

Kindred Group Press Release

Malta, 16 April 2021

Historic £15 million jackpot win for a 32Red player

A 32Red UK customer managed to win a historic jackpot on the slotgame Book of Atem:WowPot. The £15,183,085.96 jackpot was not only a record win for a 32Red player but also a record win across the Kindred Group.

After placing a £0.80 bet with Kindred's brand 32Red on the slot game WowPot, a player won the astonishing amount of £15,183,085.96. The win marks the first ever Mega win and as such is not just the largest WowPot-win of all time but a record win across the Group and its nine brands as well.

"This WowPot jackpot was first launched in February 2020 and has been building in size and popularity. We've been on the edge of our seats for a long time now, waiting for this huge jackpot to be won – and now it has. It feels like the entire company is celebrating with this lucky person.", says Erik Bäcklund, Chief Product Officer at Kindred Group.

"We were delighted to see Mr M win 32Red's biggest ever WowPot jackpot. He has become a multi-millionaire overnight and can look forward to treating his friends and family in the future, truly incredible. We are proud to offer safe and fun experiences for all our customers and put safer gambling at the heart of everything we do to make sure gambling always remains fun for players. Our Jackpots can be won by anyone as Mr M's found out with his life-changing win from a single 80p spin", adds Neil Banbury, General Manager UK at Kindred Group.

"I'm still in shock, I can't believe it. Obviously, I am absolutely over the moon because stuff like this doesn't happen to me! When I won, I had to Google how many zeros make up a million – just to be doubly sure! I just sat and looked at the screen for ages. It's still sinking in. The last few months have been really stressful with work – but this is going to change my life and my family's life. We've been saving for a house and to get married, so all that is taken care of now. My family have worked hard all their lives, so we are going to buy both our parents new houses. I've got my eye on a vintage car too! It's a really humbling experience and it's difficult to put into words how lucky I feel and thankful I am", says the UK-based winner who wants to stay anonymous.

For more information:

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About Kindred Group

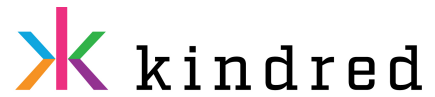
Kindred Group is one of the world's leading online gambling operators with business across Europe, US and Australia, offering 30 million customers across 9 brands a great form of entertainment in a safe, fair and sustainable environment. The company, which employs about 1,600 people, is listed on Nasdaq Stockholm

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





Large Cap and is a 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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