

Kindred Group Press Release

Malta, 2 May 2017

Kindred partners on Artificial Intelligence project together with City, University of London and BetBuddy

Kindred Group plc partners with City, University of London, and BetBuddy to explore how Artificial Intelligence (AI) can help strengthen its Anti-Money Laundering decision processes.

Kindred Group (previously Unibet Group) has entered into a collaboration with the Research Centre for Machine Learning at City, University of London, and BetBuddy, the responsible gambling data analytics specialist. The research project will see Kindred support and fund a Phd to explore the use of deep learning and AI techniques to strengthen Anti-Money Laundering (AML) decision processes.

“This project is yet another step in Kindred’s journey to find innovative ways of improving our business. The project ties in to the research already started within our Kindred Futures arm, looking at how AI can support detection of possible suspicious behaviours”, says George Debrincat, Money Laundering Reporting Officer at Kindred Group.

“As a group we will be able to continue improving on our already strong compliance track record with the use of AI and big data, while further ensuring a safe and secure gambling environment for our customers”, continues George Debrincat.

Professor Artur Garcez, Head of City’s Research Centre for Machine Learning, said, “We are fortunate to have been collaborating with BetBuddy since 2014 and now look forward to working with Kindred too on this research project. It is great to see our models and theory put to the test in a fulfilling collaboration that also drives new research that can improve peoples’ lives.”

Simo Dragicevic, CEO of BetBuddy, said, “We are excited about partnering with Kindred, who are widely respected as innovators in all aspects of iGaming player protection. We are also pleased to be continuing our long-standing collaboration with Professor Garcez and his research team, who are respected globally as leaders in the fields of machine learning and extracting meaning and knowledge from AI”.

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About Kindred Group

Kindred Group is listed on Nasdaq Stockholm Large Cap, and is one of Europe's largest online gambling operators. Kindred Group is home to 13 brands, which serve over 16.9 million customers worldwide. Kindred Group is a member of the European Gaming and Betting Association (EGBA) and founding member of ESSA (sports betting integrity). 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.

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