

## Kindred Group Press Release

Malta, 20 April 2023

# Kindred expands North American retail footprint by launching in Washington State

**Kindred Group continues its North American retail expansion by launching phase one of its partnership with The Swinomish Tribe, Washington State.**

Kindred Group plc (Kindred) launches a retail operation at the Swinomish Casino & Lodge. This follows the announcement of the six-year agreement with the Swinomish Indian Tribal Community in October 2022. The first phase of the Sportsbook launch includes Unibet branded kiosks and over-the-counter sports betting. Further development will include an immersive Unibet sports betting lounge, due to launch later this year.

Unibet Sportsbook at Swinomish Casino & Lodge marks Kindred's 13<sup>th</sup> retail launch in North America, where it now holds retail presence in three states (Pennsylvania, Arizona and Washington).

"We are delighted to launch the first phase of our exciting retail partnership with the Swinomish Indian Tribal Community. Work continues at pace to build a fantastic Unibet sportsbook lounge, offering customers to the Swinomish Casino & Lodge a truly immersive sports betting experience", says Manuel Stan, SVP of North America, Kindred Group.

Kindred Group will continue to invest in growing its North America operations where market conditions support a sustainable business model.

### 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 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](http://va.unibet.com), [pa.unibet.com](http://pa.unibet.com), [in.unibet.com](http://in.unibet.com), [az.unibet.com](http://az.unibet.com), [nj.unibet.com](http://nj.unibet.com) and [on.unibet.ca](http://on.unibet.ca). The company, which employs more than 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).

Nasdaq Stockholm, KIND-SDB

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