



LOOKING FOR ENTERTAINMENT?

Malta, 5 September 2017

Mr Green releases their new smart Sportsbook

Award winning gaming operator Mr Green announced today the release of their new smart Sportsbook. Mr Green recognise that customers in 2017 demand more from their betting experience. With features like an industry first content experience, unique instant tennis and combi spin football betting Mr Green's new sports offering is designed to provide higher engagement and an added entertainment factor to Sportsbook.

Whether before the match or in-play, bettors want a reason to bet, Mr Green's Sportsbook now offers over 17,000 reasons on a weekly basis. Branded under the 'Bet Assist' stamp, content powered by Bettorlogic using their proprietary analytical and modelling tools create compelling bet prompts to help customers to smarter bets.

Mr Green's exclusive and bespoke Instant Tennis feature was developed in-house by the Mr Green team with a mobile-first focus. It allows users to experience the excitement of next point betting in Tennis in a unique way with engaging visualizations, suspense filled and super-fast betting.

Football Combi Spin, developed in conjunction with Bettorlogic, delivers an entertaining experience for players by allowing them to set their odds and spin to find their preferred match selection.

The first markets to access the new smart Sportsbook are UK and Ireland. Mr Green will continue their rollout in other markets during fall. The new offering also coincides with an improved navigation and a more modern design of their Sportsbook.

Jesper Kärrbrink, CEO Mr Green Ltd commented:

"Our business strategy Mr Green 2.0 is comprised of five cornerstones - brand, user experience, product offering, geographic expansion and being the leader in responsible gaming. The launch of our new Sportsbook 2.0 embraces all five of these cornerstones and particularly so from a Green Gaming aspect by helping the player make informed betting decisions based on the expert insight as provided by Bettorlogic. I think we are the first sportsbook really trying to help our customers bet smarter."

Enda Gaffney, Head of Sportsbook, Mr Green Ltd commented:

"We set out to do something different with our Sportsbook focusing on player engagement and helping our customers bet smarter with our Bet Assist content. We will continue rolling out new features and promotions around the start of the football season with best odds guaranteed on major UK & Irish races, cash out and more competitive pricing on major European leagues."

Andrew Dagnall, CEO Bettorlogic commented:

"Bettorlogic are very grateful that Mr Green shares our vision that bettors should be assisted in what is predominantly an experience to be enjoyed. We are seeing the benefits of investment in our own IT team in India as it enables us to be far more responsive and cost efficient to the needs and vision of Mr Green."

For further information:

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Mr Green Ltd is an online gaming company that offers online casino, sportsbook and live casino in twelve countries. Mr Green is an award-winning casino operator, named IGA Operator of the Year three consecutive years 2013, 2014, 2015 and Mobile Operator of the Year 2016. Mr Green Ltd is a fully owned subsidiary of the Swedish company Mr Green & Co AB, listed on Nasdaq Stockholm main market since 2016.