

Kindred Group Press Release

Malta, 17 September 2019

32Red and Unibet increases responsible gambling commitment for 2019/20 season in the UK

Kindred Group, through its 32Red and Unibet brands, is today delighted to announce the extension of its responsible gambling strategy through its football clubs in the UK. The initiative will see responsible gambling messaging dominate all matches where two 32Red teams play each other during the 2019/20 season.

The announcement follows a successful trial during one of the biggest matches in world football, Rangers vs Celtic, where Rangers' amended front of shirt logo carried '32Red: Stay in Control' and was seen by a live audience of over 670,000 people. Now, the brand has widened this approach of responsible gambling inspired front of shirt logos to all its sponsored clubs, with the televised Championship fixture of Leeds United vs Derby County at Elland Road this Saturday being the first example in the English Football League.

The commitment also extends to utilising Kindred Group's other assets in football, including its current LED stadium perimeter advertising board assets – which have so far seen a cumulative audience of over 8.5m people this season. Furthermore, programme advertising, in-stadia advertising, social media and emails will all see an increase in the level of responsible gambling messaging. Further specific details about this commitment will be revealed in due course.

"We are delighted to be launching this initiative that builds on some of the work we have already been doing. Fans will have already noticed our LED boards this season carrying responsible gambling messages, but this is another step forward for us", says Neil Banbury, Kindred's UK General Manager.

"Gambling companies and the wider industry have an important role to play in tackling problem gambling. To remove the industry from the public's eye would be irresponsible. Instead, there is a fantastic opportunity for football club sponsors to do so much more. Football clubs have a unique reach and cut through with adult audiences, and as such are a great avenue for promoting healthier gambling behaviour and advocating for control", Banbury continues.

Kindred's announcement comes as recent research by the English Football League showed that 71% of football fans believed gambling companies' involvement in the game was acceptable, with 62% of those stating it was acceptable with suitable safeguards to protect the young and problem gamblers.

Kindred Group, of which 32Red and Unibet are a part of, has a keen commitment to all the sports it sponsors – underpinned by its group sustainability strategy. Its strategy in sponsorship is about promoting responsible gambling messages and leveraging the power of football to benefit communities across the country. Kindred continues to boost its commitment to become the sponsor of choice for organisations and their communities - with the betting company also sponsoring within boxing, horse racing and darts in the UK.

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Registered office: c/o Camilleri Preziosi, Level 2, Valletta Buildings, South Street, Valletta, Malta. Company No: C 39017. Registered in Malta.

The games where the RG messaging will appear are as follows:

- **21st September 2019:** Leeds United vs Derby County
- **1st October 2019:** Middlesbrough vs Preston
- **22nd October 2019:** Preston vs Leeds United
- **2nd November 2019:** Derby County vs Middlesbrough
- **23rd November 2019:** Derby County vs Preston
- **30th November 2019:** Leeds United vs Middlesbrough
- **26th December 2019:** Leeds United vs Preston
- **29th December 2019:** Celtic vs Rangers
- **1st January 2020:** Preston vs Middlesbrough
- **11th January 2020:** Middlesbrough vs Derby County
- **26h February 2020:** Middlesbrough vs Leeds United
- **21st March 2020:** Preston vs Derby County
- **25th April 2020:** Derby County vs Preston

The messages will be as follows:

- Stay In Control (Rangers)
- Never Chase Losses (Preston)
- Play Responsibly (Derby)
- Keep Gambling Fun (Leeds)
- Set Deposit Limits (Middlesbrough)

All of Kindred Group's brands are committed to delivering on their Group Sustainability Framework, further details of which can be found [here](#).

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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 26 million customers across 11 brands a great form of entertainment in a safe, fair and sustainable environment. The company, which employs about 1,600 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 IBIA (International Betting Integrity Association).. 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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