

## Kindred Group Press Release

Malta, 31 August 2022

### Kindred hosts Sustainable Gambling Conference in Amsterdam

**Kindred hosts the Sustainable Gambling Conference for the seventh consecutive year on October 19 in Amsterdam. The conference aims to connect people inside and outside the industry who share Kindred's purpose to transform the online gambling industry into a trusted and safe industry that contributes positively to society. The theme of the 2022 conference is Safer gambling – An honest conversation.**

Kindred Group plc (Kindred) will for the seventh time host the Sustainable Gambling Conference, this year at Johan Crujff ArenaA in Amsterdam on October 19. International leading experts such as keynote speaker Johann Hari, a New York Times best-selling author, Dr Jonathan Parke and Professor Mark Griffiths will share their knowledge. They will be joined by Swedish Elite Football (SEF) and European Football Development Network (EFDN) among others. The conference coincides with the UK and the European Safer Gambling Week and will be a hybrid event where parts of the conference will be streamed.

"We want to facilitate the difficult conversations, build a platform where we can all meet and share experiences and insights so that we can find the good, sustainable solutions for our industry together. I am really excited to welcome Johann Hari as our keynote speaker. Hari is a best-selling author on addiction and online behaviour and I am sure the industry can learn a lot from him. I am also looking forward to hear from SEF and EFDN on the beneficial collaboration between sports teams and gambling operators, which is a topic that is very relevant", says Anna Jein, Sustainability Manager, Kindred Group.

"The industry is less closed today and more transparent and proactive than it was just a few years back. Hopefully the Sustainable Gambling Conference has contributed to this transition, but we still have work to do. That is why the theme of this year's conference "Safer gambling: An honest conversation" is so important. We simply cannot solve future challenges without more collaboration across the value chain and we are happy to take the lead in this", concludes Jein.

Kindred Group organises the Sustainable Gambling Conference to connect stakeholders within and outside the industry to discuss how we all can work together to secure a more sustainable gambling industry.

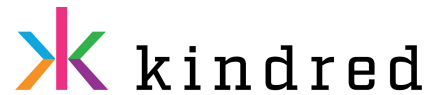
Register for the Sustainable Gambling Conference [here](#).

#### For more information:

Maria Angell-Dupont, External Communications Manager at Kindred Group

[press@kindredgroup.com](mailto:press@kindredgroup.com)

+46 721 651 517



## About Kindred Group

Kindred Group is one of the world's leading online gambling operators with business across Europe, North America 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 2,000 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 (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](http://www.kindredgroup.com).

Kindred Group plc, Level 6, The Centre, Tigne Point, Sliema, TPO 0001, Malta

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

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

