

Kindred Group Press Release

Malta, 13 July 2021

Notification of major holdings in Kindred Group plc

Kindred Group plc (the "Company") hereby announces that it, on 9 July 2021, has received a notification of major holdings from SMALLCAP World Fund, Inc., a company with its registered office in Los Angeles, USA. The Notification relates to an acquisition of shares and voting rights in the Company (the "Notification") by SMALLCAP World Fund, Inc..

According to the Notification, SMALLCAP World Fund, Inc., holds 5.15 % of the shares and voting rights In the Company as of 8 July 2021. Please note that the notification submitted on 8 January 2021, disclosing the holdings of The Capital Group Companies, Inc., included the holdings of SMALLCAP World Fund, Inc..

The relevant chain of controlled undertakings can be found in the Notification, a copy of which can be found on the Company's website: https://www.kindredgroup.com/investors/the-share/major-holdings

This information is information that Kindred Group plc is obliged to make public pursuant to the Listing Rules published by the Malta Financial Services Authority under the Financial Markets Act (Chapter 345 of the Laws of Malta).

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

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