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NeoGames to enter five new European markets following agreement with LEIA

LUXEMBOURG, July 31, 2023 (GLOBE NEWSWIRE) -- NeoGames S.A. (Nasdaq: NGMS) (“NeoGames” or the “Company”), a technology-driven provider of end-to-end iLottery and iGaming solutions, is set to significantly widen its European reach, after agreeing to a four-year deal with the Lotteries Entertainment Innovation Alliance AS (LEIA), which will see its content supplied in all the lotteries in Scandinavia, as well as in France.

LEIA members, Denmark’s Danske Spil, Finland’s Veikkaus, France’s Française des Jeux, Norway’s Norsk Tipping, and Sweden’s Svenska Spel, are the latest lotteries in Europe set to integrate NeoGames Studio’s vast portfolio of content, with the studio already supplying its award-winning content to ten lotteries across the continent.

NeoGames Studio is the Company’s in-house games studio and holds over seventeen years of proven experience in supplying an ongoing stream of market-leading eInstant titles to lotteries, with over 250 games having been developed over the years. The studio’s innovative games have won in multiple industry awards, including, for Queen of Diamonds and most recently, for Desert Fantasy, which won in the fiercely competitive category of Best New Game in the EGR North America Awards 2023.

NeoGames was selected by LEIA following a competitive RFP process, demonstrating the company’s superior product offering and its expertise in delivering engaging content to lotteries worldwide.

Established in 2018, LEIA is a joint venture by the lotteries Française des Jeux, Danske Spil, Norsk Tipping, Veikkaus and Svenska Spel. Preserving the same values, the lotteries work together to share resources to build a wider and more efficient digital gaming offering that fosters innovation.

Hili Shakked, Managing Director of NeoGames Studio, said: “We are excited to announce our expansion across Europe through this partnership with LEIA. Its mission to help lotteries reach new customers with innovative games, and supply content that meets the audience’s expectations certainly resonates with NeoGames.

“I am confident that our range of premium games will enhance the content offering of the five individual lotteries, supporting their growth within the industry, and providing players with the best gaming experiences.”

Morten Eriksen, CEO of LEIA, said: “A big part of LEIA’s purpose is to enrich the lotteries’ product offerings by providing a larger catalogue of attractive games and development of new innovative content. This agreement with NeoGames reinforces that commitment. NeoGames is one of the leading providers within the industry, and we are sure that the individual lotteries will benefit greatly from their engaging portfolio of games.”

About NeoGames

NeoGames is a technology-driven innovator and a global leader of iLottery and iGaming solutions and services for regulated lotteries and gaming operators. The Company offers its customers a full-service suite of solutions, including proprietary technology platforms, two dedicated game studios with an extensive portfolio of engaging games – one in lottery and one in casino games, and a range of value-added services. The recent strategic acquisition of Aspire Global Group enables NeoGames to offer the most comprehensive portfolio across iLottery, an innovative sports betting

platform from BtoBet, an advanced content aggregation solution from Pariplay, and a complete set of B2B Gaming tech and Managed Services. NeoGames remains an instrumental partner to its customers worldwide, as it works to maximize their revenue potential through various offerings, including regulation and compliance, payment processing, risk management, player relationship management, and player value optimization. NeoGames strives to be the long-term partner of choice for its customers, empowering them to deliver enjoyable and profitable programs to their players, generate more revenue, and maximize proceeds to governments and good causes.

Forward-looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. The Company intends such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in Section 27A of the Securities Act of 1933, as amended (the "Securities Act") and Section 21E of the Securities Exchange Act of 1934, as amended (the "Exchange Act"). Such statements are based upon current plans, estimates and expectations of management that are subject to various risks and uncertainties that could cause actual results to differ materially from such statements. The inclusion of forward-looking statements should not be regarded as a representation that such plans, estimates and expectations will be achieved. Words such as "anticipate," "expect," "project," "intend," "believe," "may," "will," "should," "plan," "could," "may," "continue," "target," "contemplate," "estimate," "forecast," "guidance," "predict," "possible," "potential," "pursue," "likely," and similar expressions are intended to identify forward-looking statements, though not all forward-looking statements use these words or expressions. All statements, other than statements of historical fact, including statements regarding the four-year deal with the Lotteries Entertainment Innovation Alliance (LEIA), are forward-looking statements.

These forward-looking statements are subject to risks, uncertainties and assumptions, some of which are beyond our control. In addition, these forward-looking statements reflect our current views with respect to future events and are not a guarantee of future performance. Actual outcomes may differ materially from the information contained in the forward-looking statements as a result of a number of factors including, without limitation the risk factors set forth in Item 3.D. "Key Information- Risk Factors" in our annual report on Form 20-F for the year ended December 31, 2022, filed with the Securities and Exchange Commission on April 28, 2023, and other documents filed with or furnished to the SEC. These statements reflect management's current expectations regarding future events and operating performance and speak only as of the date of this press release. You should not put undue reliance on any forward-looking statements. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee that future results, levels of activity, performance and events and circumstances reflected in the forward-looking statements will be achieved or will occur. Except as required by applicable law, we undertake no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise, after the date on which the statements are made or to reflect the occurrence of unanticipated events.

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