



Simplebet sees growth surge in first half of MLB Season

New York, July 23rd, 2024 – Simplebet, the global technology leader in micro-betting products, has enjoyed a successful first half of the MLB season live with its complete suite of in-play baseball markets.

This season the supplier has handled a total of over \$630 million which represents an increase of over 100% compared to the same period last season. Additionally, the in-play betting supplier has experienced a significant surge in bets placed, with nearly 13 million bets taken so far this season—a 130% increase from last year's corresponding timeframe across its operator partners, which include prominent names such as DraftKings, Caesars Sportsbook, Bet365, ESPNBet, Hard Rock Bet.

Simplebet's plate appearance markets, the most popular micro-betting option in baseball, allow users to predict the outcomes of individual at-bats by notable players such as Aaron Judge, Shohei Ohtani, and Juan Soto. These players have attracted the highest volume of bets across Simplebet's partners. Additionally, the Dodgers, Yankees, and Orioles have emerged as the most popular teams in terms of total in-play bets taken by Simplebet during the first half of the season.

This strong first half of the MLB season underscores Simplebet's commitment to providing contextually relevant betting options for all users.

“The growth we've seen in the first half of the MLB season is a testament to the unparalleled engagement and stickiness our micro-betting products offer. As we saw last season with the NFL and NBA, MLB TV ratings and engagement across their media partners, FOX (+18%) and ESPN (+10%), were up significantly year-over-year,” said Simplebet CEO Chris Bevilacqua. “There is no question that when fans engage during the game with an interactive, live in-play betting experience, the overall consumption of the sport increases.”

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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 its website at <https://simplebet.ai/>, and follow on LinkedIn and Twitter.

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