

Kindred Group Press Release

Malta, 28 March 2022

Kindred takes its first step in Canada with launch of Unibet in Ontario

Kindred continues its expansion in the regulated North American states by attaining a licence in Ontario, Canada. This marks the seventh licence in North America where Kindred is represented by its flagship brand Unibet.

Kindred Group plc (Kindred) expands its North American footprint by entering the Canadian market after receiving an iGaming licence in Ontario. The province is expected to be one of the largest regulated markets in North America. Ontario uses an open regulatory model, which will allow Kindred to launch iGaming and sports betting products under their multiproduct brand, Unibet.

"This is an exciting day and a significant milestone for both Kindred and Unibet," says Amanda Brewer, Country Manager Canada, Kindred Group. "We are proud to have received permission to launch in Ontario on the first day the market opens and look forward to building long-term relationships with our customers and partners. The iGaming market in Ontario is expected to be one of the largest in North America, which makes it a truly interesting proposition for Kindred."

"Ontario is full of sports teams and passionate fans, which is no surprise given the history and popularity of the NHL, NBA and MLB leagues. What makes Ontario unique is that thanks to its multicultural population matches within for example soccer, rugby, tennis, curling, and cricket are easily found. There will be no shortage of sports for fans to wager on when the market opens on 4 April. We are excited to provide fans with first class products and experiences", concludes Brewer.

The Unibet Sportsbook and iGaming products will be available to customers in Ontario via on.unibet.ca and the mobile apps will be available in Apple Store and Google Play Store after the market launch day on 4 April.

For more information:

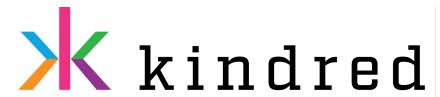
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About Kindred Group

Kindred Group is one of the world's leading online gambling operators with business across Europe, US and Australia, offering more than 30 million customers across 9 brands a great form of entertainment in a safe, fair and sustainable environment. Find Unibet in North America at va.unibet.com, pa.unibet.com, in.unibet.com, ia@unibet.com and nj.unibet.com. Kindred Group 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)

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



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.

Nasdaq Stockholm, KIND-SDB

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