



Kindred Group Press Release

Malta, 22 March 2017

Exercise of Employee Incentive Plan in Kindred Group plc

At exercise of the Employee Incentive Plan that was introduced for all employees in January 2014, where employees could choose between a cash bonus of GBP 3,000 or the equivalent value in performance share rights, the full value has vested and 107,004 share awards were exercised using 107,004 SDRs from Kindred Group's buy-back programme.

Following this exercise, 2,478,262 SDRs from the Share buy-back programmes continue to be held by the Kindred Group. The total amount of shares outstanding in Kindred Group plc is 230,126,200 ordinary shares with a par value of GBP 0.000625.

For more information:
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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 16.5 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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