

Kindred Group Press Release

Malta, 28 March 2018

Kindred Founding Member of All-in Diversity Project

Kindred Group joins forces with the All-in Diversity Project as part of the company's sustainability work and ambition to transform gambling. The project is an industry driven initiative to benchmark diversity, equality and inclusion for the betting and gaming sector.

Kindred Group (previously Unibet Group) has signed up as a Founding Member with the All-in Diversity Project as part of Kindred's commitment to help drive the diversity and equality agenda within the gambling industry. The All-in Diversity project will help facilitate the conversation on diversity and equality in the betting and gaming sector, thereby making this exciting and growing entertainment industry more inclusive and attractive for all people of our society.

For Kindred, who operates a business with employees representing more than 50 nationalities, diversity and equality remains a priority area to continue to develop the business for the future. The Group recently launched the #queenrules project on International Women's Day to challenge unconscious gender bias through a new way of playing cards. On the same day Kindred took part at the Women in Tech conference in Stockholm to inspire young women to seek a career in tech and gambling.

"We are very excited and proud to be part of the All-in Diversity project, who's vision and mission fully reflect our own agenda and priorities in this important area. Diversity and gender equality have always been a natural part of Kindred's culture and we know that it differentiates the top performers from the average ones regardless of the industry. We look forward to taking part in raising the awareness on this topic across the gambling industry and beyond", says Henrik Tjärnström, Chief Executive Officer of Kindred Group.

"We are proud to welcome Kindred Group to the Founding Membership of All-in Diversity Project," says Co-Founder Kelly Kehn. "Kindred brings both a breadth of industry knowledge and expertise to the table with their brands, products and policy as well as a real passion for people. There is no limit to what we can achieve with this calibre of operator on board."

Read more about the #queenrules project here
<https://www.queenrulesproject.com/>.

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More information about the All-in Diversity Project <http://allindiversityproject.com/>

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 founding 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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