



Henrik Tjärnström
CEO

Q3 2018
26 October 2018

A photograph of a racing car's front wheel and tire, set against a background of a racetrack and grandstands. The image is partially obscured by a large, colorful geometric shape (a triangle) with blue, orange, and purple sections.

Outline

- Highlights
- Financial results
- Business overview
- Summary

© Kindred Group plc 2018



© Kindred Group plc 2018

Q3 2018 Key Report Highlights



Gross winnings revenue	GWR from mobile	EBITDA	Earnings per share	Active customers
GBP 230.7m (+19%)	GBP 171.5m (+24%)	GBP 55.5m (+19%)	GBP 0.163 (+24%)	1,530,327 (+25%)

© Kindred Group plc 2018

World Cup 2018



LB T/O	95m
Total T/O	295m
Pre-game margin	13.1%
LB margin	9.4%
Combined margin	11.9%
June GWR (14.1% margin)	27m
July GWR (7.8% margin)	8m
Total GWR*	35m

* Excl. bonus

© Kindred Group plc 2018



	2018	2014	Δ%
Bets placed	44.9m	21.2m	+112%
Max. trans./day	35.5m	14.3m	+148%
Turnover	295m	112m	+163%
GWR	35m	16m	+119%
Combined margin	11.9%	14.3%	

World Cup 2018



© Kindred Group plc 2018



Financial results

© Kindred Group plc 2018



Q3 2018



EBITDA up 24 per cent in constant currencies and active customers up 25 per cent."



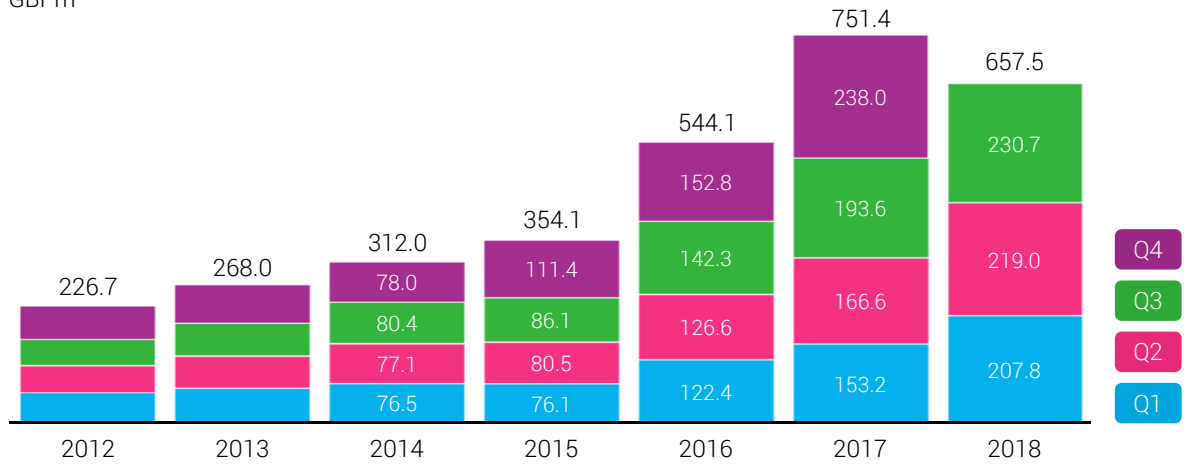
© Kindred Group plc 2018



Gross winnings revenue



GBPm



© Kindred Group plc 2018

Geographic growth

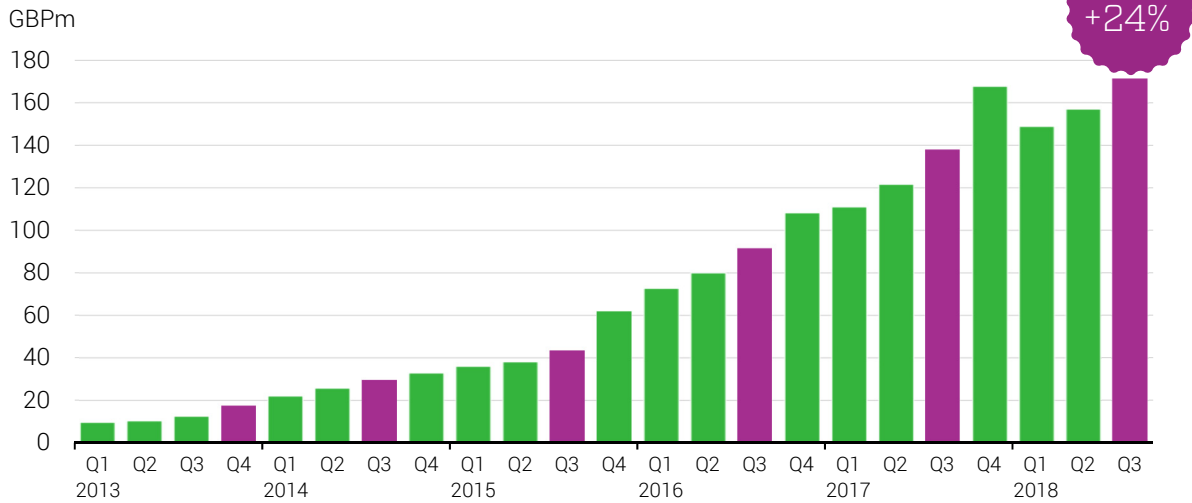


- Key Report Highlights Q3 2018 vs Q3 2017

	GWR as reported in GBP	Organic GWR in constant currency
Nordics	+3%	+8%
Western Europe	+29%	+30%

© Kindred Group plc 2018

Gross winnings revenue from mobile



© Kindred Group plc 2018

Q3 2018 P&L FX impact v Q3 2017

Avg rate	Q3 2017	Q3 2018	Movement
SEK	10.648	11.660	-9.5%
NOK	10.416	10.732	-3.0%
EUR	1.114	1.121	-0.6%
DKK	8.287	8.355	-0.8%
AUD	1.658	1.782	-7.5%

Weighted average movement in FX rates: approx. -2%

	GBPm
Gross winnings revenue	-5.0
Cost of sales / Opex	3.6
FX loss on operating items	-1.0
EBITDA FX impact Q3 2018	-2.4
FX loss on loan repayment	-0.3
FX gain on other items below EBITDA	0.2
Profit before tax impact	-2.5

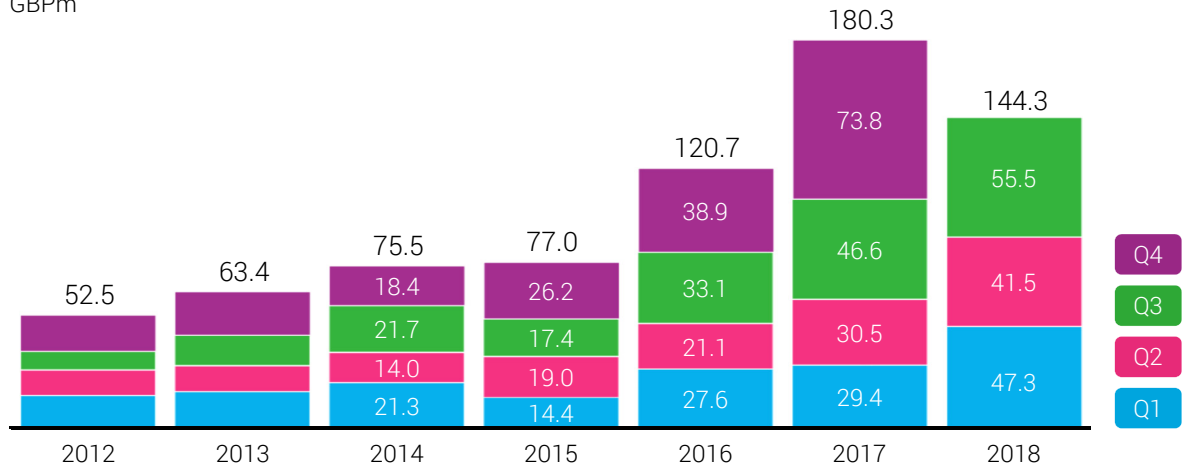
© Kindred Group plc 2018

EBITDA

- Excl 2014 Kambi one-off item

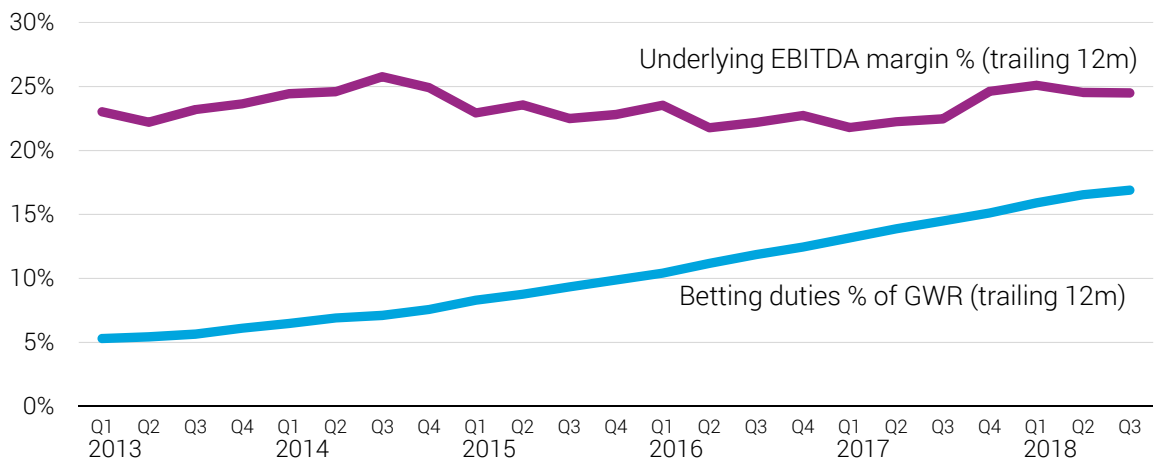


GBPm



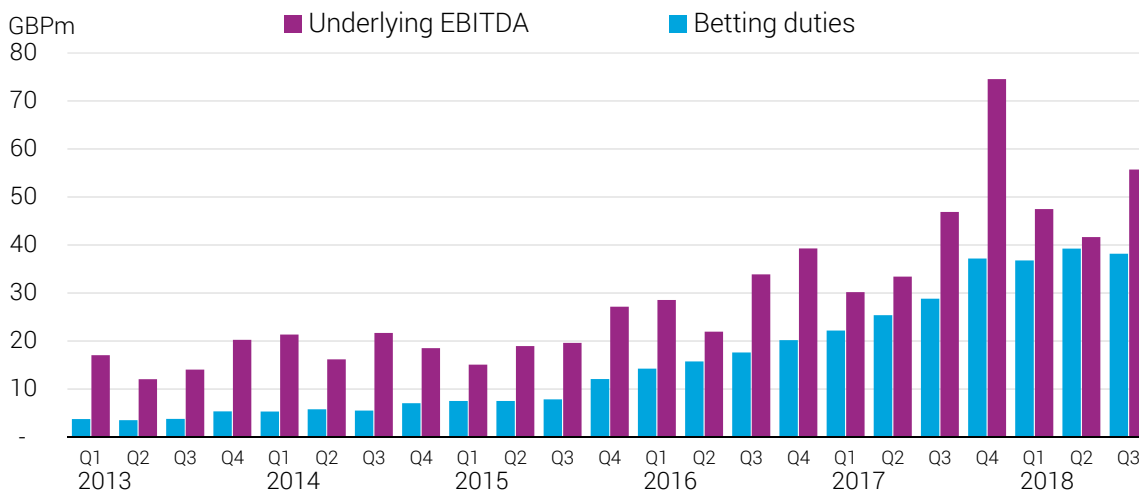
© Kindred Group plc 2018

A scalable business model...



© Kindred Group plc 2018

...showing our ability to absorb betting duties



© Kindred Group plc 2018

Other Costs analysis

Excl. Non-recurring items



GBPm	2013 FY	2014 FY	2015 FY	2016 FY	2017 FY	2018 Q3
Reported Other Costs	52.3	47.9	43.1	69.4	109.1	31.9
Depreciation & Amortisation	-18.9	-16.8	-13.0	-23.8	-42.6	-11.9
FX loss/gain on Opex	-0.6	-1.8	-0.7	-0.6	-1.5	-1.0
Other Costs post D&A and FX	32.8	29.3	29.4	45.0	65.0	19.0

Share of GWR (as reported)

12%

9%

8%

8%

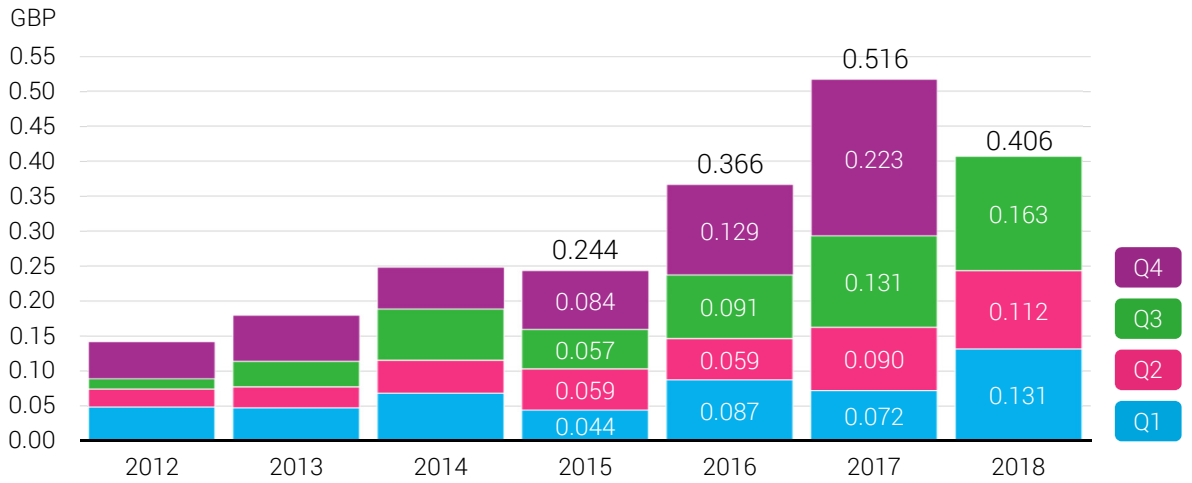
9%

8%

© Kindred Group plc 2018

EPS development

- Excl 2014 one-off items



© Kindred Group plc 2018

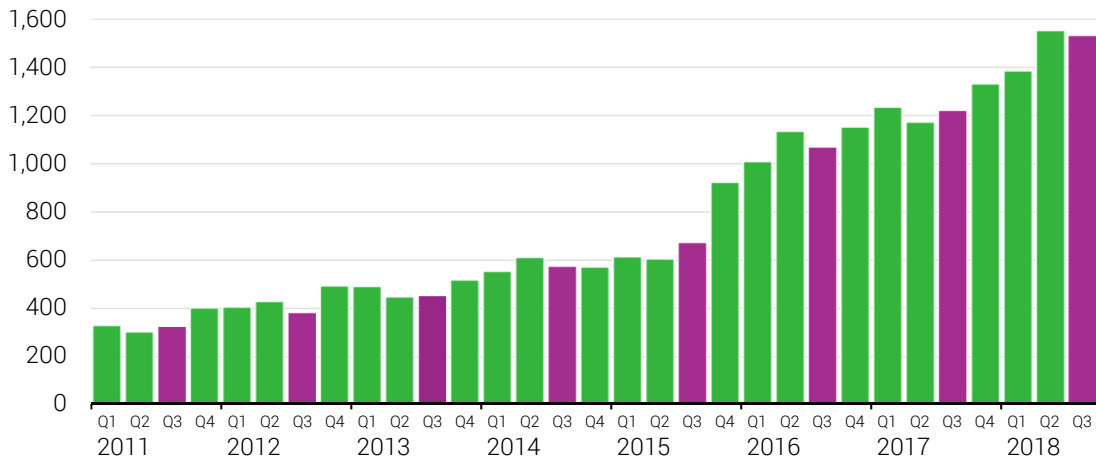


© Kindred Group plc 2018



Active customers

Thousands

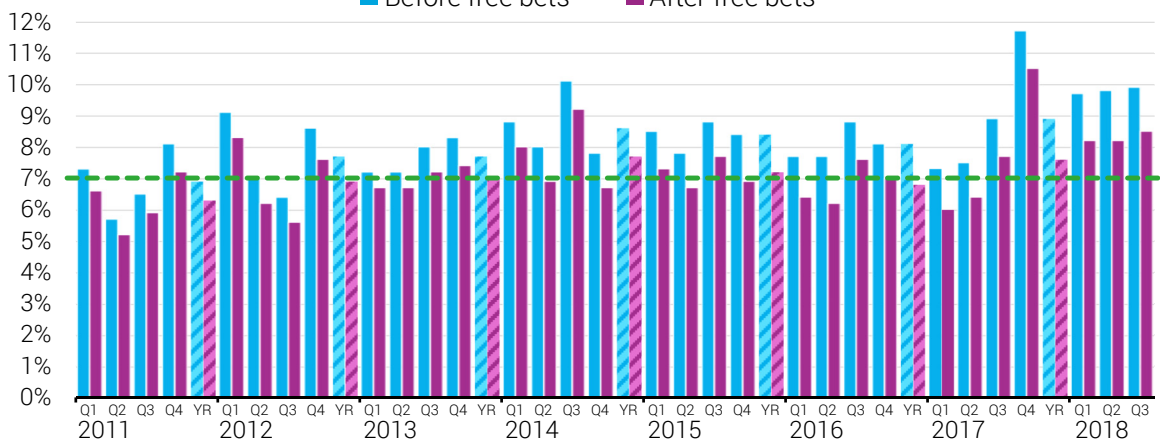


© Kindred Group plc 2018



Sports betting gross margin Combined

■ Before free bets ■ After free bets



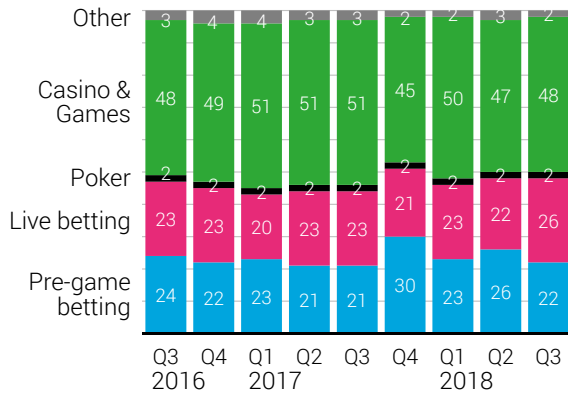
© Kindred Group plc 2018

Product & geographic balance

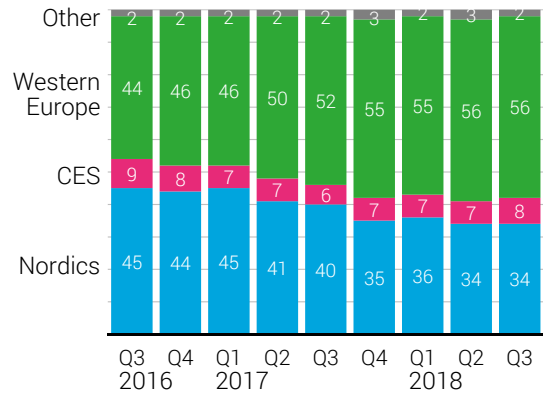
Gross winnings revenue over time



By product, %



By geography, %



© Kindred Group plc 2018



SUSTAINABLE GAMBLING CONFERENCE

Stockholm 2018

#SGCSTHLM

© Kindred Group plc 2018

Regulatory update



Sweden



The Netherlands



France

Privatisation of FdJ – “Pacte” law (Q1 2019)



Italy

Advertising ban from end of June 2019



© Kindred Group plc 2018

Regulatory update

UNICEF
INTERACTIVE

kindred



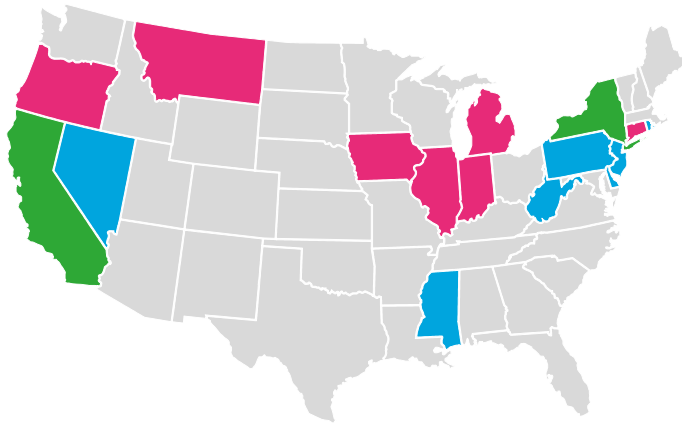
USA

- Potentially one of the largest markets globally
- U.S. Supreme Court declared PASPA unconstitutional
- It will be up to the states to decide whether to allow its residents to bet on sports - currently Nevada, Delaware and New Jersey
- Kindred has partnered with Hard Rock Hotel & Casino Atlantic City to pursue an online sports betting and gaming license in New Jersey
- Kindred will use SG Digital to get swift access to the market



© Kindred Group plc 2018

States Roadmap



Source: Eilers & Krejci Gaming LLC

© Kindred Group plc 2018

2018

Nevada
Delaware
New Jersey
Mississippi
West Virginia
Rhode Island
Pennsylvania



2019

Connecticut
Illinois
Indiana
Iowa
Michigan
Montana
Oregon

2020 and beyond

New York
California +20 Other States

Summary Q3 2018

GWR

+22%

in constant currencies

SB margin
after FB

8.5%

Underlying
EBITDA

+24%

in constant currencies

EPS

+24%

Active
customers

+25%

GWR from
mobile

+24%

© Kindred Group plc 2018



© Kindred Group plc 2018



Contact



Investor Relations

Inga Lundberg

+44 788 799 6116

ir@kindredgroup.com

Calendar



13 Feb 2019

Q4 will be published at 7.30 CET



24 April 2019

Q1 will be published at 7.30 CET



24 July 2019

Q2 will be published at 7.30 CET

© Kindred Group plc 2018



© Kindred Group plc 2018