

## Kindred Group Press Release

Malta, 24 October 2023

# Kindred reports on revenue from harmful gambling in the third quarter 2023

**In the third quarter of 2023, Kindred's share of revenue from harmful gambling was 3.3 per cent. During the quarter focus on detection and automated interventions has increased which is reflected in the steady positive trajectory of the improved behaviour after interventions, which this quarter was 86.7 per cent.**

Kindred Group plc (Kindred) share of revenue from harmful gambling for the third quarter of 2023 was 3.3 (Q2 2023 3.1) per cent. In the past quarter, automated interventions have been rolled out continuously and enhanced features in the safer gambling toolkit have been implemented to provide a more comprehensive responsible gambling journey across Kindred's brands. The data for 2023 indicates that while the trend is consistent, more needs to be done. While Kindred continues to work actively to achieve a safer gambling experience for all customers, it also recognises that further steps need to be taken to establish a long-term sustainable industry across all markets. A positive trend is seen across detected customers improving their gambling behaviour after an intervention. This quarter, 86.7 per cent of detected customers improved their behaviour after interventions.

Global statistics from Kindred Group	Q4 2022	Q1 2023	Q2 2023	Q3 2023*
Share of gross winnings revenue from high-risk players	3.5%	3.3%	3.1%	3.3%
Improvement effect after interventions	82.1%	83.0%	86.4%	86.7%

\*90 day rolling period between 18 June and 19 September 2023

### About Kindred's Journey towards Zero

Kindred Group is committed to transform gambling by being a trusted source of entertainment that contributes positively to society. Therefore, Kindred has set an ambition to reach zero per cent revenue from harmful gambling and to report this metric on a quarterly basis. This is done to increase transparency, to support a fact-based dialogue about harmful gambling, and to raise awareness of the Group's sustainability work. To read more, visit: [www.kindredgroup.com/zero](http://www.kindredgroup.com/zero)

### For more information:

Maria Angell-Dupont, External Communications Manager, Kindred Group  
[press@kindredgroup.com](mailto: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, North America and Australia, offering over 30 million customers across 9 brands a great form of entertainment in a safe, fair and sustainable environment. The company, which 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](http://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](http://www.kindredgroup.com)