

Bragg Gaming Expands iGaming Content Reach in Italy with Lottomatica

Exclusive Bragg Studios and Powered by Bragg online casino titles now available to players of market-leading Italian iGaming operator

TORONTO--(BUSINESS WIRE)--October 24, 2023--Bragg Gaming Group (NASDAQ: BRAG, TSX: BRAG), a leading content and technology provider to the online gaming industry, announced today the expansion of its content distribution network in Italy with Lottomatica Group S.p.A. (BIT: LTMC), the leading online casino operator in Europe's second largest regulated online casino market.

The new content distribution agreement will bring Bragg's Italian casino content portfolio, including localized versions of proprietary games such as Fairy Dust by Atomic Slot Lab and Sea of Plenty by Indigo Magic, as well as multiple locally-certified titles from the company's exclusive Powered by Bragg casino games collection, to a large new Italian audience for the first time.

Lottomatica is Italy's leading online casino operator with a reported 21% market share. H2 Gambling Capital estimates online casino revenues in Italy will grow 15% this year compared to 2022 to US\$2.7 billion .

Karl Grech, Head of Business Development at Bragg, commented: "We are committed to launching our proprietary and exclusive online casino content with the leading operators in the largest regulated iGaming markets in the world, and going live with Lottomatica in Italy represents another proof point of the success we are achieving with this strategy.

"Since launching in the Italian market earlier this year, we have localized and certified over 45 premium casino games for the territory, from our own Bragg Studios and our Powered by Bragg partners, and the titles continue to be very well received by players. We are delighted to now be expanding our games distribution in Italy with the market's leading iGaming operator."

Alessandro Rainaldi, i-Gaming Senior Manager at Lottomatica added: "We are dedicated to bringing the latest and greatest in casino entertainment to our players and Bragg's growing content portfolio for the Italian market is an important step in meeting this goal. The Bragg portfolio includes several studios under a single agreement, bringing a new diversity and even more choice to our casino offering. We look forward to a long and profitable partnership together."

About Bragg Gaming Group

Bragg Gaming Group (NASDAQ: BRAG, TSX: BRAG) is a content-driven iGaming technology provider, serving online and land-based gaming operators with its proprietary and exclusive content and cutting-edge technology. *Bragg Studios* offer high-performing, data-driven and passionately crafted casino gaming titles from in-house brands *Wild Streak Gaming*, *Spin Games*, *Atomic Slot Lab*, *Indigo Magic* and *Oryx Gaming*. Its proprietary content portfolio is complemented by a range of exclusive titles from carefully selected studio partners which are

Powered By Bragg: games built on Bragg remote games server (*Bragg RGS*) technology, distributed via the *Bragg Hub* content delivery platform and available exclusively to Bragg's customers. Bragg's modern and flexible omnichannel Player Account Management (*Bragg PAM*) platform powers multiple leading iCasino and sportsbook brands and is supported by. All content delivered via the *Bragg Hub*, whether exclusive or from Bragg's large, aggregated games portfolio, is managed from a single back-office and is supported by powerful data analytics tools, as well as Bragg's *Fuze*[™] player engagement toolset. Bragg is licensed or otherwise certified, approved and operational in multiple regulated iCasino markets globally, including in New Jersey, Pennsylvania, Michigan, Ontario, the United Kingdom, Italy, the Netherlands, Germany, Sweden, Spain, Malta and Colombia.

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