

## Kindred Group Press Release

Malta, 6 March 2018

# Kindred challenges gender bias with global campaign

**Kindred Group, through its Unibet brand, will in cooperation with London based creative agency FCB Inferno launch a global campaign to challenge gender bias. The campaign #queenrules will launch on International Women's Day.**

Diversity and gender equality remains at the very top of Kindred's (previously Unibet Group) sustainability agenda. On International Women's Day, Kindred's global brand Unibet and FCB Inferno launches a global campaign named #queenrules. The purpose of the campaign is to start conversations around gender bias and gender equality. #queenrules is a new way to play cards with a special deck where Queen outranks King.

The campaign will launch with live events and tournaments using #queenrules rules on the 8<sup>th</sup> of March in London, Stockholm, Malta with more venues to be announced. At the events, limited edition playing cards will be used, featuring illustrations created by 16 female illustrators from [www.womenwhodraw.com](http://www.womenwhodraw.com). Merchandise such as t-shirts, art work and playing cards containing the illustrations will be sold via [www.queenrulesproject.com](http://www.queenrulesproject.com).

All proceeds from the events and merchandise will be donated to HeforShe, a solidarity campaign created by UN Women to provide a platform for a global audience to engage and become change agents for the achievement of gender equality.

On the same day, Kindred takes part at Women In Tech Stockholm as a Founding Partner, a unique industry collaboration that serve as a platform to inspire and enlighten women already working in the tech industry and women who wish to work in the tech industry.

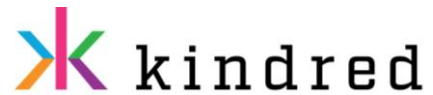
Nataly Sopacuaperu, Head of Events at Kindred Group says "We are proud to be involved in the #queenrules project. It is a fantastic idea that highlights where in society we have gender bias. As a company, our ambition is to make all of our players and employees feel understood, and challenging these kinds of stereotypes is one way to do this"

"Kindred is a very diverse business, with more than 50 nationalities. We continue to work hard to keep focus on diversity and equality and this project is a simple but fantastic way to start conversations on unconscious gender-bias through a game", says Henrik Tjärnström, CEO Kindred Group.

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**About Kindred Group**

Kindred Group is one of the world's leading online gambling operators with business across Europe and Australia, offering over 21 million customers across 11 brands a great form of entertainment in a safe, fair and sustainable environment. The company, which employs about 1,400 people, is listed on Nasdaq Stockholm Large Cap and 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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