

Kindred Group Press Release

Malta, 23 April 2018

Kindred launches new racing platform

Kindred Group has developed and launched a new proprietary racing platform for its UK and Irish customers. The new platform is part of Kindred's increased focus on racing, offering customers a 24-hour service across all major racing territories. The offering will serve as a strong complement to the Group's existing sportsbook products.

Kindred Group (previously Unibet Group) has launched a brand-new racing platform on its UK and Irish platforms, to coincide with the Grand National meeting at Aintree. As part of an overall expansion in the UK, supported by an existing staff infrastructure and client base from the StanJames.com acquisition in late 2016, racing is seen as a key component in the complete sportsbook offer across both the UK and Ireland. In the future, Kindred will localise and extrapolate the racing product for subsequent launch across the Group's other key jurisdictions.

Group Head of Global Racing, Ben Colley, said, "It's been great to finally get the platform out of beta and in front of our customers old and new, showcasing the Grand National meeting to best effect. Complementary to the excellent Kambi sportsbook, we expect this new platform for all things racing to quickly become a best of breed example, fully supported by experienced and knowledgeable trading and risk teams in both Gibraltar and Sydney. Next steps are to continue to develop and augment the platform to reach a point of excellence in our key racing territories of the UK, Ireland and Australia, then to localise and launch the experience for our individual European markets."

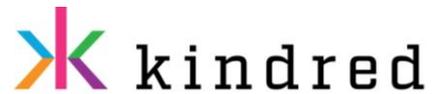
Ben Colley continues, "We have really aimed at appealing to both the experienced racing bettor, such as those we have retained for so long at StanJames.com, and the younger, recreational player that can enjoy all of our rich features such as race write ups, tips and live streaming in as many domestic and international tracks as we can for both horses and dogs, creating a truly plentiful, 24/7 racing experience."

Kindred has a significant sponsorship portfolio in the UK and Ireland including the Road to Cheltenham race series, culminating in the Unibet Champion Hurdle, as well as the blue ribband properties through their 32Red brand, such as the 32Red King George VI Chase. Kindred also maintains several high-profile racing ambassadors such as Nicky Henderson, Jessica Harrington and Richard Hannon including jockeys Jamie Spencer, Nico de Boinville and Paddy Brennan amongst other high-profile names.

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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 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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