

Kindred Group Press Release

Malta, 1 October 2019

Kindred and Nolla Utanförskapet arrange a programming course together

Kindred organises a programming course with NU:Nolla Utanförskapet (End Exclusion) for young adults between the ages of 18 to 25. Course participants mainly reside in suburbs around Stockholm deemed as socially vulnerable areas. The course is a step on path to learning more about programming, gain insight into the tech sector and to establish professional networks.

Kindred Group (former Unibet) commences a cooperation with NU:Nolla Utanförskapet with the goal to increase programming knowledge and code, as well as provide insight into the tech sector for young adults living in socially vulnerable areas. Kindred Group employs 350 people in Stockholm with nationalities spanning over 20 different countries. For Kindred, diversity and integration has always been a priority. The newly formed cooperation is a natural step in Kindred's sustainability effort, and the response among employees has been great.

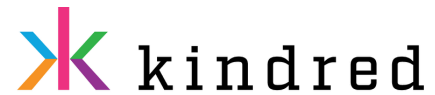
- The opportunity to organise this project together with NU is both inspiring and exciting, the cooperation is a natural progression for Kindred in our sustainability effort. The response among our employees has been overwhelming with many expressing inspirational commitments to give back to our community, by teaching code. The tech sector is constantly in need of competent people. If we can ignite an interest in code and programming amongst these young adults and at the same time build their confidence, and increase the sense of team effort – that will be a win-win situation, says Alexander Westrell, Group Head of Communications at Kindred Group.
- So many talented individuals are alienated growing up, and they often have a distinct feeling of not being wanted nor needed. This course, that we are organising together with Kindred, is an important step on the way to reach the most socially and economically marginalised areas around Stockholm. It will help to create a sense of belonging, as well as provide young adults from these areas with the necessary tools to engage in a career within the tech sector. The projects create opportunities for young adults as they establish themselves in the work force and opens many doors in terms of work and internships, says Sanna Wolk, initiator and co-founder of Nolla Utanförskapet.

The course takes place in central Stockholm at Kindreds premises in Urban Escape. Participants will learn programming development, testing and database building. Participants will also receive guidelines for how to write a CV and how to best present one's competences. The course concludes with the creation of a work sample, that participants can use when applying for jobs.

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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 26 million customers across 11 brands a great form of entertainment in a safe, fair and sustainable environment. The company, which employs about 1,600 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 IBIA (International Betting Integrity Association). 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.

Nasdaq Stockholm, KIND-SDB

NU: Nolla Utanförskapet (End Exclusion)

NU works with integration and kids from segregated areas and deprived neighbourhoods. We work through education and direct contact with the business community and believe personal meetings and education is the foundation for successful integration. NU is active in Stockholm, Malmö and Gothenburg, where NU was awarded the prestigious 1st prize at Faktumgalan as "Årets utbildningsinsats" (Education Initiative of The Year).

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