

Kindred Group Press Release

Malta, 9 June 2017

Kindred Group wins two awards at the EGR Operator Marketing and Innovation Awards 2017

Kindred Group wins “Affiliate Marketing Campaign” and “Innovation in Poker” awards at the EGR Operator Marketing and Innovation Awards 2017.

Kindred Group (previously Unibet Group) was nominated in six categories and walked away with two prestigious awards at the EGR Operator Marketing and Innovation Awards 2017 held at the Hurlingham Club in London on 6th June 2017.

Affiliate Marketing Campaign Innovation in Poker

“This award is a great recognition of the outstanding work done by our Affiliates team. Our programme has existed for 11 years now and incorporates 12 brands, more than 20 affiliate managers operating in 15 markets. This award is another testament to the hard work done by the team.” Elen Barber, Head of Digital Advertising

“We are extremely proud of being recognised for our innovative poker product developed together with Relax Gaming. However, it is not only about the software and offering, but also innovation in marketing, campaigns and events and this award surely recognizes all the hard work put into our poker business by all involved teams”, said Fredrik Kjell, Head of Gaming at Kindred Group.

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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.

About Kindred Affiliates

Kindred Affiliates is a multi-award winning program that incorporates 11 brands, over 20 affiliate managers as well as a central team including senior management, Key Account management & marketing communications support. Now in our 11th year, we are continuously growing and innovating, with the recent acquisitions of iGame and Stan James allowing us to offer a more varied choice of brands and products, all supported by a dedicated affiliate team with decades of combined experience. <https://www.kindredaffiliates.com/>

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