

Kindred Group Press Release

Malta, 10 September 2019

Unibet opens doors to US sportsbook in New Jersey

Kindred Group's flagship brand Unibet has today opened the doors to its first online sportsbook in the US. Unibet is now fully prepared to offer customers in New Jersey a great sports experience in time for the major sport season.

Three months after the online casino launch in New Jersey, Kindred Group (previously Unibet Group) launches its first US online sports betting offering under the Unibet brand. The sportsbook launch will trigger the launch of a significant marketing push focused on the start of the new season. The launch is part of the partnership with Hard Rock Hotel & Casino Atlantic City and follows the launch earlier this year of a full range of first-class casino products. Kindred Group successfully secured a Casino Service Industry Enterprise License in New Jersey together with Hard Rock Hotel & Casino Atlantic City in 2018 and have since been preparing for this important step.

"We are very excited to launch our first sportsbook in the US and being able to give our customers in New Jersey a first-class sports betting experience. To be able to do this in partnership with a brand as strong as Hard Rock Hotel & Casino who share our vision to be a leader in the US market is a great feeling", says Manuel Stan, SVP Kindred US.

"We are also very pleased to extend the strong bond we have with Kambi as our sportsbook supplier, who we have worked closely with for the past 22 years in Europe and in Australia. We have been preparing very thoroughly for this moment for a long time and are ready and excited to become a part of what most likely will become the largest betting market in the world", says Stan.

Kindred has previously communicated the partnership with Hard Rock Hotel & Casino Atlantic City to pursue a Casino Service Industry Enterprise License in New Jersey, and the partnership with SG Digital to use their Open Platform System (a player account management platform) and Open Gaming System (a game aggregation technology). Kindred Group will continue to invest in growing its US operations and the next step will be the launch in Pennsylvania in the coming months, following the partnership with Mohegan Sun.

Unibet will be accessible at nj.unibet.com, in App Store and Google Play.

This information is such that Kindred Group plc is required to disclose under the EU Regulation of Market Abuse, MAR.

Kindred Group plc, The Centre, Tigne Point, Sliema, TPO 0001, Malta

Tel: +356 2133 3532 Fax: +356 2343 1510 Website : www.kindredgroup.com

Registered office: c/o Camilleri Preziosi, Level 2, Valletta Buildings, South Street, Valletta, Malta. Company No: C 39017. Registered in Malta.



For more information:

Manuel Stan, SVP Kindred US
+1 702 333 5360
manuel.stan@kindredgroup.com

Alexander Westrell, Group Head of Communications
+46 73 7071686
alexander.westrell@kindredgroup.com

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 1,600 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 Unibet US

Unibet is one of the world's leading betting and online gaming brands that has operated successfully for 22 years offering online sports betting, casino games, poker and bingo in 20 different languages throughout the UK, Europe, Australia and now the U.S. Unibet's casino product is currently available online (via website and app) in New Jersey, with the brand owning gambling licenses in the state and also Pennsylvania, with more states to follow. In 2018, Unibet entered the U.S. market establishing headquarters in New York City and launching in New Jersey in June 2019 with its online destination – www.NJ.Unibet.com – which has been authorized by the State of New Jersey's Division of Gaming Enforcement in accordance with the Casino Control Act. Unibet can be accessed by registered users 21 years or older and physically present in the state of New Jersey, as only persons physically in the state of New Jersey are permitted to wager for real money according to State law. Unibet is licensed and regulated by the New Jersey Division of Gaming Enforcement as an Internet gaming operator in accordance with the Casino Control Act N.J.S.A. 5:12-1 and its implementing regulations. Its games are tested by the New Jersey Division of Gaming Enforcement to provide games that are fair and operate correctly. Unibet is part of the Kindred Group, one of the largest online gambling companies serving more than 25 million customers worldwide. Players can sign up and start placing bets at www.NJ.unibet.com and follow Unibet on Facebook, Instagram and Twitter at @UnibetUS.

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