

PRESS RELEASE

Mrkts.com launches B2B prediction markets infrastructure platform

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Mrkts.com launches with High Roller Technologies as its first partner, enabling a new era of operators to easily enter the rapidly growing prediction markets sector.

A new prediction markets infrastructure product, mrkts.com, has officially launched with High Roller Technologies (NYSE: ROLR) as its first partner.

Unlike consumer-facing prediction markets brands, mrkts operates behind the scenes, providing the infrastructure layer that enables operators to launch their own branded products.

The launch comes as prediction markets move firmly into the mainstream. Over the past two years, the category has attracted significant consumer adoption, regulatory attention and investment from major technology, financial services and gaming companies. While the opportunity is global, the US market has emerged as a particular focus due to the regulatory framework governing prediction markets and the scale of its addressable audience.

The platform launches with High Roller Technologies as its first partner. The NYSE-listed operator is preparing to launch [ROLR.com](https://rolr.com), a dedicated prediction markets offering for US consumers. The partnership between High Roller and mrkts builds on High Roller's [previously announced relationship](#) with Crypto.com | Derivatives North America ("CDNA"), to enter the regulated U.S. prediction markets sector.

Mrkts has been designed by a team with decades of experience building technology for the gaming industry, combining deep expertise across SaaS, highly scalable transaction platforms and operator technology.

"Prediction markets are making a new class of products possible. Operators are discovering which markets their audience cares about, designing how the trading experience should feel, and identifying what makes their brand worth choosing over the one next to it. That is where their identity comes from."

"The barrier is the complexity beneath it. Exchange connectivity, settlement, market data ingestion, regulatory compliance, system security. Too many prediction markets products are never reaching traders because all of that has to be built first."

"After having spent years building this kind of infrastructure for regulated industries, we founded mrkts.com so technical complexity stops being the price of entry. Our partners own the experience."

— Clyde Vassallo, Co-Founder, mrkts

"Prediction markets are creating one of the most compelling opportunities we've seen in years, and the operators who move early on the right foundation will help define the category. We chose mrkts.com because it pairs genuinely scalable infrastructure, engineered for the demands of a regulated market, with the flexibility for us to own and shape the ROLR experience ourselves. That's a rare combination that lets us move fast without giving up control of our product or our roadmap, and it's a big part of why we're so confident in what's ahead."

— Seth Young, Chief Executive Officer, High Roller Technologies

At launch, mrkts supports a wide range of prediction markets, including politics, finance, sports, science, crypto and entertainment. The platform is designed as a white-label solution, allowing partners to offer prediction markets under their own brand through a single integration.

The company believes prediction markets will increasingly become a mainstream product category across media and financial services, creating significant first-mover advantages for operators that act early.

About mrkts.com

Mrkts.com is a prediction markets infrastructure platform that gives operators everything they need to launch and run prediction markets products under their own brand.

The platform connects brands directly to exchange infrastructure, integrating payments, compliance and market data through a single layer across sports, politics, financial markets, entertainment and more.

Mrkts is part of Deep Ether Labs, the company behind the Elantil iGaming platform. For more information, visit mrkts.com and www.elantil.com.

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