

Kindred Group Press Release

Malta, 3 March, 2022

Kindred to expand sports betting footprint in Arizona

Kindred continues to expand their footprint in the US by teaming up with Turf Paradise and obtaining nine Limited Event Wagering Operator (LEWO) licences to operate sports betting in Arizona. The partnership will further increase Unibet brand's awareness in Arizona

Kindred Group plc (Kindred) is continuing its expansion in Arizona. Through the partnership with Turf Paradise, Kindred will grow the exposure of its sportsbook brand, Unibet. Only a couple of months after launching Unibet's first retail sportsbook lounge in Arizona at Paradise Casino in Yuma, Unibet and its partners are awarded nine LEWO (Limited Event Wagering Operator) licences. This means that Unibet will conduct event wagering in the following locations - Turf Paradise, Brookside II, Charley's Sports Grill, Gallagher's 16th, Gallagher's Baseline, Harold's, R.T. O'Sullivan, Boston's Bar and Midtown Tavern.

"Being awarded nine of the ten LEWO licenses is a great outcome for Kindred, Turf Paradise and our partners in the State. This is a great opportunity for Kindred Group to expand the Unibet brand in Arizona and build on the early success in the State," says Manuel Stan, SVP North America Kindred Group.

"Over the next few months, we will work closely with our partners to prepare the launches in the different locations and are excited to be able to bring our best-in-class product to more customers in Arizona", concludes Stan.

For more information:

Manuel Stan, SVP North America
manuel.stan@kindredgroup.com

Maria Angell-Dupont, External Communications Manager
press@kindredgroup.com
+46 721 651 517

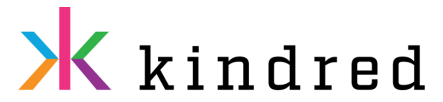
About Kindred Group

Kindred Group is one of the world's leading online gambling operators with business across Europe, US and Australia, offering more than 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.

Nasdaq Stockholm, KIND-SDB

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



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



Classified as General