

Kindred Group Press Release

Malta, 22 October 2024

Unibet renews partnership with the National Hockey League in Sweden

Kindred Group, under its flagship brand Unibet, has announced a multiyear renewal of its partnership with the National Hockey League (NHL) in Sweden. The partnership solidifies Unibet as the leading operator for ice hockey betting in Sweden and enables the NHL to continue to serve its robust fanbase in the country

Kindred Group plc (Kindred) has announced a multiyear renewal as an Official Partner of the NHL. Through the partnership, Kindred's flagship brand Unibet will continue to have access to a variety of marketing rights in Sweden, including digitally enhanced dash boards (DEDs). The partnership will also focus on driving fan engagement through tailored content to enhance the ice hockey betting experience for Swedish customers.

"We are incredibly proud to extend our partnership with the NHL. Together, we will continue to showcase the excitement and energy of the league, bringing fans even closer to the game. This season will be pivotal for ice hockey in Sweden, with the NHL bringing back its international hockey events and the 2025 IIHF World Championship being hosted by Sweden and Denmark. We anticipate heightened fan interest, and we're thrilled to be part of this journey" says Philip Lagström, General Manager Kindred Group Sweden.

"Unibet has been a dedicated partner in helping us increase our engagement with passionate hockey fans in Sweden. We are thrilled to renew our partnership and look forward to their activation plans for our slate of signature international events," said NHL Vice President of NHL Business Development and Partnerships International John Lewicki.

For more information:

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About Kindred Group

Kindred Group is one of the world's leading online gambling operators with business across Europe and Australia, offering over 30 million customers across 9 brands a great form of entertainment in a safe, fair and sustainable environment. The company, which employs approximately 2,500 people, is listed on Nasdaq Stockholm Large Cap and is a member of the European Gaming and Betting Association (EGBA) and founding member of IBIA (International Betting Integrity Association). Kindred Group is audited and certified by eCOGRA for compliance with the 2014 EU Recommendation on Consumer Protection and Responsible Gambling (2014/478/EU). As of 11 October 2024, La Francaise des Jeux is the majority shareholder in Kindred Group plc. Read more on www.kindredgroup.com.

Nasdaq Stockholm, KIND-SDB

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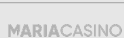
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