

Kindred Group Press Release

Malta, 13 June 2017

KINDRED GROUP WINS PRESTIGIOUS YOUTUBE AWARD

Last week, Kindred Group took home an award for the #LuckIsNoCoincidence campaign at the YouTube Works for Brands 2017 in London.

Kindred Group (previously Unibet Group) won an award for the use of the YouTube platform in the successful #LuckIsNoCoincidence campaign. YouTube played a major part in this campaign, which garnered 26 million views and 65 million minutes of watch time.

Last year, the campaign won six awards, including Best Marketing Campaign at the 2016 EGR Awards, the Grand Prix at the Direct Marketing Association awards and a Gold award for Best non-Retail Consumer at the Content Marketing Association awards.

YouTube Works for Brands is an initiative for brands and UK agencies to showcase their use of YouTube in delivering highly effective campaigns. The initiative is run by Google in partnership with leading industry body APG.

In its inaugural year, Kindred Group was one of eight brands to receive an award among 50 entries that included brands such as Adidas, BT Sports, Tesco, and more.

After receiving the award, Pantelis Kotopoulos, Head of Inbound Marketing said; "We are humbled and proud to have won this award. More so, since it is coming by no other than the platform that is synonymous to online video, YouTube. Our unique strategy of creating an online content series combining science, data, and sport, successfully challenged our industry and helped Unibet stand out from the competition as a true innovator. 'Luck is no coincidence' is a testament to the great work our marketing teams are doing, and we are happy that a stellar line-up of independent judges voted for its great creative and fantastic results."

"This award from YouTube proves the great work our teams have done in creating a strong content series to increase brand awareness and boost sales. The content series drove significant brand consideration during Euro 2016." says Alison Sams, Head of Brand and Creative Services.

YouTube has created a short video to celebrate the award and showcase the effective use of YouTube in the campaign run for Kindred Group's Unibet brand which can be seen here <https://youtu.be/VxUyelcS6Uk>.

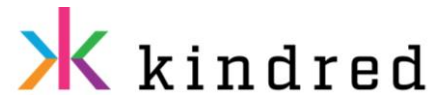
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About Kindred Group

Kindred Group is listed on Nasdaq Stockholm Large Cap, and is one of Europe's largest online gambling operators. Kindred Group is home to 13 brands, which serve over 16.9 million customers worldwide. Kindred Group is a 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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