



Kindred Group Press Release

Malta, 25 November 2019

Unibet becomes 'Authorized Sports Betting Operator' of the NBA

Kindred Group brand Unibet is today announced as an Authorized Sports Betting Operator of the NBA. Through this agreement Unibet will have access to official NBA betting data to further improve its already strong customer experience.

Kindred Group's (previously Unibet group) flagship sports betting brand Unibet today became an Authorized Sports Betting Operator of the National Basketball Association (NBA).

As a part of the agreement, throughout the NBA season Unibet will have access to official NBA betting data and league marks across its online and mobile platforms in the United States.

"We are very proud to team with the NBA. This will add further customer value to an already first-class betting experience thanks to official NBA betting data and league marks across our mobile and retail platforms. Kindred shares the NBA's view on a legal and sustainable sports betting market, which makes this partnership a perfect match," says Manuel Stan, SVP Kindred US.

Additionally, the NBA and Unibet will work closely together to ensure best-in-class practices to protect the integrity of NBA games.

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

