

Kindred Group Press Release

Malta, July 11, 2017

KINDRED GROUP ENTERS COOPERATION WITH ANTI DOPING DENMARK

Kindred Group is the first private operator to sign a Memorandum of Understanding with Anti Doping Denmark.

As the first private operator with a Danish license, Kindred Group (previously Unibet Group) has signed a Memorandum of Understanding with Anti Doping Denmark. Anti Doping Denmark is secretariat of the National Platform, which serves as central intelligence and coordination hub in the fight against match-fixing. Under the agreement, Kindred Group will report suspicious betting activity directly into Anti Doping Denmark's platform.

The National Platform in Denmark initiative is rooted in the Council of Europe Convention on the Manipulation of Sport Events. This Convention recommends the establishment of such platforms, to facilitate cooperation between sports, government and the betting industry to preserve the integrity of sports in the different EU Member States. Kindred Group welcomes the establishment of such platforms as a step forward in preserving the integrity of sports and betting.

Match-fixing occurs when criminals and corrupt athletes manipulate a sport event and remove the unpredictable nature of it to obtain an undue advantage. Kindred Group sees cooperation as key in the fight against match-fixing, and is therefore delighted to join the National Platform in Denmark.

"Match-fixing is a threat to society as a whole", says Eric Konings, Sports Betting Integrity Officer at Kindred Group. "As we operate under our *see something, say something* policy, we are grateful for the opportunity to work with a public authority such as Anti Doping Denmark and contribute to the National Platform in Denmark."

Kim Olesen, General Manager Denmark at Kindred Group says "At Kindred Group we believe that cooperation is key in the fight against match-fixing and we are looking forward to working with Anti Doping Denmark to support the important work they do, with an eye on protecting the integrity of Danish sports."

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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 11 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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