

Malta 14 September 2018

Redbet launches horse racing in UK and Ireland

The iGaming Sports brand [Redbet](#) launches horse racing in the UK and Irish markets.

Thanks to a strong SEO optimization and advanced user experience, Redbet has seen strong growth over the past year in the UK. Redbet is currently a top-ranking sport betting brand on Google in the UK.

Redbet has this week launched its' improved Sportsbook across all of its markets. Besides a significantly improved user experience that includes several new customer facing features, horse racing has now also been added for the UK and Irish markets.

Redbet is part of the [MRG Group](#) and its subsidiary [Mr Green Ltd.](#)

Jesper Kärrbrink, CEO of Mr Green Ltd, comments:

"Thanks to our fantastic SEO team, Redbet holds important top positions on Google in the UK for several sport related key words. Now that Redbet's new Sportsbook also introduces horse racing, which is a key market for British and Irish players, Redbet is in a strong position to take further market share in the UK going forward."

For further information:

Jesper Kärrbrink, CEO, Mr Green Ltd

Jesper.Karrbrink@mrgreen.com

+356 99100139



MRG is a fast-growing, innovative iGaming Group with operations in 13 markets. MRG offers a superior experience in a Green Gaming environment. MRG was founded in 2007 and operates the iGaming sites [Mr Green](#), [Redbet](#), [11.lv](#), [Winning Room](#), [Bertil](#), [MamaMiaBingo](#), [BingoSjov](#) and [BingoSlottet](#). The Group had a turnover of SEK 1,192.0 million in 2017 and has over 300 employees. MRG has gaming licenses in Denmark, Italy, Latvia, Malta, the UK and Sportsbook license in Ireland. MRG is listed on Nasdaq Stockholm in the Mid Cap segment under the name Mr Green & Co AB (ticker MRG). Read more at www.mrggroup.com