

Kindred Group Press Release

Malta, 7 July 2019

Kindred Group respects decision made by Chess Congress

Late Sunday night, the Norwegian Chess Federation Congress voted against a cooperation deal with Kindred Group. The proposed five-year deal would have given Norwegian chess 10 million NOK per year from Kindred Group (previously Unibet Group).

"We want to commend the board of the Norwegian Chess Federation for being extremely strong through a demanding exchange of opinions leading up to this Sunday's Congress. The same leadership have, through the 11 month process leading to the final deal proposal, impressed us through their inquisitive and responsive approach, and clear and challenging dialogue with us as a potential partner. The members of the federation have now made a choice, and that choice deserves respect," says Rolf Sims, Public Affairs Manager Kindred Group.

"The debate about the deal has shown an enormous commitment to and great care for chess, while at the same time clarified positive and negative sides about the current monopoly and a licensing model. We now challenge other prominent industrial players and sponsors to understand the immense potential and the values inherent in the Chess Federation, so that Norwegian chess can still get access to the financing they deserve. At the same time, we hope that the internal fronts who have risen through the discussions can be set aside, enjoying the qualities in one of the most beautiful and fascinating sports on Earth," says Sims.

Kindred Group will continue working towards allowing sports, volunteer work and other associations not supported by the current monopoly model the possibility of better financing opportunities.

"We will continue tirelessly in our daily work towards an alternative gambling model in Norway. Such a model would benefit everyone in a better way than the current monopoly system, where half of all online gamblers fall outside of the purview of the Norwegian government, and where a large part of Norwegian sports, culture and volunteer work are not supported by the gambling funds collected by the Norwegian government", concludes Sims.

For more information:

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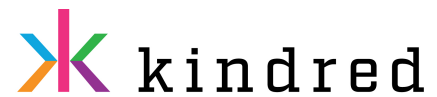
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Kindred Group is one of the world's leading online gambling operators with business across Europe and Australia, offering over 25 million customers across 11 brands a great form of entertainment in a safe, fair and sustainable environment. The company, which employs about 1,500 people, is listed on Nasdaq Stockholm Large Cap and is a member of the International Betting Integrity Association (IBIA) 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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