

FOR IMMEDIATE RELEASE

SpiffX strike strategic UK distribution deal with Eclectic Media Network

LONDON - May 22, 2017. SpiffX announces a strategic deal with Eclectic Media Network to gain distribution of its hybrid sport gambling games into the UK market. The deal means that SpiffX will integrate its consumer products, Take5Live and other Sport Hybrid Games, on Eclectic Media Networks regulated technical platform under its UK gambling licence.

“The deal with Eclectic not only opens up distribution and access to the important UK market, it also gives us a collaboration with a very professional partner that has identified the enormous potential of casino-sport betting cross-over games, a segment we at SpiffX call ‘Sport Hybrid Games’. We believe that this is the start of a long and lucrative cooperation with Eclectic”, says Lennart Gillberg, co-founder and Director at SpiffX.

Commenting on the deal, David da Silva, CMO at Eclectic said, “Our Fan Engagement Platform adds compelling interactive second screen experiences to live sports broadcasts so we are excited to add SpiffX's Take 5 betting app to our portfolio. The quality of SpiffX's games are superb and we look forward to this developing into a long-term strategic collaboration.”

The technical integration work starts immediately and the mutual target is to have a number of Operators launched and live already during the fourth quarter this year.

This press release is a translation of a release made earlier today by SpiffX in Swedish. The release contains insider information that SpiffX AB is obliged to make public according to EU's market abuse regulation. The information was given by the contact person for public release on the 22nd of May 2017 at 08:30 CET.



About Eclectic Media Network

Eclectic Media Network is an innovation-lead engagement platform business focused on the entertainment sector. Eclectic boasts a suite of mobile technologies which connect fans and audiences with media properties worldwide. Eclectic Media Network are experts in mobile fan engagement – having been creating mobile second-screen apps for media owners for over 10 years. Eclectic Media Network are experts in gaming and hold a UK gambling license which allows it to operate real-money wagering in the UK.

<http://www.eclecticmedianetwork.com/>

About SpiffX

SpiffX operates a trading platform with an option market and a darkpool for trading in sport odds through the web site www.spiffx.com. Furthermore, SpiffX develops and provides consumer products with leverage. The operation is conducted and operated by SpiffX Malta Ltd under gaming license LGA/CLJ/851/2012 issued by the Malta Gaming Authority on the 26th of April 2011. SpiffX AB is listed and publicly traded on First North in Stockholm, Sweden and G&W Fondkommission is its certified advisor.

<https://spiffx.com/>