

## Kindred Group Press Release

Malta, 12 October 2017

# Kindred Group wins at the 2017 UK Customer Experience Awards

**Kindred Group wins the Return on Customer Experience Gold Award at the 2017 UK Customer Experience Awards for its ground-breaking data driven approach and innovative predictive analytic models.**

Kindred Group (previously Unibet Group) enjoyed great success at the 2017 UK Customer Experience Awards by taking home the Return on Customer Experience Gold Award. With this award, Kindred Group has been recognized for adopting a ground-breaking data driven approach, developing unique and innovative predictive analytic models, that allow the company to focus its efforts on aspects of the experience that matter most to customers and that bring most financial value to the business.

Speaking of their award win, Christophe Dhaisne - Kindred Group Customer Champion said: "Many companies begin their efforts to change the customer experience with a broad aspiration to transform it but often fail to understand clearly what a superior customer experience is worth and exactly how it will generate value. At Kindred, we have invested early in an analytic approach, developing unique and innovative analytic models, that allow us to build a link between the customer experience and financial value. Therefore, we're very proud that Kindred has been recognized for leading in the application of advanced data and analytics to building great customer experiences."

Created to recognise and celebrate the skills involved in delivering exceptional customer experience, the annual event - hosted by Awards International - is also a platform for sharing best practice and promoting continuous improvement, learning, and personal development.

### For more information:

Christophe Dhaisne, Customer Champion  
[christophe.dhaisne@kindredgroup.com](mailto:christophe.dhaisne@kindredgroup.com)  
+44 78 41673399

Alexander Westrell, Group Head of Communications  
[alexander.westrell@kindredgroup.com](mailto:alexander.westrell@kindredgroup.com)  
+46 73 7071686

Further details can be found online at <http://c-x-a.co.uk/>

### 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 20 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](http://www.kindredgroup.com).

Kindred Group plc, "Fawwara Bldgs", Msida Road, Gzira GZR1402, Malta

Tel: +356 2133 3532 Fax: +356 2343 1510 Website : [www.kindredgroup.com](http://www.kindredgroup.com)

Registered office: c/o Camilleri Preziosi, Level 2, Valletta Buildings, South Street, Valletta, Malta. Company No: C 39017. Registered in Malta.

