

## Kindred Group Press Release

Malta, 17 February 2020

# Kindred enhances its diversity framework and supports Women in Racing

**Kindred Group, owner of Unibet and 32Red, is partnering with Women in Racing to raise awareness of the challenges working mothers face and highlight the impact having children can have on work/life balance. Kindred will support Women in Racing's programme "Racing Home".**

Kindred Group, whose two UK facing brands are Unibet and 32Red, will enhance their work in empowering diversity by sponsoring "Racing Home", a Women in Racing UK programme. Women in Racing is a network which provides support to women who wish to secure positions from grassroots through to senior and board level in the sport industry.

Their mission is aligned with Kindred's ambition of having a 50/50 gender split in their senior management team by 2023. The sponsorship will see Kindred support six workshops for women across all areas of sport, to raise further awareness of challenges working mothers face in the UK. Regional workshops will be in collaboration with Simply Racing, The Racing Foundation and Oxford Brookes University.

"At Kindred, we strongly believe that a diverse workforce enhances the quality of performance and decision-making, by covering different experiences and views. We aim to achieve a 50/50 gender split across our senior management by 2023, so we find this partnership to be hugely relevant. We focus on improving our diversity in many ways and believe this programme can help us learn more about how to ensure we keep female colleagues in the organisation. Women in Racing are doing a fantastic job at raising awareness of diversity in the Racing Industry and we are proud to support their future work", says Anna Jein, Sustainability Manager at Kindred Group.

"Women in Racing was founded to support women across all sectors of sport. We are extremely excited to be taking our Racing Home project through to the next phase. This will provide a great opportunity for women in sport to be part of the conversation and raise awareness of this important topic. We are absolutely delighted to be supported by Kindred Group, as well as having received a grant from The Racing Foundation and Oxford Brookes University. Without them, we would not be able to continue this work. We will continue to highlight important issues that women face in the sport industry and help ensure that racing can benefit from the findings of our work in the years ahead", says Women in Racing Chair, Tallulah Lewis.

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

Nasdaq Stockholm, KIND-SDB

**About Women in Racing**

Women in Racing is a network aiming to develop the profile of women within horseracing and provide support to women wishing to secure appointments from grassroots through to senior and board level in the sport. Its objectives also include attracting more women into horseracing, strengthening connections, collaborating on approaches to help promote the health of the sport and to enhance its reputation as an attractive sector in which to build a career.

Since it was founded in 2009, it has achieved significant milestones including a successful mentoring scheme and a Bursary fund alongside a busy calendar of educational and social events. Membership costs from £15 per year.

[www.womeninracing.co.uk](http://www.womeninracing.co.uk)

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