

Kindred Group Press Release

Malta, 17 April 2023

Kindred set to launch proprietary platform in New Jersey

Kindred has received final approval for its proprietary platform from the New Jersey Division of Gaming Enforcement. Introducing the Kindred platform in New Jersey will provide an enhanced customer experience, better analytics, and improved flexibility. The platform is expected to go live in mid-May.

Kindred Group plc (Kindred) has received final approval for its proprietary gaming platform from the New Jersey regulator, the Division of Gaming Enforcement (NJDE). The approval is an important step towards rolling out the Kindred platform across Kindred's North America footprint.

The Kindred platform is expected to provide much improved flexibility and performance through a richer set of analytics and data. It will also give Unibet customers in New Jersey an enhanced experience where products and content can be tailored to a greater extent, with wider options and offerings. The Kindred platform will equally cater for Kindred's safer gambling approach in accordance with local needs and requirements.

"I am very pleased that we are now able to launch our own Kindred platform in New Jersey, and I am immensely proud of everybody at Kindred who has made this possible. Introducing the Kindred platform to our customers in New Jersey will provide the entertainment and experience enjoyed by our customers in Europe. We are now finally able to show off our true Unibet product. I also want to thank the NJDE for a professional collaboration during the approval process", says Henrik Tjärnström, CEO of Kindred Group.

The Kindred platform is expected to go live in mid-May and see continuous improvements post launch. Kindred expects to continue the roll out of the platform in Pennsylvania during the second quarter 2023.

This disclosure contains information that Kindred Group is obliged to make public pursuant to the EU Market Abuse Regulation (EU nr 596/2014). The information was submitted for publication, through the agency of the contact person, 2023-04-17 15:35CET.

For more information:

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About Kindred Group

Kindred Group is one of the world's leading online gambling operators with business across Europe, US and Australia, offering 30 million customers across 9 brands a great form of entertainment in a safe, fair and sustainable environment. Find Unibet in North America at va.unibet.com, in.unibet.com, pa.unibet.com, az.unibet.com, nj.unibet.com and on.unibet.ca. Kindred Group employs more than 2,000 people, is listed on Nasdaq Stockholm Large Cap and is a member of the European Gaming and Betting Association (EGBA) and founding member of IBIA (International Betting Integrity Association). Kindred Group is

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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.

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audited and certified by eCOGRA for compliance with the 2014 EU Recommendation on Consumer Protection and Responsible Gambling (2014/478/EU).

Nasdaq Stockholm, KIND-SDB

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