



Press Release

13 November 2020

Acroud launches a new US focused Casino Brand - CompareCasino

Acroud AB (publ) ("Acroud") is proud to announce the launch of a new Casino Brand, named CompareCasino, which is the latest brand in the established Brand portfolio. The site is especially designed for the US market and is part of our strategic initiatives to grow in the US market both organically and with M&A. The website is created based on extensive player research and incorporates a set of new unique and personalized features.

The new approach which CompareCasino is based on offers a highly personalized gambling endeavor that will lead to better player retention for online casinos. In addition the brand offers the user a unique user experience, as more exclusive features have been added. The Jackpot Tracker where users can see the status of jackpot games in real-time and a handy Bonus Calculator are new developed features that are offered.

Additionally, CompareCasino have implemented a new set of criteria for reviews. Players can expect a detailed analysis of online casinos and casino games as well as extensive gambling guides and industry news articles.

CEO Robert Andersson commenting the launch of CompareCasino.com:

"In such dynamic market as the US we felt the need to create a product that always has the user at heart. Most review websites follow "the same old patterns" and it was time for us to step out of the box and create something different. As casino players ourselves, we knew right away what must be done, and we will continue to expand our ideas even more to be aligned to end-users needs. Soon we aim to launch another Brand focused on the US Sports Betting market"

CompareCasino.com is now live and welcoming players to test out the new features and find their favourite places to play. The website is currently available for English speaking countries.

Join the ride and visit CompareCasino.com

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About ACROUD AB

ACROUD owns, operates and develops high-quality comparison sites, mainly in iGaming affiliation, for the purpose of helping our partners by channelling high-quality users to the Company's customers – primarily iGaming operators. Through the sites, ACROUD generates high-quality users, primarily to global iGaming operators. The Company, which was founded in 2003, has just over 70 employees and is headquartered in Malta. The share (ACROUD) is listed on Nasdaq First North Growth Market. Certified Adviser: FNCA Sweden AB, info@fnca.se, +46 8 528 00 399