

Kindred Group Press Release

Malta, 8 May 2018

Kindred Group extends sports betting contract with Kambi

Today, subject to the approval of a new term of the convertible bond between the two parties at Kambi Group's forthcoming AGM, Kindred Group announces its intention to sign an extension to its sports betting contract with Kambi Group.

The commercial agreement will be effective from 1 January 2018 and will extend the partnership on a long-term basis, supporting Kindred Group's continued growth and development in the sports betting vertical.

"With the extension of Kindred Group's strategic relationship with Kambi, I am confident that we will be able to continue to build on our strong positive momentum and continue to take market share", says Henrik Tjärnström, CEO Kindred Group.

This information is such that Kindred Group plc is required to disclose under the EU Directive of Market Abuse Regulation.

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 and Australia, offering over 21 million customers across 11 brands a great form of entertainment in a safe, fair and sustainable environment. The company, which employs about 1,400 people, is listed on Nasdaq Stockholm Large Cap and is a founding 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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