

Kindred Group Press Release

Malta, 1 September 2021

Repurchase of shares/SDRs in Kindred Group plc during 26 July – 31 August, 2021

During the period 26 July 2021 to 31 August 2021, Kindred Group plc ("Kindred" or the "Company"), has repurchased a total of 1,350,000 shares/SDRs as part of the share buy-back programme running between 26 July 2021 and 17 December 2021, initiated by the Board of Directors 23 July 2021 with the purpose to return excess cash to the Company's shareholders. The programme is carried out in accordance with the Maltese Companies Act, EU Market Abuse Regulation (EU No. 596/2014) ("MAR") and the applicable rules of Nasdaq's Nordic Main Market Rulebook for Issuers of Shares.

All acquisitions have been carried out on Nasdaq Stockholm by Nordea Bank Abp on behalf of Kindred. The acquisitions during the period have been made at a volume weighted average price of 146.26 SEK per share. Following the acquisitions and as of 31 August 2021, Kindred's holding of own shares/SDRs amounted to 4,184,839. The total number of issued shares in Kindred is 230,126,200.

Within the frame of the buy-back programme a maximum of 6,000,000 shares/SDRs are allowed to be repurchased with a total maximum value of up to SEK 600,000,000.

For information about the transactions carried out under the buy-back programme, please see:

Nasdaq Stockholm:

<http://www.nasdaqomx.com/transactions/markets/nordic/corporate-actions/stockholm/repurchases-of-own-shares>

or

Kindred Group:

<http://www.kindredgroup.com/investors/the-share/share-buy-back/>

This disclosure contains information that Kindred Group is obliged to make public pursuant to the EU Market Abuse Regulation (EU nr 596/2014). The information was submitted for publication, through the agency of the contact person, on 01-09-2021 07:30 CET.

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

www.kindredgroup.com

