

September 2, 2026



High Roller Technologies Announces ROLR™ Prediction Markets Platform Commercial Launch Timing

- *Invitation-only platform launch planned for September 15*
- *Full commercial launch, open to the public, targeted by the end of October*

LAS VEGAS, Nevada, Sept. 02, 2026 (GLOBE NEWSWIRE) -- High Roller Technologies, Inc. ("High Roller" or the "Company") (NYSE: ROLR), a publicly traded online gaming and prediction markets company, today announced the invitation-only launch timing of its ROLR™ prediction markets platform on September 15, 2026, followed by a public commercial launch targeted by the end of October 2026.

"Our beta launch is an important strategic milestone that will move ROLR from development and integration into controlled, real-world use," said Seth Young, Chief Executive Officer of High Roller Technologies. "Invited participants will experience the first iteration of our flagship U.S. 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 planned commercial launch in October."

"Our focus during the weeks following the controlled launch will be on sharpening the product for our planned public commercial launch," Young continued. "We plan to iterate upon our initial product launch rapidly thereafter, and we are incredibly excited to welcome our first traders to ROLR."

Beta Platform Capabilities and Experience

During the closed beta, invited participants 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 expects to use the beta period to validate and optimize the customer experience while confirming platform stability, scalability and seamless operational readiness. The closed beta is not open to the general public.

Closed Beta Objectives

The closed beta will assess key elements of the ROLR platform and customer experience, including:

- Account-registration and onboarding completion rates;
- Identity-verification and geolocation performance;
- Deposit, funding and withdrawal processes;

- Market discovery, navigation and user engagement;
- Order-entry performance, transaction execution and platform responsiveness;
- Trading patterns, market participation and repeat engagement;
- Contract resolution, settlement and account reconciliation;
- Customer-service inquiries, response times and resolution rates;
- Compliance controls and exception-handling procedures; and
- Overall platform reliability, scalability and user 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.

High Roller currently 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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