

Kindred Group Press Release

Malta, 31 March 2022

Unibet extends global sponsorship with five-time chess World Champion Magnus Carlsen

Kindred Group brand Unibet continues its sponsorship with five-time World Champion in chess, Magnus Carlsen, and extends its partnership with Offerspill, the Norwegian chess club, founded by Magnus Carlsen.

Kindred Group plc (Kindred) signs a two years extension of its partnership with the world's best chess player, Magnus Carlsen through its flagship brand Unibet. The Group also extends its sponsorship of Offerspill, Norway's largest chess club. Both sponsorships will promote and support Kindred's long-term ambition to reach zero per cent revenue from harmful gambling by 2023.

"We see great potential in engaging the best chess player of all time, and the world's highest-ranked chess player, as a global ambassador in the fight to combat problem gambling," says Nils Andén, Chief Commercial Officer, Kindred Group. "It is also natural for us to involve Offerspill, Norway's largest chess club in our work. This partnership is an important contribution to raising awareness of chess as an exciting global sport, while also engaging in the local community in Norway."

"Just as I have set a hair-raising goal of becoming the first chess player in the world to reach 2,900 rating points, Kindred, as the first global gambling operator, has set itself an ambition of zero revenue from customers with harmful gambling behavior. This is an ambition I would like to contribute to achieving and a message I am happy to support," says Magnus Carlsen, five-time World Champion.

"In top sports, it is about pushing the boundaries, but at the same time, you have to know your limitations and know when to stop. The same thing is important when gambling; you need to stay in control and know when to stop," says Carlsen.

"Over the last two years, Offerspill made an impressive effort to lift Norwegian chess to a new level, especially during the pandemic. Such a boost requires funding, and we are proud to contribute, and at the same time promote our message of safety, sustainability and responsibility in entertainment-based gambling through the club," concludes Nils Andén.

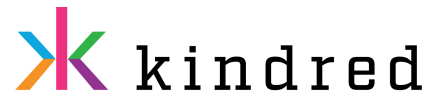
In 2014, Unibet was the first gambling operator to introduce odds on chess, at the same time as Magnus Carlsen defended his World Cup title for the first time. Throughout the years, Kindred has also sponsored a number of international tournaments and major championships. Magnus Carlsen founded Offerspill in 2019 and has been a Unibet ambassador since 2021. The same year Offerspill

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.

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and Kindred Group signed a partnership. Today, Offerspill is the largest chess club in Norway with 400 members.

For more information:

Maria Angell-Dupont, External Communications Manager
+46 721-651517
press@kindredgroup.com

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

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