

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): April 14, 2026

HIGH ROLLER TECHNOLOGIES, INC.
(Exact Name of Registrant as Specified in Charter)

001-42202
(Commission File Number)

Delaware
(State or Other Jurisdiction
of Incorporation)

87-4159815
(I.R.S. Employer
Identification Number)

400 South 4th Street, Suite 500-#390
Las Vegas, Nevada 89101
(Address of principal executive offices, with zip code)

(702) 509-5244
(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock, par value \$0.001 per share	ROLR	NYSE American LLC

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (17 CFR §230.405) or Rule 12b-2 of the Securities Exchange Act of 1934 (17 CFR §240.12b-2).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 1.01 Entry into a Material Definitive Agreement.

On April 14, 2026, High Roller Technologies, Inc. (the "Company") entered into a Mutual Collaboration Agreement (the "Agreement") with Foris DAX Markets, Inc. ("FDMI"), d/b/a Crypto.com, and its affiliates, including North American Derivatives Exchange, Inc. d/b/a Crypto.com | Derivatives North America ("CDNA") and Foris DAX FCM, LLC ("CDC-FCM").

Pursuant to the Agreement, the Company will serve as a guaranteed introducing broker for the purpose of soliciting customers to trade event-based derivative contracts in CDNA's Predictions product class (the "Predictions Contracts") on the CDNA trading system. The Company is responsible for, among other things, developing, implementing, and maintaining a technology platform, available as a mobile application, through which end-user customers may access and trade Predictions Contracts. CDNA will be the exclusive provider of Predictions Contracts through the Company's technology in the United States for the first 24 months of the term of the Agreement. The Agreement has an initial term of two years, with automatic renewal for a 12-month period, unless terminated earlier in accordance with its provisions.

The foregoing description of the Agreement does not purport to be complete and is qualified in its entirety by reference to the full text of the Agreement, a copy of which is filed as Exhibit 10.1 to this Current Report on Form 8-K and is incorporated herein by reference.

Item 8.01 Other Events.

On April 14, 2026, the Company issued a press release announcing the Agreement, which is attached hereto as Exhibit 99.1 and incorporated herein by reference.

On April 16, 2026, the Company issued a press release announcing its entry into a strategic marketing agreement with Lines.com to accelerate customer acquisition and brand awareness for the Company's planned entry into U.S. prediction markets. A copy of the press release is attached hereto as Exhibit 99.2 and incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits.

Exhibit No.	Description
10.1*	Mutual Collaboration Agreement, dated April 14, 2026, by and among High Roller Technologies, Foris DAX Markets, Inc., North American Derivatives Exchange, Inc., and Foris DAX FCM, LLC
99.1	Press Release issued April 14, 2026
99.2	Press Release issued April 16, 2026
104	Cover Page Interactive Data File (embedded within the Inline XBRL document)

* Portions of this exhibit have been redacted pursuant to Item 601(b)(10)(iv) of Regulation S-K. Schedules and exhibits to this exhibit have been omitted pursuant to Item 601(a)(5) of Regulation S-K. The registrant hereby agrees to furnish to the SEC, upon request, an unredacted copy this exhibit and a copy of any omitted schedules or exhibits.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

HIGH ROLLER TECHNOLOGIES, INC.

Date: April 20, 2026

By: /s/ Adam Felman
Adam Felman
Chief Financial Officer

Certain identified information has been excluded from the exhibit because it is both (i) not material and (ii) would likely cause competitive harm to the registrant if publicly disclosed. Omissions are designated as “[****]”.

MUTUAL COLLABORATION AGREEMENT

This Mutual Collaboration Agreement (“**Agreement**”) is entered into as of the later of the dates set forth below the parties’ signatures hereto (the “Effective Date”) by and between:

1. **Foris DAX Markets, Inc.** (“**FDMI**” d/b/a “Crypto.com”), and
2. **High Roller Technologies Inc.** (“**ROLR**”) located at 400 South 4th Street Suite 500, Las Vegas, NV 89101.

Each shall be referred to as a “Party” and together the “Parties.”

WHEREAS, the Parties intend to enter into a Guaranteed Introducing Broker Agreement (the “GIB Agreement”) between CDC-FCM and ROLR, pursuant to which ROLR shall serve as an introducing broker for the purpose of soliciting customers (a “End-User Customer” or “End-User Customers”) to trade certain derivatives based on specific and identifiable events in the Predictions product class (herein after collectively referred to as “Predictions Contracts”) on and offered by the North American Derivatives Exchange, Inc. d/b/a Crypto.com | Derivatives North America (“CDNA”), and intermediated through CDNA’s clearing member, Foris DAX FCM, LLC (“CDC-FCM”). CDC-FCM shall guarantee the obligations of ROLR in connection therewith, all on terms and conditions to be mutually agreed upon by the Parties in the GIB Agreement.

WHEREAS, the Parties desire to mutually collaborate regarding the development of technology and the distribution of such technology for certain derivatives based on a specific and identifiable event in the Predictions product class (herein after collectively referred to as “Predictions Contracts”) offered by the North American Derivatives Exchange, Inc. d/b/a Crypto.com | Derivatives North America (“CDNA”) and its Clearing Member, Foris DAX FCM, LLC (“CDC-FCM”) (the “Collaboration”).

WHEREAS, the technology, products [****] related to the Collaboration shall be memorialized and provided pursuant to this Agreement between FDMI and ROLR that sets forth the computer program(s)/application(s) and any part of it, as more fully specified in Annex A attached hereto (the “Program”), the Predictions Contracts products, [****] and other matters.

NOW, THEREFORE, the Parties hereby agree to the following terms:

1. [****]
 - 1.1. [****]
 - 1.2. [****]
 - 1.3. [****]
2. Program Development and Audit Rights
 - 2.1. Development of the Program. ROLR shall develop, implement, and maintain the Program in accordance with the specifications set forth in Annex A and the requirements of this Agreement, and the Ancillary Agreements. The Program shall be developed to enable End-User Customers to access and trade Predictions Contracts on the CDNA Trading System, including all functionalities described in Annex A [****].
 - 2.2. Technical Specifications and Connectivity. ROLR shall ensure that the Program conforms to all connectivity requirements as set forth in Annex A and as provided by FDMI, CDNA, or CDC-FCM from time to time, including connectivity to the CDNA trading environment via FIX connectivity pursuant to the FIX Specification referenced in Annex A. ROLR shall complete all conformance testing required by CDNA prior to receiving production credentials and shall maintain ongoing compliance with such technical specifications throughout the Term. The specifications set forth in Annex A represent minimum connectivity and compliance requirements; ROLR may develop additional features or functionalities for the Program, provided that such features or functionalities do not compromise connectivity integrity or compliance with Applicable Law, the CDNA Rules, this Agreement and are consented to by FDMI, who shall not unreasonably withhold such consent.
 - 2.3. Compliance Controls. In developing and operating the Program, ROLR shall implement and maintain appropriate controls to ensure compliance with Applicable Law, the CDNA Rules, and the terms of the GIB Agreement, including without limitation: (a) customer onboarding and verification procedures that satisfy AML/KYC requirements specified by CDNA or CDC-FCM; (b) geographic restrictions and controls to prevent customers located in states where Predictions Contracts (or specific categories thereof) are prohibited from accessing such products through the Program; and (c) delivery of all required risk disclosures, trading fee disclosures, and other documentation specified by CDNA or CDC-FCM.
 - 2.4. Audit Rights.
 - 2.4.1. FDMI, CDNA, and CDC-FCM (collectively, the “Auditing Parties”) shall have the right, upon reasonable advance written notice of not less than ten (10) business days (except in cases of suspected fraud, material breach, or regulatory inquiry, in which case no advance notice shall be required), to conduct audits or inspections of ROLR’s records, systems, processes, and controls relating to the Program and ROLR’s performance of its obligations under this Agreement and the GIB Agreement, including without limitation: (i) customer onboarding and AML/KYC compliance; (ii) delivery of required disclosures to customers; (iii) implementation of geographic or product-based trading restrictions; (iv) security controls and data protection measures; (v) order handling and transmission procedures; and (vi) any other matters reasonably related to compliance with Applicable Law, the CDNA Rules, or regulatory requirements applicable to CDNA or CDC-FCM.
 - 2.4.2. Such audits may be conducted by the Auditing Parties or by third-party auditors engaged by the Auditing Parties, and shall be conducted during normal business hours in a manner designed to minimize disruption to ROLR’s operations.
 - 2.4.3. ROLR shall cooperate fully with any such audit, including by providing reasonable access to personnel, documentation, records, and systems, and shall respond to any findings or deficiencies identified in any audit within thirty (30) days of receipt of written notice thereof (or such shorter period as may be required by Applicable Law or regulatory authority).
 - 2.4.4. ROLR shall bear its own costs in connection with any audit conducted pursuant to this Section. The Auditing Parties shall bear the costs of conducting the audit, including any fees of third-party auditors; provided, however, that if any audit reveals a material deficiency or non-compliance with Applicable Law, the CDNA Rules, or the terms of this Agreement or the GIB Agreement, ROLR shall reimburse the Auditing Parties for the reasonable costs of such audit.
 - 2.5. Regulatory Audits. ROLR acknowledges and agrees that CDNA and CDC-FCM are subject to regulation by the Commodity Futures Trading Commission, the National Futures Association, and other governmental and regulatory authorities. ROLR shall cooperate with any examination, inspection, or inquiry by any such regulatory authority relating to the Program, the activities of customers introduced by ROLR, or the transactions conducted through the Program, and shall provide such information and documentation as may be required by any such regulatory authority or as may be necessary for CDNA or CDC-FCM to comply with their regulatory obligations.
 - 2.6. Ongoing Reporting. ROLR shall provide FDMI, CDNA, and CDC-FCM with such periodic reports regarding the Program and ROLR’s performance of its obligations under this Agreement as the Auditing Parties may reasonably request, including without limitation reports relating to customer onboarding volumes, trading activity, customer complaints, disclosure delivery, and implementation of compliance controls.

3. Term and Exclusivity.
 - 3.1. Term. This Agreement [****] shall have an initial term of two (2) years (the “Term”) with automatic renewal for a subsequent term of twelve (12) months [****].
 - 3.2. Exclusivity for Predictions Contracts. The Parties further agree that during the period that is twenty-four (24) months from the Effective Date, that CDNA will be the exclusive provider of Predictions Contracts through ROLR technology in the U.S.
 - 3.3. Nothing in this Agreement shall preclude ROLR from applying for or obtaining additional regulatory licenses (including without limitation IB, DCM, or FCM registration) during the Term, provided that (a) ROLR’s pursuit or acquisition of such licenses does not violate Section 3.2 (Exclusivity for Predictions Contracts), and (b) ROLR provides written notice to FDMI within ten (10) business days of submitting any such application
4. [****]
- 4.1. [****]
5. Marketing. The Parties will cooperate and each commit and provide an appropriate level of resources to support a significant public relations and marketing campaign around the launch of the Collaboration.
6. FCM and IB Support. The Parties will cooperate and each commit to entering into the appropriate and applicable agreements to support a relationship for CDNA and/or CDC-FCM.
7. Public Announcement. The announcement regarding the Collaboration will be on April 14, 2026, or at another date mutually agreed upon by the Parties.
8. [****]
 - 8.1. [****]
 - 8.1.1. [****]
 - 8.1.1.1. [****];
 - 8.1.1.2. [****];
 - 8.1.1.3. [****];
 - 8.1.1.4. [****];
 - 8.1.1.5. [****];
 - 8.1.1.6. [****];
 - 8.1.1.7. [****]; and,
 - 8.1.1.8. [****].
 - 8.1.2. [****]
 - 8.1.2.1. [****].
 - 8.2. [****]
9. Intellectual Property. As further described in the applicable documents, but provided for the avoidance of doubt, ROLR has proprietary rights to the Program. ROLR has exclusive and valuable property rights in and to the Program, and owns all right, title and interest in and to the Program, including all copyrights and other intellectual property inherent therein or appurtenant thereto, and at all times shall remain, the sole and exclusive property of ROLR, its affiliates or licensors, that the Program constitute valuable proprietary information and/or proprietary rights of the ROLR, some of which may not be within the public domain, that the Program shall remain valuable proprietary information and/or proprietary rights of ROLR, and that, but for this Agreement, FDMI/CDNA/CDC-FCM would have no rights or access to the Program .
10. Confidentiality. This Agreement shall be treated as confidential and proprietary and shall not be disclosed to any third party without the prior written consent of each Party.
11. Compliance with Laws and Regulations. Each Party agrees to undertake its obligations under this Agreement in accordance with applicable laws and regulations, and not to engage in any activity that is fraudulent, deceptive or otherwise unlawful, or that violates the terms of this Agreement.

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- 11.1. [****]
 12. [****].
 - 12.1. [****]
 - 12.2. [****]
 - 12.3. [****]
 13. Affiliates and Affiliate Beneficiaries. For purposes of this Agreement, Affiliate shall be defined as any other entity that, directly or indirectly, controls, is under common control with or is controlled by that party.
 - 13.1. FDMI is the parent company of CDNA and CDC-FCM and CDNA and CDC-FCM shall be considered an Affiliate beneficiary of this Agreement.
 14. Governing Law. This Agreement shall be governed by and construed in accordance with the internal laws of the State of Florida, without giving effect to any choice or conflict of law provision or rule that would cause the application of laws of any other jurisdiction. [****]
 15. Commercial Terms.[****] Indemnification. Each Party (each, an “Indemnifying Party”) shall indemnify, defend and hold harmless each other Party, its respective officers, directors, employees, agents, managers, members and representatives (each, an “Indemnified Party”) from and against any and all losses, liabilities, claims, damages, actions, fines, penalties, expenses or costs (including court costs and reasonable outside attorneys’ fees) suffered or incurred by the Indemnified Party relating to any third-party claim arising from, related to or in connection with the Indemnifying Party’s (i) willful misconduct; and/or (ii) material breach or alleged breach of this Agreement. The Party alleging a breach shall supply reasonable corroborating evidence of such alleged breach.
 16. Assignment. ROLR may not assign (directly, by operation of law, or otherwise) this Agreement or any of its rights or obligations under this Agreement. Notwithstanding the above, and with the consent of FDMI, which shall not be unreasonably withheld, **ROLR** may assign the Agreement to a subsidiary or affiliate, provided that such assignment does not cause a failure to comply with applicable law.
 17. Severability. If any part, term, or provision of this Agreement is held by any body of competent jurisdiction to be illegal or in conflict with any laws or regulations, a modified provision shall be substituted which carries out as nearly as possible the original intent of the parties and the validity of the remaining portions or provisions shall not be affected or impaired.
 18. Entire Agreement. This Agreement, including all documents incorporated herein by reference, is intended as the complete, final and exclusive statement of the terms of the agreement between the parties and supersedes all prior understandings, writings, proposals, representations or communications, oral or written, relating to the subject matter hereof. There are no terms, conditions or obligations other than those contained herein and those incorporated by reference.
 19. Waiver. Failure of either party to enforce compliance with any provision of this Agreement shall not constitute a waiver of such provision unless accompanied by a clear written statement that such provision is waived.
 20. Miscellaneous. This Agreement may be executed in counterparts, each of which shall be deemed to be an original, but all of which together shall constitute one agreement. The headings of the various sections of this Agreement have been inserted for reference only and shall not be deemed to be a part of this Agreement. Except as otherwise indicated, section references herein refer to sections of this Agreement. This Agreement may be amended or modified only by a writing executed by both Parties.

BY SIGNING THIS AGREEMENT, YOU HEREBY AGREE TO THE TERMS OF THIS AGREEMENT AND EXPRESSLY ACKNOWLEDGE THAT YOU HAVE RECEIVED, READ AND UNDERSTOOD ALL DOCUMENTS INCORPORATED HEREIN BY REFERENCE.

FORIS DAX MARKETS, INC.

By: /s/ Steve Humenik

Name: Steve Humenik

Title: SVP, Global Head of Capital Markets, Legal

Date: 4/14/2026

HIGH ROLLER TECHNOLOGIES INC.

By: /s/ Seth Young

Name: Seth Young

Title: CEO

Date: 4/13/2026

4

Annex A

[****]

5

Annex B

a. [****]

6



High Roller Technologies Executes Definitive Agreement with Crypto.com to Enter Over \$1 Trillion U.S. Prediction Markets Opportunity

The Definitive Agreement opens new income streams in rapidly emerging category with multiple event contract opportunities

April 14, 2026 — Las Vegas, Nevada - High Roller Technologies, Inc. (“High Roller”) (NYSE: ROLR), operator of the award-winning, premium online casino brands High Roller and Fruta, today announced that it has executed a Definitive Agreement (the “Agreement”) with Crypto.com | Derivatives North America (“CDNA”) to launch an event-based prediction markets offering, initially in the United States. The Agreement will enable High Roller to offer CDNA’s event contracts in the USA, creating a new strategic growth opportunity for the Company across finance, sports and entertainment and marking its entry into the rapidly emerging prediction markets sector.

Third-party estimates project that a mature U.S. market opportunity could exceed \$1 trillion in annual trading volume,¹ while international opportunities further expand the addressable market potential for High Roller.

“High Roller brings a premium brand, strong online expertise and an established customer-facing platform to this opportunity,” said Kris Marszalek, Co-founder and CEO of Crypto.com. “Together, we believe we can expand access to regulated event contracts in the United States through a differentiated and highly scalable offering.”

“We’re thrilled to have reached a definitive agreement to enter the prediction markets space with Crypto.com,” said Seth Young, Chief Executive Officer of High Roller Technologies. “Over the last few months, we have been working towards preparing our product and other logistics for this transformative opportunity and today marks a significant milestone in that journey. We believe this partnership gives us a strong starting position in a market with meaningful long-term potential, and we’re confident in our ability to deliver.”

Agreement Summary

Under the terms of the Agreement, event contracts offered by CDNA, a CFTC-registered exchange and clearinghouse and affiliate of Crypto.com, will be made available to customers through High Roller, which plans to operate a CFTC-registered Introducing Broker and establish a relationship with Crypto.com’s CFTC-registered Futures Commission Merchant. The Agreement establishes Crypto.com and its affiliates as providers of prediction contracts across High Roller’s distribution channels in the USA and is expected to create new revenue streams for High Roller.

The partnership will offer customers the opportunity to trade event contracts across markets including finance, entertainment, and sports, through a legal, regulated, engaging, and user-friendly platform.

Following the successful execution of the Agreement, High Roller intends to provide updates regarding its product, brand, launch timing, and marketing partnerships.

¹ <https://next.io/news/betting/ekg-projects-1tn-annual-us-prediction-market-volume/>

About High Roller Technologies, Inc.

High Roller Technologies, Inc. is a leading global online gaming operator known for its innovative casino brands, High Roller and Fruta, listed under the ticker ROLR on the NYSE. The Company delivers a cutting-edge real-money online casino platform that is intuitive and user-friendly. With a diverse portfolio of over 6,000 premium games from more than 90 leading game providers, High Roller Technologies serves a global customer base, offering an immersive and engaging gaming experience in the rapidly expanding multi-billion iGaming industry. The online casino features enhanced search engine optimization, machine learning, seamless direct API integrations, faster load times, and superior scalability.

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 High Roller Technologies, Inc. investor relations website, X, Facebook, and LinkedIn pages.

About Crypto.com

Founded in 2016, Crypto.com is trusted by millions of users worldwide and is the industry leader in regulatory compliance, security and privacy. Our vision is simple: Cryptocurrency in Every Wallet™. Crypto.com is committed to accelerating the adoption of cryptocurrency through innovation and empowering the next generation of builders, creators, and entrepreneurs to develop a fairer and more equitable digital ecosystem. Crypto.com | Derivatives North America (CDNA) is an affiliate of Crypto.com and is registered with the Commodity Futures Trading Commission (CFTC) as a designated contract market and derivatives clearing organization; CDNA offers the trading of prediction market contracts, as well as economic and cryptocurrency event contracts. Crypto.com also operates a CFTC-registered Futures Commission Merchant that provides connectivity to Introducing Brokers to power and expand the Prediction Markets Ecosystem.

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. 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 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, 2024 and for the year ended

December 31, 2025 and throughout Part I, Item 2. Management's Discussion and Analysis of Financial Condition and Results of Operations and in Part II, Item 1A. Risk Factors of our Quarterly Report on Form 10-Q for the quarter ended September 30, 2025. 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.

Contact

ir@highroller.com

800-460-1039

HIGH ROLLER

TECHNOLOGIES, INC

High Roller Executes Definitive Strategic Marketing Agreement with Lines.com to Support U.S. Prediction Markets Launch

Las Vegas, Nevada, April 16, 2026 (GLOBE NEWSWIRE) -- High Roller Technologies, Inc. ("High Roller" or the "Company") (NYSE: ROLR), operator of the award-winning premium online casino brands High Roller and Fruta, today announced it has entered into a definitive strategic marketing agreement with Lines.com, a premier sports media platform owned by Spike Up Media, to accelerate customer acquisition and brand awareness for High Roller's planned entry into U.S. prediction markets.

"This definitive agreement with Lines.com positions us to efficiently reach highly qualified, intent-driven consumers at scale," said Seth Young, Chief Executive Officer of High Roller Technologies. "Their automation-led content engine and conversion performance make them an ideal partner as we work to bring a differentiated prediction markets product to the U.S."

"Prediction markets represent a logical evolution of the sports media and sports analytics ecosystem," said Eric Ames, Chief Executive Officer of Spike Up Media. "Through this agreement, we will integrate High Roller's upcoming product into our content and distribution channels, connecting informed, high-intent consumers with a regulated, event-based trading platform."

Under the terms of the agreement, Lines.com will exclusively serve High Roller as a key media and distribution partner, leveraging its high-intent sports audience, advanced automation infrastructure, and market-leading conversion capabilities to support the national rollout of High Roller's prediction markets platform.

Lines.com operates one of the most comprehensive sports media ecosystems in the United States, covering six major professional and collegiate sports leagues across more than 100,000 indexed content pages. The platform includes a rapidly growing, sports-focused social media network of 4+ million followers, with content achieving over 500 million views in the last 30 days.

The partnership is structured to introduce High Roller's regulated prediction market offerings to audiences already familiar with implied probability, odds-based decision-making, and event-driven trading dynamics.

In addition to traditional search visibility, Lines.com has established a leadership position across AI-driven discovery channels, with nearly 800 AI citations spanning platforms such as Google AI Overview, ChatGPT, Perplexity, and Gemini—more than three times that of key competitors. This AI-native visibility is expected to further enhance High Roller's brand discovery as consumers increasingly rely on AI-powered tools to evaluate market-based products.

The Lines.com agreement represents a core component of High Roller's broader strategy to combine regulated infrastructure, premium consumer experience, and scalable digital distribution as the Company expands beyond iGaming into U.S. prediction markets.

Spike Up Media A.B. is a shareholder of the Company. Michael Cribari and Brandon Eachus, who currently serve as directors on the Company's board of directors and are two of the Company's largest shareholders, own interests in Spike Up Media. The agreement was reviewed and approved in accordance with the Company's related party transaction policies.

About High Roller Technologies, Inc.

High Roller Technologies, Inc. is a leading global online gaming operator known for its innovative casino brands, High Roller and Fruta, listed under the ticker ROLR on the NYSE. The Company delivers a cutting-edge real-money online casino platform that is intuitive and user-friendly. With a diverse portfolio of over 6,000 premium games from more than 90 leading game providers, High Roller Technologies serves a global customer base, offering 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 digital market engagement through innovation, performance, and a commitment to excellence. For more information, please visit the Company's investor relations website and social media channels.

About Lines.com

Lines.com, a Spike Up Media property, is a leading sports media and technology platform delivering automated, data-driven content across major professional and collegiate sports. The platform combines scaled content automation, AI-powered insights, and performance-based conversion optimization to connect high-intent consumers with regulated betting and market-based products.

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. 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 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. 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.

