

## Kindred Group Press Release

Malta, 18 February 2021

# Magnus Carlsen joining Team Kindred for the first Online World Corporate Chess Championship

**Kindred Group is sending a team to the very first FIDE Online World Corporate Chess Championship. The team of four includes Kindred employees as well as the World Champion and Unibet ambassador Magnus Carlsen.**

Kindred Group is signed up as one out of 288 teams registered to participate at the inaugural edition of the FIDE Online World Corporate Chess Championship. The event brings together 1,467 players representing 78 different countries. Magnus Carlsen, who signed a two-year global sponsorship agreement with Unibet in 2020, will join three Kindred employees to form Team Kindred. The tournament starts on Friday 19 February.

"We are very excited to strengthen our team with our Unibet ambassador Magnus Carlsen. Betting on chess is increasing as a form of entertainment, especially when Magnus is sitting by the chess board. Internally within Kindred, many employees has through Magnus' collaboration with Unibet found an interest for the game. The creativeness and the playful approach to precise execution that chess brings, is something our employees can relate to in their daily work", says Jasper Tambini, Analyst Marketing Intelligence at Kindred Group and Captain of Team Kindred.

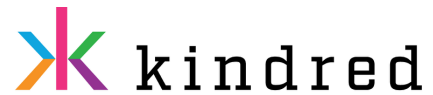
"This tournament will be a fun break from my own daily tournaments and I look forward to represent Kindred Group in the games toward some of the biggest companies and brands in the world. There are many teams competing and for me the level of competence in some of them is surprisingly high. I am impressed by the enthusiasm the team of Unibet and Kindred shows when it comes to chess and I know that they have many competent hobby players within their organization", says Magnus Carlsen, World Champion and Unibet ambassador.

Kindred Group and Unibet has a long track record and commitment to chess. In 2014, Unibet was the first international gambling company to introduce live odds on chess when Magnus Carlsen defended his World Champion title. Unibet was also the main sponsor for "No Logo Norway Chess" in 2014, partner to the Rapid and Blitz World Championship in Berlin in 2015, and official betting partner for FIDE in the World Championship match between Fabiano Caruana and Magnus Carlsen in 2018.

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

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