

Kindred Group Press Release

Malta, October 31, 2017

Kindred Group wins Slots Operator of the Year

Kindred Group has yet another successful year at the EGR Awards 2017 by winning Slots Operator of the Year. The award is a testament to the hard work in adapting product offerings to specific customer preferences, and once again proves Kindred's exceptional customer focus.

Kindred Group (previously Unibet Group) has always prided itself in finding the best quality and product offering to suit specific customer preferences, and was awarded for the hard work at the EGR Awards last week by taking home the Slots Operator of the Year award.

Customer centricity continues to be a driving force within Kindred. This is why Kindred spends a lot of time and effort to test, evaluate and discuss the products together with the suppliers, often developing bespoke and exclusive games for the Group. Furthermore, substantial efforts have gone into improving the customer experience and interaction on mobile channels by utilizing the latest features and technology on the market. With that, Kindred can support all elements of the customer journey, such as accessibility, advanced game finding and regulatory requirements, across multiple brands and markets.

"Winning the Slots Operator of the Year award is a true testament to the hard work and passion our teams have put in to continuously improve our customers' experience. We know and understand our customers well, which benefits our internal development and is why we work closely with our suppliers to develop game content that our customers want. This has always been our philosophy and will continue to be so going forward", says Fredrik Kjell, Head of Gaming at Kindred Group.



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



Left: Fredrik Kjell, Head of Gaming at Kindred Group
Third from left: Cristiano Blanco, Head of Casino at Kindred Group

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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 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.

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