



RIVER iGAMING

PRESS RELEASE

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RIVER iGAMING AND ADNUNTIUS ENTER INTO A SOFTWARE DEVELOPMENT AND LICENCE AGREEMENT

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RIVER iGAMING has signed an exclusive agreement with Adnuntius to develop the next generation data and digital marketing platform.

“In line with our strategy to build RIVER iGAMING into a prosperous GameTech company, we are keen to venture into this agreement together,” says CEO Kent Staahle. *“We want to approach the market with new ideas, module-based technology and a generic structure. By focusing on customer data, we will personalise the customer experience, develop new value offerings and acquire each customer in a more direct and efficient way. RIVER iGAMING will do this by taking 100% ownership in the development and product offering”*, continues Mr Staahle.

“We have successfully partnered up for some time now with Adnuntius through our fully owned Mediafusion Ltd, but we want to customise it even further. Working with such talented people from Adnuntius will help RIVER and Mediafusion on our strategic path”, says CEO in RIVER Business Intelligence Ole Langmyr.

Adnuntius AS is a Norwegian-based software company providing publishers and marketers with a next generation advertising and marketing platform. In a rapidly changing marketplace where programmatic advertising, new data privacy legislation and demand for faster advertising creates demand for better solutions, Adnuntius provides a holistic solution for data utilization, programmatic buying and selling, and effective ad serving to clients internationally. All this whilst being highly GDPR compliant in how we incorporate the different data streams.

For further information please contact:

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About RIVER iGAMING: RIVER iGAMING P.L.C is a technology company within the igaming industry, offering an attractive ecosystem of companies throughout the iGaming value chain servicing both the B2B and B2C market. RIVER iGAMING P.L.C operates out of Malta and is listed on the Merkur Market under the ticker symbol “RIVER-ME”.

For more information about RIVER iGAMING P.L.C: <https://www.riverigaming.com/>