

Kindred Group Press Release

Malta, 8 November 2019

Kindred supports Responsible Gambling Week 2019

Kindred Group is signing up to support Responsible Gambling Week 2019, the public awareness campaign to trigger a national conversation about what it means to gamble responsibly. Kindred's support to #RGWeek19 encompasses, among other things, responsible gambling messaging on LED space and responsible gambling messaging will dominate all matches where two teams sponsored by 32Red play each other. All in order to encourage people to gamble responsibly.

Kindred Group (former Unibet Group) is a proud supporter of #RGWeek19, a campaign that aligns with Kindred's sustainability framework and its most recent responsible gambling initiatives. Kindred is committed to displaying responsible gambling messages on the shirts of its brand 32Red's partner football clubs during the course of the 2019-20 season. The initiative will see responsible gambling messaging dominate all matches where two teams sponsored by 32Red play each other, and during responsible gambling week where Derby County will carry the message "Play Responsibly" on the front of their shirt in the East Midlands derby against Nottingham Forrest live on Sky Sports.

"At Kindred Group, we are committed to ensuring that our customers use our products responsibly and that our responsibility is at the heart of everything we do. We want our brands to be the go-to place for customers to experience excitement in a safe and secure environment. Because we believe a healthy and fun experience is a good experience. Industry initiatives such as Responsible Gambling Week are a vital part of this work, and we are proud of our involvement", says Neil Banbury, UK General Manager at Kindred Group.

Kindred's support will encompass dedicating LED space to carry #RGWeek19 messaging across four Premier League matches, one SPL match and eleven Championship fixtures, with audiences encouraged to visit the #RGWeek19 channels to find out more about the tools that encourage people to gamble responsibly. Clubs sponsored in the UK by Kindred's Unibet and 32Red brands will also carry Responsible Gambling Week adverts in their matchday programmes, while Kindred will post key messaging around #RGWeek19 across its own social media channels. Rangers, Middlesbrough, Leeds, Preston North End and Derby County are all partnered with 32Red.

The five key responsible gambling behaviors that will be communicated throughout RG Week are:

- Only spend what you can afford
- Set your limits for time and money
- Gambling is not the answer to any problem
- Gambling when angry or upset is not a good idea
- Gambling shouldn't interfere with your personal relationship

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A revamped website, www.responsiblegamblinguk.org will act as an information hub, providing a comprehensive one-stop service for consumers all year round, educating them about all aspects of responsible gambling.

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 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.

Nasdaq Stockholm, KIND-SDB

About Responsible Gambling Week

Responsible Gambling Week 2019, which takes place from November 7 – November 13 with the hashtag #RGWeek19, is part of the industry's year-round commitment to promote safer gambling. More than 120,000 staff at thousands of gambling venues and online sites are taking part, and this marks the second consecutive year that the EFL, RCA and BHA are participating.

The campaign is led by the Industry Group for Responsible Gambling, comprised of all the gambling trade associations, and in Ireland by the Irish Bookmakers Association. The objective is to trigger a national conversation about safer gambling, highlighting the tools, advice and help available to customers, and the initiatives being taken by operators to promote social responsibility.