

## Kindred Group Press Release

Malta, 4 June 2019

### New logo reflects the future of Unibet

**Kindred Group (previously Unibet Group) has updated the classic logo of its flagship brand Unibet to better cater for today's mobile first environment with high legibility in small digital spaces. The logo has been fully designed and developed by Kindred's in-house creative design team, who were faced with the challenge to modernise the classic logo while staying true to Unibet's heritage.**

The design process included detailed research, engaging internal stakeholders, testing and validating the ideas, while ensuring the brand values and essence of "By Players, For Players" remained evident in the new identity. This was the second time the in-house team updated an existing and well-known logo, ensuring it met requirements for both offline and online use, as well as has the capability to maximise growth in a mobile first environment across multiple markets.

"It has been very important for us to safeguard the unique heritage of the Unibet brand during this process. The creative criteria that we set up included a maintained familiarity with a more up to date look and feel. I am really pleased with the result and truly believe that our in-house creative team has succeeded in meeting that criteria", says, Elen Barber, Chief Marketing Officer at Kindred Group.

"One of the main differences regarding the change is that we will have one logo for consistent use globally. We are convinced that this change will be the right mark for the progressive Unibet brand and we are all very excited about what it will bring going forward", concludes Elen Barber.

The logo will be changed in all markets by the 17<sup>th</sup> of June.

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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 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 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](http://www.kindredgroup.com).

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