

## **Fortuna Entertainment Group will become new market leader in Romania, expands into Croatia and Spain**

**Fortuna Entertainment Group N.V. ("Fortuna") as purchaser and Hattrick Sports Group LLC (U.S) and other shareholders as sellers (the "Sellers") have entered into an agreement under which Fortuna shall acquire 100% share in Hattrick Sports Group Ltd., Ireland ("Hattrick Sports Group"). The transaction is a subject of regulatory approvals and until then both companies continue to operate separately as until now.**

The acquisition of Hattrick Sports Group will further strengthen Fortuna's position as the largest licenced multi-channel sports betting and gaming operator in Central and Southeastern Europe. The Fortuna Entertainment Group was established in 2009. Originally a Czech firm with over 25 years history, it has grown over time into a holding company with strong operations in the Czech Republic, Slovakia and Poland. Through brand licenced agreement it is also present in Romania. Hattrick Sports Group is the owner of the leading betting operator in Romania, Casa Pariurilor, the second largest operator in Croatia, PSK, and a joint venture partner in Luckia operator in Spain.

*"Our intention is to keep and operate Fortuna and Casa Pariurilor brands in Romania, and PSK and Hattrick in Croatia, as the most trusted and exciting betting & gaming brands and the number one choice for customers. On a regional level, we will combine the best of both companies to create more exciting offers for our customers, better opportunities for our employees and business partners, thus increasing value for our shareholders,"* said **Per Widerström, CEO of Fortuna Entertainment Group.**

*"The combination of Fortuna and Hattrick Sports Group has a compelling logic and aligns strategically very well. The transaction will add significant geographical reach and market diversity to Fortuna and will allow the group to further strengthen its position in the core markets and beyond,"* adds **Carsten Sundberg, CEO of Hattrick Sports Group.**

The current business expansion is in line with Fortuna's long-term strategy to become the number one licenced sports betting and gaming operator in Central and Southeastern Europe and industry leader in innovations, multi-channel offers, customer experience and financial performance.

### **Notes for editors:**

#### **Fortuna Entertainment Group**

The Fortuna Entertainment Group was established in 2009 and currently is the largest licenced sports betting and gaming operator in Central and Southeastern Europe. Originally a Czech firm with over 25 years history, it has grown over time into a holding company with strong operations in the Czech Republic, Slovakia and Poland. Fortuna Entertainment Group is publicly traded company with its shares quoted on Prague and Warsaw Stock Exchanges.

#### **Hattrick Sports Group**

Hattrick Sports Group is a leading one-stop betting, gaming and technology solutions provider. HSG is the owner of the leading betting operator in Romania, Casa Pariurilor, the second largest operator in Croatia, PSK, and a joint venture partner in Luckia operator in Spain.