

Kindred Group Press Release

Malta, 22 April 2021

Virginia awards Kindred Group a direct market access mobile sports betting permit

Kindred Group goes into the next phase in the US and adds Virginia to the list of successful entries in the fast growing US gambling market. Unibet will soon offer customers in Virginia a first-class online sportsbook experience.

Unibet Interactive, Kindred Group's US arm, is awarded a direct market access mobile sports betting permit in Virginia. After successful launches in New Jersey, Pennsylvania, Indiana and with signed agreements for an additional eight states, Virginia will be a key state in Unibet's East Coast expansion. Virginia is one of the largest states in the US market and mobile sport betting is expected to reach over \$370m in annual revenues at maturity.

"We are excited to add Virginia to the growing list of states that Unibet and Kindred Group call home as we continue our expansion in the US market. Our aim is to go live shortly and we expect that the success we have seen in New Jersey, Pennsylvania and Indiana will of course follow in Virginia", says Manuel Stan SVP US, Kindred Group.

"We are very grateful to the Virginia Lottery for awarding us one of the seven stand-alone mobile sports betting permits in a very competitive process. We look forward to opening an office in Virginia, which will function as our third hub together with our offices in New York and New Jersey. We are thrilled to continue our journey in what we believe will become the largest gambling market in the world", concludes Stan.

Kindred Group will continue to invest in growing its US operations where market conditions support a sustainable business model.

For more information

Manuel Stan, SVP US, Kindred Group
manuel.stan@kindredgroup.com

Maria Angell-Dupont, External Communications Manager
+46 721-651517
press@kindredgroup.com

About Kindred Group

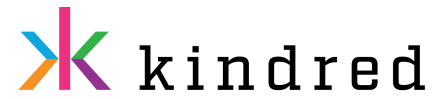
Kindred Group is one of the world's leading online gambling operators with business across Europe, US and Australia, offering 30 million customers across 9 brands a great form of entertainment in a safe, fair and sustainable environment. The company, which employs about 1,600 people, is listed on Nasdaq Stockholm Large Cap and is a 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).

Kindred Group plc, Level 6, 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.





Read more on www.kindredgroup.com.

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