

## Kindred Group Press Release

London, 12 February 2018

# KINDRED GROUP LAUNCHES NEW CASINO BRAND

**Kindred Group adds a new brand to its portfolio through the launch of its first dedicated online casino brand for the Romanian market. The introduction of VladCazino, developed in-house on the Kindred platform, is part of Kindred's strategy to entertain customers in key markets through hyper-local brands.**

Kindred Group (previously Unibet Group) launches its first dedicated online casino brand for the Romanian market. This is the first time an operator launches an additional brand to an existing license in Romania, which signifies Kindred's ambition to grow its market share in locally regulated markets.

The launch follows the successful introduction of the Storspelare/Storspiller brand in the Swedish and Norwegian market in early 2017. Both these brands were also developed in-house and shows the strength of Kindred's multi-brand strategy and proprietary platform, allowing the group to swiftly adapt its offering to meet specific customer requirements in each market.

"As Kindred continues to grow, it's important that we always stay close to our customers. VladCazino is the result of an impressive team effort within the company, offering our Romanian customers a product and experience truly tailored to their needs. We are now really excited for VladCazino to get off to a great start, and as with all of our brands, provide the highest standards of customer experience, product offerings and player safety", says Ebba Ljungerud, Chief Commercial Officer at Kindred Group.

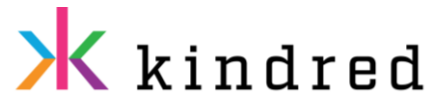


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**About Kindred Group**

Kindred Group is one of the world's leading online gambling operators with business across Europe and Australia, offering over 20 million customers across 11 brands a great form of entertainment in a safe, fair and sustainable environment. The company, which employs about 1,400 people, is listed on Nasdaq Stockholm Large Cap and 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).

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