

Kindred Group Press Release

Malta, 10 June 2019

Unibet first UK operator to integrate blocking software into self-exclusion process

Unibet, part of Kindred Group, is working with the software company Gamban, to become the first UK bookmaker to integrate blocking software into the self-exclusion process. The extended collaboration means an innovative approach to further help people who self-exclude on their Unibet website.

Kindred Group have pioneered responsible gambling procedures including their detection system PS-EDS and was the first operator to offer free blocking gambling software licenses to its customers. Kindred have always advocated blocking software and are now extending their relationship with Gamban in an innovative approach to further help people who self-exclude on their Unibet website. Kindred will be the first to offer Gamban's blocking software for an exclusion period which mirrors the self-exclusion length on-site. This will be a new addition to the current one-year offer that Gamban currently provides. All customers will have unlimited access to Gamban free of charge courtesy of Kindred.

"Responsible gambling is at the top of the agenda at Kindred and we are proud to be the first UK operator to fully integrate Gamban's product within our self-exclusion process for the Unibet brand. We are strong advocates for education around responsible gambling and ensuring all of our customers are able to make an informed choice. All of our customers should have the tools and support they need to enjoy our products responsibly and by offering this service for free to all of our customers we are certainly taking a step in the right direction. This is just the start of such an initiative as we want to keep on investing across all brands and in other socially responsible innovations", says Neil Banbury, Kindred's General Manager in the UK.

Gamban is at the forefront of blocking software and can be downloaded across multiple devices to block access to over 30,000 online gambling websites, not only regulated gambling operators, but also unregulated ones. A recent study by GambleAware showed Gamban to be up to 99 percent effective in blocking users from gambling websites, and Gamban has also won the Gambling Compliance Award for RegTech Provider of the Year.

"Unibet has been one of the first operators to integrate Gamban into the self-exclusion process. Self-exclusion must evolve to protect at-risk individuals from different angles – device, ID and spend. Unibet and its parent company Kindred, recognise the value in mirroring the duration of blocking software to the amount of time the player selects for self-exclusion, from 6 months up to 5 years. It's a pleasure to work on enhancing self-exclusion with such a passionate and dedicated team at Kindred," says Jack Symons, Gamban's CEO.

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 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.

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