

10star Launches to Provide Sportsbook Risk Management

Industry veteran Magnus Hedman acquires Jasis and launches a new company, 10star, bringing world-class pricing and risk management solutions to regulated markets in second quarter of 2021

London, January 23, 2020—Identifying a need in the betting industry for accurate pricing and true risk management solutions, Magnus Hedman announced today the launch of 10star, a new company that will supply sportsbook operators in regulated markets.

An industry veteran, Hedman has deep experience trading at scale, highlighted by his involvement with industry-leading firms such as Touchbet, Sporting Solutions and Pinnacle.

To realise his vision for 10star, Hedman today also announced the acquisition of the Jasis Group, the world's leading risk management solution for tennis trading. As tennis betting has increased in popularity globally, Jasis has consistently generated high volume, high margin returns.

Discussing the acquisition, Hedman stated, "I have followed the success of the Jasis Group over the years and have seen the growth they have created with their unique approach to risk management. Few in the industry understand and successfully create models that are sustainable and have the efficiencies to consistently grow trading profits. This is the first step in our long term vision that will ultimately fill a gap in the industry and provide true risk management, not the customary trading solution."

Jonathan Gale and Aron White, directors of Jasis, added, “When Magnus shared his vision for 10star, we knew right away that we wanted to be part of it. We have been quietly building a strong business on the back of our deep trading capabilities and joining forces as 10star will allow our product offering to reach a larger market. We have a big role to play, and our years of experience will allow 10star to become a gold standard for risk management.”

10star will be led by Hedman as CEO. 10star is expected to roll out its product offerings to clients from second quarter of 2021.

Powell Consulting and FinRes acted as financial advisers and K&L Gates LLP acted as legal advisers to Magnus Hedman.

Aquaa Partners acted as exclusive financial adviser and Bird & Bird LLP acted as legal advisers to the Jasis Group.

For more information about 10star, visit www.10starsports.com

Contact: contact@10starsports.com

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