

## Kindred Group Press Release

Malta, 11 July 2023

# Kindred launches proprietary tech platform in Pennsylvania

**Kindred continues the rollout of its proprietary tech platform in North America by launching in Pennsylvania. This follows the successful launch in New Jersey in May. Customers in Pennsylvania were able to access Unibet Casino and Sportsbook apps on the Kindred platform from July 10.**

Kindred Group plc (Kindred) expands its proprietary platform to Pennsylvania, providing customers with an enhanced experience, personalised content and products, as well as improved analytics. Pennsylvania is a key multi-product market for Kindred, and its Unibet brand has been live in the market for over three years.

'We are delighted to be able migrate our customers in Pennsylvania onto the Kindred platform. Since launching in New Jersey, our customers have reported enhanced design, navigation and stability. We look forward to rolling out the Kindred platform to further States', says Nils Andén, Interim CEO of Kindred Group.

### For more information:

Maria Angell-Dupont, External Communications Manager, Kindred Group

+46 721 651 517

[press@kindredgroup.com](mailto:press@kindredgroup.com)

### About Kindred Group

Kindred Group is one of the world's leading online gambling operators with business across Europe, North America 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 [on.unibet.ca](https://on.unibet.ca), [va.unibet.com](https://va.unibet.com), [az.unibet.com](https://az.unibet.com), [pa.unibet.com](https://pa.unibet.com), [in.unibet.com](https://in.unibet.com) and [nj.unibet.com](https://nj.unibet.com). Kindred Group employs approximately 2,500 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](https://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](https://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](http://www.kindredgroup.com)



home of:



MARIACASINO

