

Kindred Group Press Release

Malta, 13 October, 2020

Exploring how technology can support a more sustainable gambling industry

The Sustainable Gambling Conference is taking place on October 21 to explore how current and future technology can build a more sustainable gambling experience. Leading experts will discuss how the gambling industry can make use of Artificial Intelligence to ensure gambling remains safe and joyful.

Kindred Group will for the fifth time host the Sustainable Gambling Conference (SGC) at an online event on 21 October. The purpose of this year's event is to explore how the gambling industry can make better use of data and artificial intelligence to detect and prevent harmful gambling behaviour, and integrity related challenges. Internationally renowned speakers such as Göran Lindsjö, Dr Simon Planzer at Planzer Law and Dr David Forsström, Researcher at the Department of Psychology, Stockholm University will share their knowledge in how artificial intelligence can leverage sustainable gambling. We will also hear from Chris Eade at Zafty Intelligence on how technology can be used in practice.

"I am excited to welcome global expert on artificial intelligence Göran Lindsjö, leading industry researchers Professor Mark Griffiths, Dr. Jonathan Parke and Dr. David Forsström as well as a number of operators, suppliers, regulators and many more experts both from and outside of the industry. During the event, we will discuss how the online gambling industry can use new technology and innovation to further evolve towards a more responsible future, says Maris Catania, Head of Responsible Gaming and Player Sustainability, Kindred Group.

During the conference the topic of improved co-operation between regulators, researchers and the industry, as well as the importance of a high level of channelisation, will be discussed with representatives from L'Autorité Nationale des Jeux in France, the Malta Gaming Authority and the Swedish Gambling Authority. In addition speakers from HackerOne, GamBan, Epic Risk Management, Kambi, IBIA, City University, Swedish Football Association, Svenska Spel and GVC will join the conference.

"Having representatives from experienced regulators displays the importance of this conference. Getting their perspective combined with the industry and other stakeholders on how we need to work together is a central component in building a sustainable industry, continues Catania.

Kindred Group organises the Sustainable Gambling Conference with the purpose of connecting the industry and stakeholders to discuss how we all can work together to secure a more sustainable gambling industry.

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Sustainable Gambling Conference

Date: 21 October

Time: 1300 CET

<https://www.sustainablegambling.com/>

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About Kindred Group

Kindred Group is one of the world's leading online gambling operators with business across Europe, US and Australia, offering over 27 million customers across 11 brands a great form of entertainment in a safe, fair and sustainable environment. The company, which employs about 1,700 people, is listed on Nasdaq Stockholm Large Cap and is a 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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