



Kindred Group Press Release

Malta, 7 January 2020

Kindred to donate exposure rights to EHF EUROS 2020

Kindred Group will donate all exposure rights during games played in Norway for Men's and Women's 2020 EHF EUROS. ENALMH, a network aiming to promote active living in order to prevent and address mental health problems will be the beneficiary of the rights.

Kindred Group (previously Unibet Group) has entered a partnership with the European Network of Active Living for Mental Health (ENALMH), a network working to promote active living as a fundamental parameter for a holistic approach to mental health. ENALMH will be given Kindred's exposure rights during all the games in the European Handball Championships that are played in Norway. This agreement is valid for both the Men's as well as the Women's championship in 2020.

"Donating our exposure rights during the European Handball Championship games played in Norway to ENALMH follows our efforts to raise awareness of mental health across Europe. If we can contribute to raise awareness of how to prevent mental health problems by this donation, then it is a win-win situation. We are proud to support ENALMH in their important work" says Timo Mastelinck, Global Head of Sponsorships, Kindred Group.

"By being connected to a major European sport event as the European Handball Men's and Women's Championship 2020 the Active Living for Mental Health movement acquires the dimension that it really deserves. Thanks to the opportunity provided by Kindred Group the European Network of Active Living for Mental Health (ENALMH) will be in Norway to support the spirit of the sport, to meet the Norwegian community of sport or mental health, to discuss with the sport industry and to share our "move to balance" message with the big audience" said Jan Drobny, Vice-President of ENALMH.

Kindred's brand Unibet has secured sponsorship rights of both the Men's and Women's EHF EUROS 2020. The Men's EHF EUROS 2020 take place in Sweden, Austria and Norway from the 10 to the 26 January. The Women's tournament will be held in Denmark and Norway from the 3 to the 20 December 2020.

The partnership with ENALMH is closely connected to Kindred's sustainability strategy and commitment to contribute to local communities. Kindred is already involved in other mental health projects, a key project being 32Red's sponsorship of Derby County Community Trust's Team Talk programme, focusing on men's mental health.

For more information:

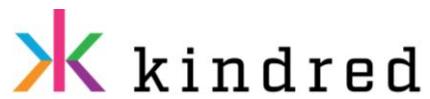
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Kindred Group is one of the world's leading online gambling operators with business across Europe, US and Australia, offering over 26 million customers across 11 brands a great form of entertainment in a safe, fair and sustainable environment. The 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 IBA (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

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