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SBTech increases UK market share with new Globet deal

%%date%% - Industry-leading and award-winning provider of turnkey sports betting solutions, SBTech, has signed an exclusive deal with UK based sports betting operator Globet. Established in 1995, Globet is a highly respected veteran bookmaker serving online and telephone betting to a client base of over 500,000 customers worldwide. The new partnership will see SBTech further develop Globet's offering, providing them with their cutting edge live sports betting platform to replace their current one.

SBTech's products have already proved popular throughout Europe, with many established bookmakers taking advantage of the advanced live betting platform that provides punters with 200+ live bet types on 20+ types of sports for a total of 8,000 live events per month. This latest deal marks another step further into the UK sports betting market, further solidifying their reputation as a premier sports betting solutions provider.

"This is an excellent step forward for SBTech and we're thrilled that respected veteran bookmaker Globet has recognised our capabilities and passion for innovation by choosing us to provide them with our cutting edge live betting platform, which will allow them to further grow their business by offering their loyal bettors the richer live sports betting experience that is in such demand," comments SBTech CEO Itai Zak.

Globet stand to benefit not only from a much wider and richer variety of live betting options, but also from greatly reduced operational costs of SBTech's fully managed live betting solution.

"We're thrilled to have SBTech as partners in our endeavour to offer our punters the live sports betting experience they deserve. SBTech has shown they are fully experienced and knowledgeable in their ability to help bookmakers take their offering to the next level, and their expertise will allow us to grow our business thanks to increased profit from a richer and more cost-effective live betting product," says %%name%%, CEO of Globet.

About SBTech:

Established in 2007, SBTech is a leading provider of interactive sport betting solutions and services to traditional and regulated markets. The complete offering includes innovative, dynamic and highly customized suite of turnkey and fully managed online, mobile and offline solutions which push the interactive betting industry into new frontiers.

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