

Kindred Group Press Release

Malta, 21 June 2022

Kindred signs partnership with AFC Ajax

Kindred Group signs a partnership with Dutch football club AFC Ajax. The announcement follows the decision to grant Kindred Group a license to operate in the Dutch market as of 8 June 2022. In addition to the commercial partnership, the two parties will work together in the field of prevention of betting-related match-fixing, mental health and responsible gambling.

Kindred Group plc (Kindred) and its flagship brand Unibet enters a commercial partnership with AFC Ajax. Unibet, as a brand, works actively to give back to sports and society. In addition to a commercial partnership, Ajax and Unibet will work together in the field of prevention of betting-related match-fixing, mental health and responsible gambling. Increasing social engagement through partnerships and active sponsorships is a core pillar of Kindred's sustainability strategy and sits at the heart of our 'Unibet Impact' programme which is solely dedicated to foster a safer and more responsible online gambling industry.

"We are extremely proud to work together with Ajax. Within our partnership, we will invest in Unibet Impact, which is a unique program based on partnerships with professional and amateur sportclubs, and societal organisations. Unibet Impact is dedicated to fostering a safer and more responsible online gambling industry, while bringing fun and entertainment to the Dutch society. Specifically with Ajax, we want to focus on responsible gambling in relation to mental health", says Lennart Kessels, General Manager Netherlands, Kindred Group.

"We are delighted to have Unibet as our newest partner. Kindred Group and its brands are well known for their dedication within the field of responsible gambling. This will receive explicit attention in our partnership. Unibet distinguishes itself through their high-quality product offering that is enjoyed by fans. We will support this with joint content and initiatives. Above that, we will also commit to Unibet Impact", says Menno Geelen, Commercial Director, AFC Ajax.

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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 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.

About Ajax

Founded on March 28, 1900 AFC Ajax is one of the largest and most storied clubs in European football. The club successfully concluded the 2021/2022 season by sealing the 36th league title in club history.

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