

Simplebet set to transform the gridiron with its Same Drive Parlays heralding its biggest NFL season yet

The micro-betting leader to add innovative markets to its portfolio

New York, September 6th, 2023- Simplebet, the in-game micro-betting pioneer, is poised for the start of the NFL season, as it releases a number of new products to its host of operator partners.

Simplebet looks to continue the success of last season's NFL campaign, which saw the Kansas City Chiefs defeat the Philadelphia Eagles in a tightly contested Super Bowl in which the supplier saw over \$14 million in overall handle. This concluded an extremely successful 2022/23 NFL campaign for the provider as it nearly broke \$300M in overall handle across its operator partner base. With new markets being made available, Simplebet is eyeing its best season yet providing micro-betting odds throughout the course of the 2023-24 season.

In addition to these new markets, Simplebet will also be unveiling its new "Same Drive Parlay" betting selection. This revolutionary product will allow players to choose their own pre-built drive script, giving them the opportunity to turn prop bets such as the Chiefs first play of the drive to be a run, Travis Kelce to have a catch, and Isaiah Pacheco to score a touchdown all on the same drive into an actionable opportunity.

In addition to Same Drive Parlays, Simplebet plans to have eight new micro-betting markets live for week one of the NFL Season. These include innovative offerings such as "Drive Result Granular" which for the first time ever users will have the option to wager on eight different drive results: Rushing Touchdown, Passing Touchdown, Field Goal Make, Field Goal Missed, Punt, Turnover on Downs or Safety, Interception, or Fumble.

Other markets that will be unveiled this season also include "Will player catch a pass on this drive" which allows for users to bet on a certain player to have a reception on that certain drive, as well as "Will there be a 20+ yard passing play on this drive", where customers can predict if they think a team will have a big gain through the air on its upcoming drive. Other markets that will be made live this season will allow bettors to predict whether there will be an offensive or defensive penalty on the next drive of the game.

"We look forward to another successful season providing NFL micro-betting markets to our partners," said Simplebet CEO Chris Bevilacqua. "With the unveiling of multiple new product additions, namely Same Drive Parlays, for this upcoming season, we strongly believe that this will continue to provide instant gratification to bettors and fans during the 104th season of the NFL. Our team has been working tirelessly this offseason and users will see improvements on uptime for all our markets, truly providing a seamless experience for them."

Simplebet has developed a suite of innovative micro-betting products for the NFL, NBA, MLB, college football and college basketball. The company enables sports betting operators, media companies and technology companies to enhance live sports by offering engaging experiences in

real-time with its proprietary automated operations platform. Users will soon be able to track in-play and micro-betting action through Simplebet's visualizer, going live with partners in Q4 of 2023.

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About Simplebet:

Simplebet is the technology, data and innovation company driving the future of fan engagement around live sporting events. Based in NYC with offices in Raleigh NC, Simplebet is a trusted partner for leading global brands including DraftKings, Caesars, Bet365, Hard Rock Bet and the Official Sports Betting Innovation Partner of LIV Golf. The company's proprietary machine learning and low latency technology powers over ten million micro-betting moments enabling fans to engage with a variety of predictions in real-time on many of the world's most popular sports. For more information, please visit their website at <https://simplebet.io/>, and follow on LinkedIn and Twitter.

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