to date, William Hill’s reach extends to 15 states where sports betting is either legal or sports betting bills are tabled. William Hill is already live with an app in New Jersey – based on the back-office technology used by its business in Nevada, and front-end technology used in the UK. Its deal with Neogames is the first announcement related to the development of its new proprietary platform for the US, which is earmarked for launch in 2019.

Commenting on the agreement **Philip Bowcock, Chief Executive of William Hill said:** “This is another important step in our progress in the US. The Neogames PAM is already more feature-rich than any other sports-betting platform live in the US. It is built according to modern technical standards, and is proven at scale in the US. We have reached an agreement that fits well with our flexible strategy in the US, giving us extensive control over development, product and team, but giving us faster time to market and reduced risk than if we were to build from scratch ourselves. We have an excellent long-term working relationship with Neogames and I am very pleased we have finalized this agreement.”

Neogames CEO Moti Malul said: “We are delighted to announce our latest deal in the US, showing the proven appeal of our market-leading technology. As well as being the market leader in sports-betting in Nevada, William Hill has been the fastest mover since May, in achieving market access in the early mover states. We are already progressing well with developing a bespoke player account management system for them, which will underpin their product differentiation and leading customer experience in the US in the future”.



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About William Hill

William Hill PLC is one of the world's leading betting and gaming companies, employing over 16,000 people. Its origins are in the UK where it was founded in 1934, and where it is listed on the London Stock Exchange. The majority of its \$2.1 billion annual revenues are still derived from the UK, where it has a national presence of licensed betting offices and one of the leading online betting and gaming services. In 2012, it established William Hill US with a focus on retail and mobile operations in Nevada, which is now the largest sports betting business in the USA. William Hill US currently operates 108 race and sports books in Nevada and the state's leading mobile sports betting app. It operates a racebook in Nevada and has licensed operations in The Bahamas and St. Kitts. Following the ruling in May 2018 by the Supreme Court that the federal ban on state sponsored sports betting was unconstitutional, the company is planning to operate where permitted by law throughout America. William Hill US is operating in New Jersey at Monmouth Park Racetrack and Ocean Resort Casino and is a licensed sports betting provider in West Virginia and Mississippi. It is the exclusive risk manager for the sports lottery in Delaware and is the exclusive partner to IGT to provide sports betting services to the lottery in Rhode Island. William Hill has operations in Italy and Spain and serves online customers throughout the world from its Online headquarters in Gibraltar.