

## Kindred Group Press Release

Malta, April 27, 2017

# Kindred's Legal and Responsible Gaming teams best in class

**Kindred Group's Legal and Compliance team wins three awards at the Global Regulatory Awards in London. Among the winners are Kindred's Legal Team and Responsible Gaming Team.**

Kindred Group (previously Unibet Group) secures three important awards at the Global Regulatory Awards hosted by Gambling Compliance in London. The awards are a recognition and validation for all the hard work and professionalism displayed by the Kindred Group's Legal and Compliance team. Kindred Group has been a leader in the online gambling industry for the past 20 years, always working to comply with local regulations and to raise the bar in terms of industry compliance and responsible gambling.

As a Group, Kindred is regulated in 11 EU Member States and during 2016 completed 27 regulatory audits. The company has led the industry in using technology to increase compliance levels while maintaining a positive user experience by implementing e-verification systems and developing our proprietary PS-EDS (Player Safety Early Detection System) product. The group is also exploring how Artificial Intelligence can be used to further improve within areas such as detecting signs of problem gambling.

"I am delighted that we have won the award 'Best Legal Team of the Year', 'the GambleAware Award For Outstanding Individual Contribution To Responsible Gambling' and 'the Most Significant Contribution to Responsible Gambling Research'. I am so proud of the Kindred Legal and Compliance team. We have all worked hard to meet the strict regulations in all markets we operate in. This award shows that for Kindred Group it is crucial that we not only meet requirements, but also exceed them. This is how we as a team and as a company build on trust", says Ewout Keuleers, General Counsel at Kindred Group.

Kindred Group was nominated in 9 out of 11 categories. The Global Regulatory Awards is hosted by the industry publication Gambling Compliance as part of their ten-year anniversary where excellence in compliance and responsible gambling is celebrated.

"These awards are a true testament to our Group values and the strong compliance culture we have within Kindred. Ever since our foundation as Unibet over 20 years ago, we have challenged the status quo in search of a better way. It is this mindset that has allowed us to improve the customer experience, while at the same time building a safer and more secure gambling environment", says Henrik Tjörnström, CEO 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 12 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](http://www.kindredgroup.com).

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