



LiveScore Bet™ launches in the UK with new sportsbook offering

Monday 18th January, 2021

LiveScore Betting and Gaming, a subsidiary of LiveScore Group, has today announced the launch of LiveScore Bet™, a brand-new sportsbook, offering UK customers a new and improved betting experience.

Available now on web and via native apps, LiveScore Bet launches with an initial sportsbook-only facility which features pre-event and in-play odds for the most popular sports in the UK and abroad.

Operated by LiveScore Betting and Gaming Limited, which is licensed by the relevant Gambling Commissions in both the UK and Gibraltar, LiveScore Bet seeks to deliver a best-in-class product which builds on the existing user experience of the Group's hugely popular LiveScore™ product. LiveScore already provides real-time scores, updates and live-streaming to millions of fans within the UK and around the world.

There are a number of integrated features within both the LiveScore and LiveScore Bet products to ensure the safety of all users and enrich their experience. All LiveScore customers are required to comply with the new self-declared age gate technology, mitigating against the risk of exposing members of the LiveScore audience who are under the age of 18 years old to the LiveScore Bet brand on both iOS and Android devices.

LiveScore Bet also launches in line with a range of industry-standard measures and facilities to promote responsible gambling and help customers stay in control of their betting including deposit limits, as well as opportunities for account cool-off, self-exclusion or closure.

Ric Leask, Marketing Director at LiveScore Betting and Gaming, said;

"The launch of LiveScore Bet in the UK represents an exciting extension of our existing offering, and offers customers a new opportunity to bet responsibly with the trusted LiveScore brand. Having been in development for some time, it was vital to us that this product was only launched when we could ensure best-in-class safety measures were in place for all of our customers, including the protection of under 18 year olds from exposure to LiveScore Bet messaging."

"Following the huge strides made this year including the launch of a substantial live-streaming service, this represents another exciting moment for LiveScore users in the UK."

The launch of LiveScore Bet in the UK follows the recent roll-out of the product in Nigeria.

For more information please contact will@matchfit.biz (07796 796548) or donald@matchfit.biz (07816 279101)

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Notes to Editors:

About LiveScore Group:

LiveScore Group (consisting of LiveScore, LiveScore Bet and Virgin Bet) was demerged from the Gamesys Group of companies in September 2019. LiveScore was previously acquired in 2017 as a means of moving into the sports media industry, while Virgin Bet was launched in 2019 following a partnership with Virgin to enter the sports betting market. Following the demerger, LiveScore Group sits within the Anzo Group of companies.

Operated by LiveScore Betting and Gaming Limited, which is licensed by the relevant Gambling Commissions in both the UK and Gibraltar, LiveScore Bet joins the Group to deliver a best-in-class product which builds on the existing user experience of the LiveScore™ product.

LIVESCORE, LIVESCORE BET and the LS logo are trade marks of the LiveScore Group of companies.