

27th March 2025

Mobile Streams plc
("MOS" or "the Company")

Estadio Gana ('Bet')
Sports Book and Casino launches in Mexico

Mobile Streams Plc is extremely pleased to announce that it has been notified that the online casino and sportsbook, known previously to MOS shareholders as Bet, has successfully launched in Mexico. The brand name is Estadio Gana. www.estadiogana.mx

After a successful VIP testing phase, Estadio Gana has officially launched its state-of-the-art Sports Book and Casino platform to the Mexican public. As of today, Mexican sports enthusiasts and gaming fans can now place bets and experience the thrill of Estadio Gana 's cutting-edge platform, offering world-class betting and gaming experiences.

This exciting launch marks Estadio Gana 's entry into one of the world's fastest-growing sports betting markets. Mexico's sports betting and gaming industry is projected to reach an impressive market size of US 11.47 billion by the end of 2025 according to Yogenet Gaming News, with further growth expected to surge by up to 70% by 2028. As a nation passionate about sports and gaming, and with Mexico set to co-host the FIFA World Cup in 2026, the industry is primed for exponential expansion.

This is just the beginning, our ambitious development roadmap will soon introduce an array of new products, from innovative games to dynamic sports content, ensuring an ever-evolving experience for our players. Alongside that we expect to see an number of innovative partnerships with sports clubs, personalities and media outlets.

Alongside its official launch, Estadio Gana 's social media channels are now live, creating a vibrant community for sports betting and casino enthusiasts to connect, engage, and stay updated with the latest offers and industry news.

This launch is an exciting addition to Mobile Streams group's innovative sports entertainment portfolio, further strengthening our position as a leader in the industry.

Estadio Gana is also committed to maintaining the highest standards of fair gaming policies and responsible betting, supported by state-of-the-art security measures to ensure a safe and secure environment for all players.

Mobile Streams Plc (MOS) currently owns 29.94% of Estadio Gana and holds a call option that could take the holding to 42.12%, should said call be exercised (see RNS of 20th March 2025).

Mark Epstein CEO, of Mobile Streams said:

"We are extremely pleased to be able to announce the launch of Estadio Gana. This project has been a focus for the team both here in London for Mobile Streams as well as the team and our numerous partners in Mexico.

It marks a great day for the company, and I want to thank all those who have helped get us to this stage. We believe we are in a great position, and this is just the beginning of a very exciting phase of growth for MOS."

Carlos Gomez, CEO of Estadio Gana said:

"We are delighted to be able to announce the public launch of the platform and are excited as to the future we are building. We are looking forward to working even more closely with MOS to grow and build Estadio Gana and to explore additional opportunities together. The business has incredible potential, the Mexican Igaming market is growing rapidly and with the World Cup coming to Mexico next year it shows there are amazing opportunities ahead of us."

This announcement contains inside information for the purposes of Article 7 of the Market Abuse Regulations (EU) No. 596/2014, as it forms part of UK Domestic Law by virtue of the European Union (Withdrawal) Act 2018. Upon publication of this announcement, this inside information is now considered to be in the public domain.

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