

Kindred Group Press Release

Malta, 8 June 2017

Kindred commissions research into responsible gambling practices

Kindred Group plc has commissioned two of the world's leading researchers in the area of responsible gambling to carry out research on gambling practices using anonymized customer data from Kindred Group. The research will run for three years.

One of the world's leading gambling operators, Kindred Group (previously Unibet Group), has commissioned research aimed at providing insight into player profiles, the player's journey with Kindred, and the efficacy of responsible gambling practices currently used by Kindred. The project will be led by Dr Michael Auer (Director at Neccton) and Dr Mark Griffiths (Distinguished Professor at Nottingham Trent University). Over the last five years, Dr Auer and Professor Griffiths have published numerous studies evaluating the effectiveness of responsible gambling tools used by a number of different European online gambling companies.

"Our previous research has shown that companies who employ responsible gambling tools can help their clientele play on their products in a more controlled way by setting time and money spending limits and providing personalised feedback to players in a timely fashion based on their actual gambling behaviour", says Dr Michael Auer.

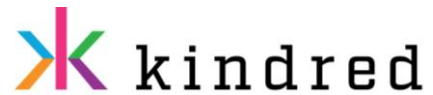
"Kindred is committed to player protection and harm minimisation for our customers and this new research project will help provide insight into how our customers can gamble more responsibly and demonstrates our ongoing commitment to social responsibility and a sustainable business", states Maris Bonello, Integrity Analytics Manager at Kindred Group.

"This is an exciting project for us and continues our recent innovative research analysing real customer data and evaluating the extent to which responsible gambling tools like personalised feedback, limit-setting and pop-up messaging actually work. This new research project will not only help Kindred but the findings will help share best practice with other online gambling operators around the world", says Professor Mark Griffiths.

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About Kindred Group

Kindred Group is listed on Nasdaq Stockholm Large Cap, and is one of Europe's largest online gambling operators. Kindred Group is home to 13 brands, which serve over 16.9 million customers worldwide. Kindred Group is a member of the European Gaming and Betting Association (EGBA) and founding member of ESSA (sports betting integrity). 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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