

## Kindred Group Press Release

Malta, 5 June 2020

# Kindred and EFDN battles match-fixing through Fair Sport 4 All

**Kindred Group is supporting European Football Network, EFDN, in the battle against match-fixing through the project Fair Sports 4 All. Match-fixing is a threat to society as a whole and to the fundamental idea of sports. The project will involve online education for elite sport clubs, athletes, players, and managers and even though the project specifically targets the football sector, also other traditional sports (basketball, volleyball, handball, and water-polo) can use the guidelines.**

Kindred partnered with EFDN last year and became the first commercial Community Partner to the network. The network aims to promote the power of football as a tool for social development. Kindred has sponsored previous projects within EFDN such as "Active Fans" and taken a part of #supporterofeachother. The Fair Sport 4 All project will pay particular attention to networking activities and mutual learning among partner organisations and a key part of Kindred's sustainability strategy are to collaborate with organisations and NGOs who are experts and have the right network in areas where Kindred can make a difference.

"Match-fixing is a threat to the fundamental idea of sports. Billions of people around the world enjoy participating in or consuming sport, and if the unpredictability of sport events is taken away, this fundamental idea is in severe jeopardy. Match-fixing is also a threat to the gambling industry. If people lose faith in the honesty of sports event, they will lose faith in betting products as well. Therefore we are very excited for the Fair Sport 4 All-project where we can, together with EFDN, truly make a difference and together fight this very important battle", says Henrik Tjärnström, CEO Kindred Group

"Sport can be such a powerful tool in teaching life skills, promoting social cohesion and fostering values of respect and inclusion. However, this positive power cannot be used if the principles of sports get undermined by match-fixing. Therefore, we are joining forces to protect the integrity of our sport. We are proud to launch the programme together with Kindred, a competent partner with a sustainability-driven approach for sponsorships and community initiatives", says Hubert Rovers, CEO of the EFDN.

The Fair Sport 4 All programme will involve an online educational tool to increase awareness of match-fixing among players, managers and other stakeholders involved in sport. The online training will also include coping skills on resisting offers and temptations to engage in match-fixing as well as references to report match-fixing to the relevant authorities. You can read more about the programme [here](#).

### 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 26 million customers across 11 brands a great form of entertainment in a safe, fair and sustainable environment. The company, which employs about 1,700 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](http://www.kindredgroup.com).

Nasdaq Stockholm, KIND-SDB

## About European Football Development Network (EFDN)

The European Football for Development Network (EFDN) consists of professional football clubs, leagues and FAs who are committed to their communities and social responsibilities and have the passion to cooperate and engage on a European level. The network aims to promote the power of football as a tool for social development and support the efforts of the network members in their initiatives to use football to reach out to various target groups in their communities. The network currently has more than 85 member clubs, leagues and FAs. Read more on [www.efdn.org](http://www.efdn.org).

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