

## Kindred Group Press Release

Malta, 23 January 2018

# Kindred Group wins Social Responsible Operator Award

**Kindred Group (previously Unibet Group) won the Social Responsible Operator award at the EGR Nordics for the second time on Friday. The award is a testament to the Group's focus and investment in innovative solutions to drive and improve responsible gambling research and tools.**

Customer centricity is one of the driving forces at Kindred and ensuring a safe and secure platform is a key part of this, so winning the Social Responsible Operator award is a great achievement for the Group.

Kindred runs a number of innovative projects to continually develop and improve the approach to responsible gambling and substantial efforts have gone into collaborations with researchers, organisations and other key stakeholders. A recent project announced by Kindred is the development of AdBlocker together with Betfilter, a new tool to prevent minors from being exposed to gambling.

"I am extremely proud of the team for the hard work, enthusiasm and support to continually develop the area of responsible gambling through innovative tools, projects and collaborations. They always go the extra mile in everything they do and this is evident through this award and other awards we've received over the years." says Maris Bonello, Integrity Analytics Manager at Kindred Group.

"Winning the Social Responsible Operator award for the second time is a true testament to the hard work and passion that our team put into driving the responsible gambling and player safety agenda. Since the foundation of Unibet more than 20 years ago, we have challenged the status quo and invested heavily in building a safe and secure gambling environment for our customers." says Henrik Tjärnström, Chief Executive Officer at Kindred Group.

### For more information:

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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](http://www.kindredgroup.com).

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