

# CORPORATE SUSTAINABILITY POLICY FOR KINDRED GROUP

Adopted by the Board of Directors of Kindred Group plc on 9 March 2022

## Introduction

Kindred Group's purpose is to transform gambling by being a trusted source of entertainment that contributes positively to society. Our business and strategic direction rests on our purpose and we use our knowhow and experience to lead the way.

Kindred defines sustainability as providing our customers with a superior gambling experience while helping them feel safe and secure and at the same time bringing shared value for our shareholders, employees, and the communities around us. We have always had the ambition to be a leader in creating a safe and secure environment for our customers. Equally, we believe that we have a role to play in building a better future in our communities. Our focus on driving a sustainable business ensures that we keep our legal and social licence to operate and maintain our customers' trust.

This policy is supplemented by Kindred's Employee Code of Conduct, Supplier Code of Conduct, GDPR Policy, Whistleblowing policy, and Modern slavery statement. Details about these policies as well as our sustainability framework and strategy can be found on our website and in our Annual and Sustainability Report.

Kindred has a AAA-rating from MSCI (Morgan Stanley Capital International) in terms of ESG (Environmental, Social and Governance) work.

Kindred undertakes an annual ESG audit based on yearly commitments and targets conducted by a formal independent third-party assurance.

## Purpose

The purpose of this policy is to define the framework for sustainability in Kindred Group and to provide a governing platform for Kindred's sustainability work.

## Scope

This policy applies to Kindred Group plc and must be implemented in all parts of the Group.

## Sustainability statement

Kindred recognises that a prerequisite for a prosperous and sustainable society is awareness of sustainability challenges and a willingness to act.

Operating responsibly and ethically is a necessity for our long-term returns, and sustainability is a central part of our Group strategy, securing a continuous business in an industry challenged by a constantly evolving digital economy and stricter market regulations across the board.

Kindred has undertaken a materiality assessment to define and determine the environmental, social and governance topics that matter the most to the Group as a business and to the Group's key stakeholders. The outcome of this is Kindred's sustainability framework which is based on five priority areas;

- Responsible Gambling
- Maintaining integrity
- Running a compliant business
- Being Kindred
- Contributing to our communities

## Sustainability management

The Group Chief Human Resource Officer has overall responsibility for the Sustainability framework, and all members of the Executive Management team are responsible for specific areas of the sustainability framework. Kindred's Chief Executive Officer sponsors the Sustainability Council, which is responsible for managing the execution of the corporate sustainability strategy.

The Group senior management team have the responsibility to ensure that procedures and controls are in place to implement and adhere to the long-term sustainability ambitions, the sustainability strategy and policies set by the Board upon recommendation of the CEO.

Sustainability is a quarterly agenda item for the Board of Directors, where progress on specific projects and initiatives are reported as well as potential changes in policy or relevant sustainability regulation.

## Stakeholder engagement

We engage with a diverse range of stakeholders to deliver progress on our sustainability strategy, and we continue to seek partnerships and collaborate with experts. Ongoing dialogue with our stakeholders guides the choices we make in our effort to create a more sustainable business and industry. These ongoing dialogues also help us to better understand the views of our stakeholders and help us explore how we can collaborate with stakeholders to improve our operations and create long-term value in a sustainable way.

## Reporting

Kindred is transparent in its efforts to drive long-term sustainability development of its business and reports annually on progress on all sustainability ambitions and commitments.

Kindred reports quarterly on the ambition to reach 0% revenue from harmful gambling by 2023.

## Sustainability areas

To achieve our purpose, we have set five strategic objectives. Two objectives focus on a balanced portfolio of markets in different stages of maturity, while three objectives focus on the capabilities that will enable our success. One of these is to build a competitive advantage through excellence in compliance and sustainability. Based in our sustainability framework, we have set long-term ambitious targets for each of our five sustainability areas as outlined in the table below.

Sustainability theme	Vision	Ambition	Focus areas
<b>Responsible Gambling</b>	Making gambling 100% enjoyable.	Zero percent of revenue derived from harmful gambling by 2023.	<ul style="list-style-type: none"> <li>• Player protection and education</li> <li>• Research based approach</li> <li>• Transparency</li> <li>• Collaboration</li> </ul>
<b>Maintaining Integrity</b>	Maximise integrity and fairness in everything we do by preventing malicious cyber activities against our platform and player accounts, and by expanding our detection of, and education about, sports betting integrity.	Deter malicious cyber activities on our platform and by 2025, we aim to achieve zero unmitigated exploitable vulnerabilities and zero compromised player accounts.	<ul style="list-style-type: none"> <li>• Player account security</li> <li>• Increasing trust in the platform</li> <li>• Education and collaboration on sports betting integrity</li> <li>• Product transparency</li> <li>• Certification to ISO27001:2013</li> </ul>
<b>Running a compliant business</b>	Ensure we stay ahead of what is expected by using the latest technology and innovation to achieve excellence in regulatory	Eliminate repetitive incidents to ensure zero unmitigated material compliance incidents by 2025.	<ul style="list-style-type: none"> <li>• Compliance</li> <li>• Anti-money laundering</li> <li>• Anti-corruption</li> <li>• Privacy and GDPR</li> <li>• Certification to ISO19600 and ISO37301:2021</li> </ul>

	compliance and customer service.		
<b>Being Kindred</b>	Becoming one of the world's highest-ranked inclusive employers.	Achieve a 50:50 gender split in our senior management team by 2025.	<ul style="list-style-type: none"> <li>• Values and culture</li> <li>• Diversity and equality</li> <li>• Employee engagement</li> </ul>
<b>Contributing to our communities</b>	Equip our communities with the knowledge and resources to build a better future through enhancing wellbeing by supporting research and projects, and to play our part in combatting climate change.	By 2023, we are committed to procure 100 per cent of our electricity from renewable sources of energy where we can.	<ul style="list-style-type: none"> <li>• Local economic vitality</li> <li>• Supporting sport through sponsorships and partnerships</li> <li>• Use the power of sport to drive social development</li> <li>• Community engagement</li> <li>• Science-based approach to supporting the Paris agreement</li> </ul>

## Sustainability commitments

Kindred participates in and supports a number of external initiatives and international commitments.

### International agreement / Framework

UN Sustainable Development Goals

### Description

17 global goals that form a blueprint for achieving a better and more sustainable future by 2030.

The Paris Climate Agreement

An agreement between governments to limit global warming to well below 2 degrees compared to pre-industrial levels.

Task Force on Climate-Related Financial Disclosures (TCFD)

The TCFD is an industry-led initiative created to develop a set of recommendations for voluntary climate-related financial risk disclosures for use by companies, banks,

and investors in providing information to stakeholders.

European Gaming and Betting Association's (EGBA) Code of Conduct on Responsible Marketing

The purpose of EGBA's Code of Conduct is to enhance consumer and minor protection through the promotion of responsible advertising measures for online gambling. The Code reflects the industry's responsibility for ensuring that gambling is a safe and responsible entertainment pastime.

CDP Disclosure Insight Action

The CDP is an international non-profit organisation that helps companies and cities disclose their environmental impact.

International Betting Integrity Association (IBIA)

IBIA is the leading global voice on integrity for the licensed betting industry. IBIA's code of conduct sets out guiding principles and provides general advice to all athletes throughout Europe on the issues surrounding the integrity of sport and betting.

All-in Diversity Project

Launched in 2017 to create the tools for the global gambling industry in order to progress in terms of Diversity, Inclusion and Workplace Equality. The All-in Index sets an annual benchmark for diversity, equality and inclusion across the global betting and gaming sector.