

Kindred Group Press Release

Malta, 13 February 2018

KINDRED GROUP STEPS UP FIGHT ON CORRUPTION IN SPORTS IN THE UK

Kindred Group strengthens its efforts in protecting sports betting integrity in the United Kingdom by joining the Sports Betting Intelligence Forum and also signing a Memorandum of Understanding (MoU) with the Rugby Football Union (RFU).

The Sports Betting Integrity Forum works to develop Britain's approach to protecting sports and sports betting being corrupted. It brings together representatives from sports governing bodies, betting operators, sport and betting trade associations, law enforcement and gambling regulation. Kindred Group (previously Unibet Group) actively seeks to cooperate with national platforms where possible and is delighted to join this Forum.

Kindred has also signed a Memorandum of Understanding with the RFU of England. Under this agreement, RFU and Kindred will cooperate in keeping English rugby free of betting-related match-fixing. The agreement enables Kindred to pro-actively report suspicious betting patterns directly to RFU. Furthermore, Kindred and RFU, together with other key stakeholders in the fight against match-fixing, will collaborate on prevention and educational projects.

The RFU is the national governing body for grassroots and elite rugby in England, with 2,000 autonomous rugby clubs in its membership. The RFU works to protect the integrity of the game by ensuring that all matches are contested on a level playing field and are won on merit.

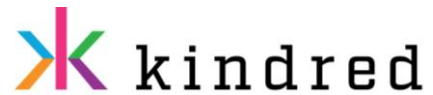
Eric Konings, Sports Betting Integrity Officer at Kindred Group, says: "Cooperation is key in the battle against betting-related match-fixing, and we actively seek engagement with all parties, especially law enforcement, involved to keep sports clean of these criminal influences. Therefore, we are glad about the opportunity to contribute to the success of the Sports Betting Integrity Forum, and to cooperate with the RFU. It is in the best interest of all parties involved to keep British sports clean from corruption, and we thank both the SBIF and the RFU for teaming up with us".

Chris Watts, co-chair of the SBIF and Head of Integrity Assurance at the British Horseracing Authority, said "I welcome Kindred Group to becoming the newest member of the UK's National Platform. The SBIF supports and coordinates the efforts of its members to developing and delivering Britain's Action Plan for enhancing integrity in sport and sports betting, whilst keeping pace with increasing complexities and focusing on prevention, disruption and deterrents. With Kindred Group's global reach, extensive brand portfolio and innovations in the online gambling industry, I look forward to them becoming an active member of the SBIF and making a positive contribution to the delivery of our Action Plan."

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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 20 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.

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