

MEDIA RELEASE**LiveScore Group Announces Strategic Acquisition of Tech-Specialist Wonderlabz to Further Fuel Growth**

- The investment increases LiveScore Group's holding in Wonderlabz from 25% to 100% ownership
- The South Africa-based Wonderlabz immediately slots into the LiveScore Group portfolio adding over 100 to global headcount

London (08:00) & Cape Town (10:00), Thursday 9th November 2023

LiveScore Group - the global sports media business – has today announced the full acquisition of South Africa-based software development specialists **Wonderlabz**.

The acquisition adds significant scale to LiveScore Group at a time of substantial growth for the business, accelerating the process of product development as well as increasing the capability to expand into further key territories.

Wonderlabz has established world-class development credentials centred around its industry-leading Lithium PAM and back-office platform and renowned software talent and engineers. Specifically, the business has played a vital role in the evolution of the app and digital platforms for LiveScore Group's key brands including LiveScore and LiveScore Bet.

Comprising three brands including LiveScore, one of the world's leading real-time sports updates and streaming service providers, and award-winning sportsbooks LiveScore Bet and Virgin Bet, LiveScore Group has seen record-breaking success through its unique and pioneering model which converges the worlds of sports media and sports betting.

The Wonderlabz deal comes just over one year after the announcement of a £50 million strategic investment into LiveScore Group from Swiss-based media and tech firm Ringier AG. The subsequent 12 months have seen LiveScore Group significantly accelerate its global expansion, with this latest acquisition extending its existing holding in Wonderlabz from 25% to 100%. The move substantially increases the Group's in-house capability and establishes a new tech hub in an emerging market.

Sam Sadi, CEO of LiveScore Group, commented:

"I'm thrilled to announce our acquisition of Wonderlabz, one of the most exciting businesses in the global software development space. We have grown our relationship with the fantastic people and experts at Wonderlabz over many years, and their stand-out Lithium PAM platform has played a critical role in the ongoing success of our industry-leading convergence strategy.

I'm personally excited to work even closer with the team in Cape Town to help continue to develop a world-class tech hub in the area, one which increases the technical capability of our business and will fuel the potential for further growth. Welcome to the LiveScore Group family, Wonderlabz."

Ben Johansen, CEO of the Wonderlabz group added:

“This is a hugely exciting day for Wonderlabz, as we officially join the pioneering LiveScore Group family. Over recent years we have built an outstanding business centred on world-class software development talent, working with the likes of LiveScore Group to develop industry-leading tech solutions.

There is no doubt that in LiveScore Group, we join one of the most forward-thinking and innovative businesses in the sports media and betting worlds. I cannot wait for our people to continue playing a key role in what comes next.”

Contact

For more information, please contact press@livescoregroup.com

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Notes to editors:

About LiveScore Group

Established in 2019, LiveScore Group™ is home to LiveScore, LiveScore Bet and Virgin Bet; three of the most exciting brands in the sports and gaming industries today. The Group is a fully owned and operated ecosystem that converges the most relevant sports content and engaging features with a world-class sportsbook. All served by a purpose-built, in-house tech stack delivering a frictionless customer experience.

Its model directly addresses several industry challenges. Against a wider backdrop of sports content consumption that is inefficient and uneconomical, modern sports fans are expected to navigate a fragmented ecosystem delivered by different brands and companies across various apps, platforms and devices. Completing basic and repeatable actions require managing multiple paid subscriptions and accounts.

LiveScore Group, centred around its pioneering ‘convergence’ strategy, is improving the symbiotic relationship between the sports media and sports betting industries to deliver better returns and, vitally, a better experience for users.

About LiveScore

LiveScore™ was founded in 1998 and has evolved to become one of the world’s best loved sports media brands. As part of LiveScore Group, the brand has seen substantial growth with over 50 million daily users across over 200 global territories.

For more than two decades it has been an essential part of the match-day experience for football fans. The hero LiveScore app delivers world-class content and editorial alongside the fastest and most reliable updates on the matches that matter to them.

The latest edition of the app features lightning-fast notifications, aggregated and curated news feeds and even post-match highlights of English Premier League matches. Player profile and rich team stats contribute to a further enhanced offering, in addition to live highlights as part of a seamless user experience.

About LiveScore Bet

LiveScore Bet™, is a sportsbook offering customers in the UK, Ireland, Nigeria and the Netherlands a new and improved betting experience within the LiveScore ecosystem. Building on the existing user relationship with the trusted LiveScore brand that is already a core part of the live sport experience, LiveScore Bet seeks to deliver a best-in-class product and represents a new opportunity for customers to bet responsibly. LiveScore Bet has been able to emerge from the crowd with a vibrant personality, a world-class product and demonstrable growth that has set it apart from the chasing pack.

It is the fastest-growing sportsbook in the UK and the recent winner of several prestigious industry awards including International Gaming Awards 2023 ‘Best Mobile Product of the Year’, EGR Operator 2022 ‘Rising Star’, SBC 2022 ‘Rising

Star', EGR Marketing Awards 2022 'Innovation in Sports Betting'.

About Virgin Bet

Launched in May 2019, Virgin Bet™ is one of the UK's fastest growing Sportsbooks and winner of 2021 SBC's 'The Rising Star' award. With access to a huge range of betting markets across all the top sports, as well as the nation's most popular casino products, Virgin Bet delivers a top-quality experience for its customers and has the perfect line-up to disrupt the sportsbook industry.

Virgin Bet fuses the values and principles of the Virgin master brand with the online gaming expertise of LiveScore Group to deliver a first-class customer experience.

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About Wonderlabz

Wonderlabz is an industry-leading software development and talent hub. The Group owns and develops the cloud-based rapid development framework powering the Lithium PAM and our clients' cross-platform convergence strategies. Located on the Cape Town beachfront, at the heart of Africa's technology centre, Wonderlabz is well placed for future talent acquisition and growth. The Wonderlabz group comprises Xacton AS (Norway) and its 100% subsidiary Wonderlabz (South Africa).