

PlayUp Sportsbook Plugs Into Paysafe in US

Online sports-betting brand to use Paysafe's unified payments solution and marketing services to optimize player acquisition and retention in New Jersey and Colorado

HOUSTON--(BUSINESS WIRE)-- [Paysafe](#) (NYSE: PSFE), a leading specialized payments platform, today partnered with [PlayUp](#), an online betting entertainment and technology group. PlayUp has plugged into Paysafe's unified payments technology, providing players in New Jersey and Colorado with all the ways they prefer to pay, while further strengthening acquisition with a planned affiliate program powered by [Income Access](#), Paysafe's marketing technology and services provider.

After launching in Colorado in March and recently entering the Garden State on the back of a partnership with the NHL's New Jersey Devils, [PlayUp](#) has now connected to Paysafe through a single, streamlined integration that provides a comprehensive suite of depositing options for players to wager on its site or mobile apps. Payment methods span traditional credit and debit card payments, processed through Paysafe's gateway, to alternative payment methods such as the [Skrill USA](#) digital wallet and [paysafecard](#) and [Paysafecash](#) eCash solutions.

Whether via digital wallet or ACH bank transfer, customers now have access to a complete range of quick and convenient payout options for their winnings. U.S. online sports bettors are prioritizing fast and frictionless payments over promotional offers and other competitive features when selecting a sportsbook, according to [Paysafe's Q4 2020 research](#)¹. By responding to this consumer demand, Paysafe will help to enhance the brand's player acquisition and retention.

PlayUp will also boost player acquisition on another front by launching an affiliate program powered by the [affiliate software](#) of Income Access. With the support of Income Access' affiliate marketing experts, the sportsbook will receive strategic guidance and plug into an expansive [affiliate network](#) to further optimize player acquisition as the sportsbook expands beyond the Garden State and Colorado into other U.S. markets. The PlayUp affiliate program is scheduled to launch later in Q4.

Zak Cutler, CEO of North America iGaming at Paysafe, said: "We're delighted to partner with PlayUp for their launch in New Jersey and Colorado. This is an exciting opportunity to provide elevated support for a brand that already has a global presence. We're confident that the combination of our unified payments solution, with its focus on streamlining the payments experience for operators and their customers, and affiliate marketing support from Income Access will amplify PlayUp's success in the U.S. market."

Dr. Laila Mintas, CEO of PlayUp USA, commented: "As a premium brand entering into a very competitive marketplace, it is crucial for us to partner with leading and world-class suppliers.

Paysafe is key for us in meeting our regulatory and compliance standards but also providing our customers with a simple, safe, and secure payment gateway.”

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About Paysafe Limited

Paysafe Limited (“Paysafe”) (NYSE: PSFE) (PSFE.WS) is a leading specialized payments platform. Its core purpose is to enable businesses and consumers to connect and transact seamlessly through industry-leading capabilities in payment processing, digital wallet, and online cash solutions. With over 20 years of online payment experience, an annualized transactional volume of U.S. \$100 billion in 2020, and approximately 3,400 employees located in 12+ global locations, Paysafe connects businesses and consumers across 70 payment types in over 40 currencies around the world. Delivered through an integrated platform, Paysafe solutions are geared toward mobile-initiated transactions, real-time analytics and the convergence between brick-and-mortar and online payments.

The assets, liabilities, and results of operations of Skrill USA are consolidated in Paysafe Limited’s consolidated financial statements; however, Paysafe Limited has no direct equity ownership in Skrill USA.

Further information is available at www.paysafe.com.

About Paysafe iGaming

Paysafe brings over two decades of specialized payments experience supporting the global iGaming and sports-betting sectors and provides operators with a comprehensive suite of traditional and alternative payment methods through a single, streamlined API integration. Paysafe is also a leader in digital and affiliate marketing technology and services for iGaming operators through its Income Access business unit.

Since the opening-up of the U.S. iGaming market in May 2018, Paysafe has consistently stated its ambitions to be the payments leader in the fast-growing sector, building on its leadership in Canada and Europe. The company now supports 75% of operators in the country with payments or marketing solutions across 18 jurisdictions. In Canada, Paysafe also has a leading position and partners with the majority of regulated iLottery and gaming brands.

About Income Access

Founded in 2002, Income Access is a digital marketing and technology company with an independent affiliate network. It specializes in providing affiliate marketing and digital marketing solutions to regulated iGaming, lottery, land-based casino and financial trading companies. Through its award-winning marketing software and a partnership-centric approach, Income Access delivers comprehensive data and strategic insight on marketing campaigns across all digital and offline channels.

In 2016, Income Access was acquired by Paysafe, the company behind the digital wallet brands NETELLER and Skrill. Income Access is partnered with over 300 brands worldwide. These include: Betfred, Bet Victor, BGO Group, Caesars Interactive, Danske Spil (Danish national lottery), GAIN Capital, IGT’s Lottomatica, Jackpotjoy, Michigan Lottery,

Pennsylvania Lottery, Pinnacle, TwinSpires and William Hill.

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About PlayUp

PlayUp is a premium betting entertainment and technology group that enriches the lives of people through entertaining, rewarding and responsible online betting. PlayUp develops innovative online betting technologies in-house to power the brand and deliver world-class user experiences. The company's energies are focused on fulfilling the needs of dedicated and passionate users who seek a deeper connection to the games they play.

Today, PlayUp successfully operates a highly scalable and robust, cloud-based online betting platform that unifies the world's favorite betting products including Fixed Odds Sports Betting, Fixed-Odds Racing (Horses and Greyhounds) and Esports. Additionally, we offer Daily Fantasy Sports (DFS), a competitive format of peer-to-peer online betting, where it hosts Australia's largest and indeed some of the globe's biggest DFS prize pools.

We hold betting licenses in multiple jurisdictions and currently operate in the U.S., Australia, New Zealand and India.

¹ Three quarters (75%) of U.S. players say that being able to receive payouts quickly is the most important factor to them when deciding whether to open an account with an online sportsbook, according to Paysafe's '*All the ways players pay: The game plan for growth*' research report (Dec. 2020; published Jan. 2021).

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