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HIGH ROLLER TECHNOLOGIES, INC

High Roller Technologies Launches Beta Version of ROLR™ Prediction Markets Platform; Commercial Launch on Track for October 2026

- *ROLR platform now available to select participants for controlled real-world testing and performance optimization*
- *The beta version will generate operating data and feedback from select invite-only users across onboarding, trading, payments, compliance, customer service and platform performance*

LAS VEGAS, Nevada, Sept. 15, 2026 (GLOBE NEWSWIRE) -- High Roller Technologies, Inc. ("High Roller" or the "Company") (NYSE: ROLR), a publicly traded online gaming and prediction markets company, today launched the closed beta of its ROLR™ prediction markets platform with a select group of invited participants. As announced on September 2, 2026, the invitation-only beta represents the Company's final controlled testing and optimization phase ahead of its commercial launch targeted for late October 2026.

"The launch of the ROLR beta version moves the platform from development and integration into controlled, real-world use," said Seth Young, Chief Executive Officer of High Roller Technologies. "The platform's core capabilities are functional, our technology and service integrations are in place, and invited participants can now experience the product from onboarding through contract settlement. The data and feedback generated during this phase will allow us to refine the experience, validate our operating processes and prepare for our commercial launch planned for late October 2026."

Beta Platform Capabilities and Experience

The ROLR platform's core consumer-facing and operational capabilities are available for testing **within the closed beta environment,** including account registration and onboarding, identity verification, geolocation, account funding, market discovery, order entry, trading, position management, contract settlement, withdrawals and customer service.

During the beta test, invited participants selected by the Company will use the platform under controlled, live-platform conditions, enabling High Roller to collect operating data, evaluate user behavior and obtain direct feedback before expanding access to the broader market. The Company plans to use the beta period to validate and optimize the customer experience while confirming platform stability, scalability and operational readiness. The closed beta is not open to the general public.

Beta Version Objectives

High Roller intends to use the beta version to collect and evaluate data across key elements of the ROLR platform and customer experience. The beta will initially be limited to select invited participants. High Roller expects to evaluate the resulting data and feedback on an ongoing basis and make targeted product and operational refinements before the planned commercial launch.

ROLR's planned commercial rollout is also supported by the Company's previously announced strategic marketing and distribution partners:

- **Lines.com**, a sports media and content platform owned by Spike Up Media;
- **Forever Network**, a global social-first sports media and fan-engagement company; and
- **Leverage Game Media**, a digital media company operating sports, gaming, cryptocurrency and entertainment-focused communities.

High Roller expects to commence the commercial launch of the ROLR prediction markets platform by the end of October 2026, subject to the successful completion of the closed beta and final technical and operational readiness.

About High Roller Technologies, Inc.

High Roller Technologies, Inc. (NYSE: ROLR) is a publicly traded online gaming and prediction markets company, known for its innovative casino brands High Roller and Fruta, and its prediction markets brand, ROLR. The Company delivers cutting-edge real-money consumer facing products that are intuitive and user-friendly. With a diverse portfolio of over 6,000 premium online casino games from more than 90 leading game providers, High Roller Technologies offers an immersive and engaging gaming experience in the rapidly expanding multi-billion-dollar iGaming industry. As an award-winning operator, High Roller Technologies continues to redefine the future of market engagement through innovation, performance, and a commitment to excellence.

For more information, please visit the Company's investor relations website and follow High Roller Technologies on X, Facebook, and LinkedIn.

Forward-Looking Statements

Certain statements in this press release constitute "forward-looking statements" within the meaning of the federal securities laws. Words such as "may," "might," "will," "should," "believe," "expect," "anticipate," "estimate," "continue," "predict," "forecast," "project," "plan," "intend" or similar expressions, or statements regarding intent, belief, or current expectations, are forward-looking statements. Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are based only on our current beliefs, expectations and assumptions regarding the future of our business, future plans and strategies, projections, anticipated events and trends, the economy and other future conditions, the commercial launch timing of the ROLR™ prediction markets platform. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict and many of which are outside of our control. Our actual results and financial condition may differ materially from those indicated in the forward-looking statements. Therefore, you should not rely on any of these forward-looking statements. Important factors that could cause our actual results and financial condition to differ materially from those indicated in the forward-looking statements include, among others, the ability of the Company to successfully complete the closed beta on the anticipated timeline, risks related to platform stability, scalability and technical readiness, the regulatory environment applicable to prediction markets, the Company's ability to attract and retain platform users, and general market and economic conditions and such factors as discussed throughout Part I, Item 1A. Risk Factors and Part II, Item 7. Management's Discussion and Analysis of Financial Condition and Results of Operations of our Annual Report on Form 10-K for the year ended December 31, 2025, Part I. Item 2. Management's Discussion and Analysis of Financial Condition and Results of Operations and Part II, Item 1A. Risk Factors, of our quarterly report on Form 10-Q for the quarter ended June 30, 2026 and in our other filings with the Securities and Exchange Commission. Any forward-looking statement made by us in this press release is based only on information currently available to us and speaks only as of the date on which it is made. We undertake no obligation to publicly update any forward-looking statement, whether written or oral, that may be made from time to time, whether as a result of new information, future developments or otherwise.

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Source: High Roller Technologies, Inc.