

Kindred Group Press Release

Malta, 9 March 2020

Kindred Group publishes Annual Report and Sustainability Report for 2019

Kindred Group plc has published its Annual Report for 2019 and its Sustainability Report for 2019 on the Group's website www.kindredgroup.com today.

Kindred Group's Sustainability Report covers activities during 2019 and includes facts, figures, ambitions and commitments within the five sustainability priority areas: Responsible gambling, Maintaining integrity, Running a compliant business, Being Kindred and Contributing to our communities.

Kindred reports progress on sustainability commitments, including increase in customers who adopt healthier gambling behaviour after personalised responsible gambling messages, an increased focus on communicating sustainable consumption in the marketing and sponsorship advertisement space, and a number of initiatives and partnerships to increase the contribution to the local communities.

As previously announced, Kindred Group plc's Annual General Meeting will be held on 12 May 2020 in Stockholm, Sweden.

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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.

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