



# Inspired and bet365 Launch Next-Gen Virtual Sports: V-Play NHL, NBA Re-Play, and Re-Play eSports

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NEW YORK, Aug. 20, 2025 (GLOBE NEWSWIRE) -- Inspired Entertainment, Inc. ("Inspired" or the "Company") (NASDAQ: INSE), a leading B2B provider of gaming content, technology, hardware, and services, is proud to announce the launch of three groundbreaking Virtual Sports titles – V-Play NHL, NBA Re-Play, and Re-Play eSports – available through bet365, one of the world's premier online gambling brands.

These new products represent the next generation of Inspired's award-winning Virtual Sports portfolio, featuring cutting-edge motion capture, ultra-realistic animation, and non-stop action to deliver an engaging player experience.

V-Play NHL is an officially licensed product that brings the speed and intensity of professional hockey into the virtual arena. Featuring real NHL teams and logos, the game delivers an authentic sports betting experience with broadcast-quality graphics and dynamic gameplay.

NBA Re-Play, officially licensed by the NBA and the NBPA, uses iconic archive footage and advanced rendering technology to recreate unforgettable basketball moments. Fans can engage with the action in innovative ways, thanks to new betting formats and cinematic presentation.

Re-Play eSports™ offers fast, always-on Counter-Strike: Global Offensive (CS:GO) virtual gameplay and betting opportunities for one of the most popular competitive video games globally and its captive audience of digitally native fans. The product utilizes official tournament archive footage from the Champion of Champions Tour, a top CS:GO event, with official in-game data and video feeds provided by data and technology company GRID.

These new titles are part of Inspired's growing suite of officially licensed North American Virtual Sports products available through bet365, further reinforcing the companies' shared leadership in the space.

"We're excited to expand our partnership with bet365 through the launch of these groundbreaking products," said **Brooks Pierce, President & CEO of Inspired**. "With V-Play NHL, NBA Re-Play, and Re-

Play eSports, we continue to redefine what's possible in Virtual Sports, delivering high-quality, immersive content that resonates with both fans and bettors."

"Inspired continues to lead the way in Virtual Sports innovation," said a **bet365 spokesperson**. "With compelling visuals, official league integrations, and thrilling gameplay, these titles are set to be a major hit with our global audience."

The launch highlights the ongoing collaboration between Inspired and bet365 and their joint commitment to innovation and player-first entertainment.

All three products are now live on bet365's global platform, fully optimized for desktop and mobile.

18+, GambleAware.org, Gambling can be addictive, please play responsibly.

### **About Inspired Entertainment, Inc.**

Inspired offers an expanding portfolio of content, technology, hardware and services for regulated gaming, betting, lottery, social and leisure operators across land-based and mobile channels around the world. Inspired's gaming, virtual sports, interactive and leisure products appeal to a wide variety of players, creating new opportunities for operators to grow their revenue. Inspired operates in approximately 35 jurisdictions worldwide, supplying gaming systems with associated terminals and content for approximately 50,000 gaming machines located in betting shops, pubs, gaming halls and other route operations; virtual sports products through more than 32,000 retail venues and various online websites; digital games for 170+ websites; and a variety of amusement entertainment solutions with a total installed base of more than 16,000 terminals.

Additional information can be found at [www.inseinc.com](http://www.inseinc.com).

### **About bet365**

At bet365, we don't do ordinary.

The original pioneers of In-Play betting, our world-class proprietary product, now extends to 96 sports and over 1,100,000 live streams globally.

bet365 is committed to Safer Gambling. We promote gambling as an enjoyable leisure activity, and we believe that gambling can only remain this way if you stay in control and gamble responsibly. However, we know that for some people gambling can stop being a harmless leisure activity and become a problem.

bet365 has a range of useful tools to help customers stay in control of their gambling that can be found at <https://responsiblegambling.bet365.com/>.

GAMBLING PROBLEM? CALL OR TEXT 1-800-GAMBLER (AZ, CO, IN, IL, KS, LA, NC, NJ, OH, PA, TN, VA, KY) or 1-800-BETS OFF (IA). 21+ only (18+ in KY). Must be present in AZ/CO/IA/IN/KY/LA (select parishes) /NC/NJ/OH/PA/VA/KS.

### **Forward-Looking Statements**

This news release contains "forward-looking statements" within the meaning of the "safe harbor"

provisions of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements may be identified by the use of words such as “anticipate,” “believe,” “expect,” “estimate,” “plan,” “will,” “would” and “project” and other similar expressions that indicate future events or trends or are not statements of historical matters. These statements are based on Inspired’s management’s current expectations and beliefs, as well as a number of assumptions concerning future events.

Forward-looking statements are subject to known and unknown risks, uncertainties, assumptions and other important factors, many of which are outside of Inspired’s control and all of which could cause actual results to differ materially from the results discussed in the forward-looking statements. Accordingly, forward-looking statements should not be relied upon as representing Inspired’s views as of any subsequent date and Inspired does not undertake any obligation to update forward-looking statements to reflect events or circumstances after the date they were made, whether as a result of new information, future events or otherwise, except as required by law. You are advised to review carefully the “Risk Factors” section of Inspired’s annual report on Form 10-K for the fiscal year ended December 31, 2024, and in subsequent quarterly reports on Form 10-Q, which are available, free of charge, on the U.S. Securities and Exchange Commission’s website at [www.sec.gov](http://www.sec.gov) and on Inspired’s website at [www.inseinc.com](http://www.inseinc.com).

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Inspired and bet365 add V-Play NFL, NBA Re-Play, and Re-Play eSports to their virtual sports line up

Three new products representing the next generation of Inspired’s award-winning Virtual Sports portfolio, featuring cutting-edge motion capture, ultra-realistic animation, and non-stop action to deliver an engaging player experience.

Source: Inspired Entertainment, Inc.