

Kindred Group Press Release

Malta, 1 February 2018

Kindred regarded as a leader in Sports Betting and Sport Integrity

Kindred Group is regarded as one of the leading gambling operators within sports betting and sport integrity by the audit company Ethisport. Kindred achieved a global rating of 70 percent, much higher than the industry average, including national lotteries.

Kindred Group (previously Unibet Group) has commissioned the sports betting integrity audit company Ethisport to conduct an audit on Kindred's commitment to the fight against betting-related match-fixing. The audit determines what Kindred does well and where further improvements can be made.

Kindred views sports betting integrity as fundamental to the sport betting entertainment chain and it remains a central part of the company's efforts to ensure a safe and sustainable business.

The audit gave Kindred a global rating of 70 percent, which corresponds with a 'very good' result. Kindred scored particularly well on metrics such as good governance in the company, general awareness and risk prevention and detection, whereas due to the absence of regulatory certainty in certain markets, Kindred lacks the opportunity to act based on locally established rules on responsibility.

Eric Konings, Sports Betting Integrity Officer at Kindred Group: "The findings of the audit are encouraging for Kindred, signalling that the general sports betting integrity approach adopted by Kindred is leading to progress in the fight against match-fixing. We are committed to eliminate match-fixing from our platform and to achieve that, we need to further improve cooperation between operators, sports regulatory bodies and law enforcement."

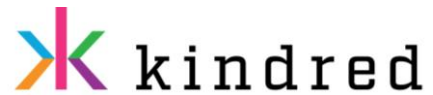
Christian Kalb, director of Ethisport: "Kindred approached us pro-actively, as they are continuously seeking ways to take responsibility as a private operator in the fight against match-fixing. We hold very high standards for organizations we audit, but Kindred leads the pack on sports betting integrity. Today, Kindred is for sure part of the Top 5 leading betting operators fighting against the manipulations of sports competitions. Our audit has identified a strong commitment to this cause, carried by the whole line organization. It also resulted in certain recommendations, that would further strengthen the role Kindred can play in the fight against betting-related match-fixing."

Ethisport is the first audit company specialized on sport integrity and ethics. The mission of Ethisport is to assist all stakeholders involved in sport to fight against external threats, and first of all manipulation of sports competitions. Ethisport has developed a set of matrices and expert systems providing all the keys regarding sport integrity. These matrices based on sophisticated algorithms take in account 20 years of expertise on match-fixing, doping, sports betting, corruption, governance, conflicts of interest, organized Crime, money laundering, etc.

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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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