

Kindred Group Press Release

Malta, October 18, 2018

Responsible gambling and collaboration at Sustainable Gambling Conference

On Tuesday, Kindred Group arranged the "Sustainable Gambling Conference" in Stockholm, gathering over 200 guests from around Europe. Experts from regulatory agencies, researchers, operators and therapists discussed issues that are crucial for a sustainable gambling industry. The conference highlighted the importance of collaboration.

"We have taken this initiative because we are convinced that cooperation is necessary to prevent problem gambling. No operator, supplier, regulatory authority, research centre, treatment centre or other expert can solve the challenges alone, we must learn from each other and cooperate in these important issues", said Henrik Tjärnström, Chief Executive Officer at Kindred Group.

Proposals on actions to meet the challenges for reaching a more sustainable gambling industry were presented during the conference:

- Educate young people about the risks associated with gambling.
- Establish a joint blocking system. Players who have a problematic gambling behaviour should not be able to play with any gambling company.
- Introduce a ban on playing on credit.

"To remain successful, we need to build trust by taking responsibility throughout the entire chain. For Kindred, sustainability is about creating long-term and healthy relationships with all stakeholders. To do that, we need to collaborate, utilize important research findings and integrate these into our tools and products. That's the only way for us to create the best experience for our customers, inspire others, steer the development in the right direction and create a more sustainable gambling industry", said Henrik Tjärnström, Chief Executive Officer at Kindred Group.

See a summary of conference at www.kindredgroup.com and the entire conference on www.sustainablegambling.com.

Kindred Group plc, The Centre, Tigne Point, Sliema, TPO 0001, Malta

Tel: +356 2133 3532 Fax: +356 2343 1510 Website : www.kindredgroup.com

Registered office: c/o Camilleri Preziosi, Level 2, Valletta Buildings, South Street, Valletta, Malta. Company No: C 39017. Registered in Malta.



Picture: Henrik Tjärnström, CEO Kindred Group

For more information:

Alexander Westrell, Group Head of Communications

alexander.westrell@kindredgroup.com

+46 73 7071686

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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