

Kindred Group Press Release

Malta, 21 January 2021

Notification of Major Holdings in Kindred Group plc

Kindred Group plc (the "Company") hereby announces that it has received, on 14 January 2021, a notification of major holdings from The Capital Group Companies, Inc., a company with its registered office in Los Angeles, USA. The Notification relates to an acquisition of shares and voting rights in the Company (the "Notification") by Capital Research and Management Company, a subsidiary within The Capital Group Companies, Inc. which holds the relevant position in Kindred Group.

The Notification indicates that Capital Research and Management Company, as of 8 January 2021, holds 5.02 % of the shares and voting rights In the Company, and that Capital Research and Management Company, which holds the relevant position in the Company, is a subsidiary within The Capital Group Companies, Inc. Previous position was 4.58%.

The relevant chain of controlled undertakings can be found in the Notification, a copy of which can be found on the Company's website:

<https://www.kindredgroup.com/investors/the-share/major-holdings>

This information is information that Kindred Group plc is obliged to make public pursuant to the Listing Rules published by the Malta Financial Services Authority under the Financial Markets Act (Chapter 345 of the Laws of Malta).

For more information please contact:

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About Kindred Group

Kindred Group is one of the world's leading online gambling operators with business across Europe, US and Australia, offering nearly 30 million customers across 9 brands a great form of entertainment in a safe, fair and sustainable environment. The company, which employs about 1,700 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). Read more on www.kindredgroup.com.

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