

Kindred Group Press Release

Malta, 19 September 2017

Kindred Group supports Gambling Therapy App

Kindred Group funds the development of a free Gambling Therapy app as part of the Group's commitment to a safe and secure gambling environment for its customers. The app will be released in the four Nordic languages.

Gambling Therapy, part of the Gordon Moody Association, has released a free gambling therapy app targeted at problem gamblers. The app provides information about problem gambling, therapeutic exercises and support for people who are struggling with their gambling patterns. Kindred Group will be supporting Gambling Therapy financially to allow full development of the app.

Kindred Group is committed to operate a safe and secure business where customers can enjoy gambling in a responsible way. If gambling stops being joyful or entertaining, Kindred strongly encourages customers to take a break by using responsible gambling tools and to download the free Gambling Therapy app.

Maris Bonello, Integrity Analytics Manager says:

"We are very happy to be able to support the development of the Gambling Therapy app. Providing a safe and secure environment for our customers is at the very heart of Kindred, which is why we continue to support initiatives that can minimise the harm caused by gambling."

The Gambling Therapy app will initially be released in all four Nordic languages (Swedish, Norwegian, Finnish and Danish).

Pedro Romero, Head of Gambling Therapy says:

"We are delighted with Kindred's support to further develop the Gambling Therapy App, which will further help thousands of people struggling with their gambling. It is widely recognised within the industry that Kindred Group is a leader in Player Protection. This is thanks to the company's commitment, its engagement and their Responsible Gambling team."

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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 11 brands, which serve over 20 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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