

Kindred Group Press Release

Malta, 27 April 2021

Kindred's revenue from harmful gambling decreases to 3.9 per cent

Kindred has set an ambition to reach zero per cent revenue from harmful gambling by 2023. Since Kindred as the first online gambling operator decided to report its share of revenue derived from harmful gambling earlier this year, the share has slightly decreased to 3.9 per cent for the first quarter of the year.

In February, Kindred Group started to communicate about its "Journey towards zero" by announcing the share of revenue derived from harmful gambling. The Group has set an ambition to reach zero per cent of revenue from harmful gambling by the end of 2023 and report this on a quarterly basis. For the first quarter of 2021, the share of revenue from harmful gambling decreased slightly to 3.9 per cent from 4.3 per cent in Q4 2020.

Global statistics from Kindred Group	Q4 2020	Q1 2021*
Share of gross winnings revenue from high-risk players	4.3 %	3.9 %
Improvement effect after interventions	75.7 %	76.6 %

*90 day rolling period between 21 December 2020 and 21 March 2021

"Taking this step to report our revenue from harmful gambling has received positive reactions from many stakeholders and our hope is that other operators will follow. Gambling disorder is a global and industry wide challenge, which is why collaboration remains an important part of the solution. To ensure alignment across the industry we have invited researchers to help us improve PS-EDS and we are transparent on the methodology we use", says Henrik Tjärnström, CEO at Kindred Group.

There is also a close cooperation established with treatment centers and Experts by Experience (reformed problem gamblers). Since taking the decision to openly communicate the revenue from harmful gambling, reactions have been predominantly positive. Kindred will continue to emphasise the importance of facilitating a fair, transparent and honest discussion not just with the gambling industry but with all stakeholders.

"It's encouraging to see a decrease in the share of revenue from harmful gambling for the first quarter of the year, however we need to be aware that the journey forward will not be a steady decrease. We expect to see the data increase in individual quarters but we continue to work towards our ambition. Reducing harmful gambling in society is a long-term process which requires a fact-based, open, and constructive dialogue among all stakeholders", concludes Henrik Tjärnström.

Kindred's data on revenue from harmful gambling will be updated quarterly and published on Kindred Group's website together with a measurement of the effectiveness of the sustainability work. To read more, visit: www.kindredgroup.com/zero.

Kindred Group plc, Level 6, 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:

Maria Angell-Dupont, External Communications Manager

+47 721 651517

press@kindredgroup.com

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 Large Cap and is a member of the European Gaming and Betting Association (EGBA) and founding member of IBIA (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.

Kindred Group plc, Level 6, 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.

