



## **Apple iSports Announces Consortium to Provide Broadband Service to Native American Communities**

**MELBOURNE, Australia, and IRVINE, California Sept. 12, 2023 -- Apple iSports Group (OTC: APPI) subsidiary Apple iSports (AiS)**, a digital sports entertainment and gaming company providing sports betting and streaming solutions, today announced it had entered into a partnership with New Mexico-based consultants **Kiva Capital Group** (Kiva, [www.kivacap.com](http://www.kivacap.com)), along with key technology partners including Viasat, Inc. and Seaport, Inc., to deliver high speed, secure mobile casino services for Native American Casinos in remote and poorly serviced regions. This added broadband service is expected to expand opportunities for Tribes to benefit from online gaming revenue as well as provide Native American citizens with much needed remote healthcare, business commerce, and online education opportunities.

This latest offering is an international consortium of companies designed to bring iGaming, sports betting, and mobile Class II (bingo-type) gaming access to Native Americans and other underserved communities in the U.S., Brazil, Australia, and other nations.

Kiva will work with and provide consulting on all aspects of broadband deployment, such as fiber, microwave, and cellular. In areas that don't provide access or adequate coverage, Kiva has teamed up with world-class companies, including Viasat, for satellite broadband everywhere; Keysight, for testing and measurement; Seaport, for ultra-fast, highly secure, low-latency connections; and 19 Labs, for remote point-of-care to provide a range of services that are not feasible for many communities with current infrastructure.

The project, slated to commence by year-end and take about five to years to complete, will tap previously allocated government funding to offer users satellite connectivity of over 100Mbps. – speeds that, for the first time, may allow Tribal communities' millions of geographically isolated individuals to use their mobile phones to place remote bets with Native American-owned casinos and gain online access to previously unavailable opportunities in education, healthcare, and business. Kiva will serve as the consortium's general administrator and chief liaison with Native American Tribes.

"This is an endeavor whose time has come," said Apple iSports CEO Joe Martinez. "Native Americans have been left behind in the digital revolution due to a lack of financial investment in Tribal Communities. The immense geography and the rural nature of Tribal locations, in addition to burdensome regulatory environments, have also hurt most Tribes. As a result, many Native American communities do not have adequate broadband and internet access or cell coverage. This means they are often deprived of necessary telemedicine services, education, and business opportunities, all contributing to a sharp deterioration in living standards and the essential social fabric needed to hold communities together.

“We feel that supplying these communities with adequate broadband service will not only help make these opportunities and services available to many Native Americans but also create significant new iGaming operation revenues for Native American-owned businesses, including casino operators. The sum of these improvements will be the sharp elevation of living standards in Tribal Communities – and new possibilities for future Tribal generations if they choose to live in the land of their ancestors. Collectively, we feel that there is an opportunity for Tribes to not only enhance their standard of living but continue to prosper with the continued operation of Tribal casino operations, which is substantial. The National Indian Gaming Commission stated that Indian gaming revenues soared to a historic high in 2022, reaching nearly \$41 billion. This total is expected to exceed \$55 billion in 2023.”

Mr. Martinez is a technology and operating executive who brings a wealth of experience to the deployment of large-scale networks. He led a team that built mission-critical broadband networks for Federal Express, American Airlines, Shell, Merrill Lynch, and other prominent Wall Street brokerage houses and Fortune 1000 companies. Mr. Martinez concluded, “Each company in this consortium is devoted to seeing these goals become a reality – to give these communities an equal chance to partake of the wonders and blessings of the American experience. Each company in this consortium is undoubtedly among the most experienced in its field. That’s why I believe we’ll succeed.”

**Kiva Capital Group, LLC** is an advisory and financial consulting firm focused on finance, housing, technology, and job creation. The firm is led by Chief Executive Officer Joe Herrera, Jr., whose ancestry dates to the original formation of the Pueblos in New Mexico centuries ago. His father, Joe H. Herrera, an internationally known artist, was the first Executive Director for the Commission of Indian Affairs for the State of New Mexico and former Secretary for the National Congress of American Indians and Governor of Cochiti Pueblo. [www.kivacap.com](http://www.kivacap.com)

According to Mr. Herrera, “We thought we could bring our years of sector knowledge and experience to Tribes, helping to improve job growth, provide better healthcare, and assist with housing-related issues. The key we discovered was a vast need to provide broadband capability severely lacking on most reservations. Tribes must become owners of their broadband service to broaden their business opportunities and social interaction to take charge of their infrastructure. Tribal leaders learned from the COVID pandemic that a diverse economy was essential to add to their gaming portfolio and other areas to create financial growth within the reservation. In addition, while most of the country was able to receive updated information on the pandemic through news sources, many households did not even have access to local and world news.”

### **About Apple iSports Group (AiS)**

The Company, through its operating subsidiaries, is an emerging sports and racing content provider. Core offerings include a 24/7 linear streaming channel that supports live sports and sports documentaries, betting and fantasy games platforms, racing and sports recaps, news, and podcasts. The AiS platform also features leading-edge, AI-driven informatics to empower customers to make informed and educated selections, along with tight integration between fantasy sports and wagering, creating solid communities around sports. Looking to the future, the platform intends to support eSports and Metaverse applications with global reach.

The core team behind the platform has over four decades of regulated sports and racing betting experience in regulated markets in Australia, the UK, and Europe. It now brings that experience to the U.S., complemented by powerful corporate and finance capabilities

For additional information about the Apple iSports platform, please visit.

- <https://appleisports.com>.
- Corporate and investor information at <https://corporate.appleisports.com>.

To subscribe and keep up with the latest sports news and events, sports channels, and fantasy sports competitions from Apple iSports, please visit <https://appleisports.com/subscribe>.

**Viasat, Inc. (Nasdaq: VSAT)** is the largest global communications company whose mission is to connect everyone and everything globally. With offices in 24 countries worldwide, Viasat aims to shape how consumers, businesses, governments, and militaries communicate and connect. Viasat is developing the ultimate global communications network to power high-quality, reliable, secure, affordable, fast connections to positively impact people's lives anywhere — on the ground, in the air, or at sea, while building a sustainable future in space. On May 30, 2023, Viasat acquired Inmarsat, combining the two companies' teams, technologies, and resources to create a new global communications footprint. ([www.viasat.com](http://www.viasat.com))

**Keysight Technologies, Inc. (NYSE: KEYS)**, which has a nearly \$24 billion market capitalization, inspires and empowers innovators to bring world-changing technologies to life. As an S&P 500 company, Keysight delivers market-leading design, emulation, and test solutions to help engineers develop and deploy faster, with less risk, throughout the entire product lifecycle. Keysight is a global innovation partner enabling customers in communications, industrial automation, aerospace and defense, automotive, semiconductor, and general electronics markets to accelerate innovation to connect and secure the world.  
[www.keysight.com](http://www.keysight.com)

**SeaPort, Inc.** is a technology company founded by experienced business, technology, energy, and engineering executives who have authored over 35 patents. The company's latest development, the IPK System (supported by several patents), transforms network communications by making systems faster, more secure, and energy efficient. This ultimately produces major cost savings for businesses, governments, and other organizations. The key to SeaPort's product line is that in most networks, it will reduce latency, provide up to 70% savings in capital expenditures, reduce CPU utilization, and provide a state-of-the-art encryption algorithm that does not impact bandwidth like other products currently in the market.  
[www.seaporttek.com](http://www.seaporttek.com)

**19 Labs** is a smart, point-of-care platform for remote care in schools, rural communities, workplaces, and pharmacies. The company's patented GALE system simplifies the clinician experience by overlaying EMR data, vital signs, and pertinent patient information onto a single Zoom video call, eliminating the need for multiple applications and browser windows and allowing physicians to make better diagnoses. This diagnostic and health information is safely and securely reported to a patient's existing EHR. [www.19labs.com](http://www.19labs.com)

**Paramount Bank**, based in St. Louis, will provide commercial and consumer financial services in connection with the project. The Bank is a HUD-approved lender that provides a full range of Fannie Mae/Freddie Mac agency products and full jumbo and portfolio programs. The bank is delegated FHA/VA, FHA 203K, and USDA-approved. Most recently, Paramount has become the only MDI (Minority Depository Institution) bank in Missouri. The Bank also provides many deposit and loan products for consumers and businesses, emphasizing competitive rates, outstanding online technology, and loan solutions. [www.paramountbank.com](http://www.paramountbank.com)

### **Forward-Looking Statements**

This press release (together with any amendments or supplements and any other information that may be furnished to you by us) includes or may include certain forward-looking statements, estimates, and projections concerning our anticipated future performance (collectively, “Forward-Looking Statements”). Words such as “expects,” “anticipates,” “intends,” “could,” “may,” “believes,” “estimates,” “projected,” or similar language identify Forward-Looking Statements. Forward-looking statements reflect various assumptions of our management that may or may not prove correct and are not guarantees of our future performance or results. Our actual results could differ materially from those anticipated in the Forward-Looking Statements due to certain factors which are discussed in this press release. Except as may be required by the securities laws, we are not required and do not intend to update or alter any Forward-Looking Statements in this press release or any other information that may be furnished to you by us, whether because of new information, future events, or otherwise. This press release does not constitute an offer to sell to, or a solicitation of an offer to buy from, anyone in any state or in any other jurisdiction in which such an offer or solicitation is not authorized. Except as otherwise indicated, this press release speaks as of the date indicated above.

### **Investor Relations Contact:**

Skyline Corporate Communications Group, LLC  
Scott Powell, President  
101 Federal Street Suite 1900  
Boston MA 02110  
Office: (917) 721-9480  
Email: [info@skylineccg.com](mailto:info@skylineccg.com)