

Kindred Group Press Release

Malta, 3 April 2023

Repurchase of shares/SDRs in Kindred Group plc August 2022 to March 2023

During the period of 1 March 2023 until 24 March 2023 Kindred Group plc has repurchased a total of 1,236,000 shares/SDRs within the buy-back programme initiated by the Board of Directors on 1 August 2022 with the purpose to return excess cash to Kindred's shareholders. The programme is now completed and has been carried out in accordance with the Maltese Companies Act, EU Market Abuse Regulation (EU No. 596/2014) ("MAR") and the applicable rules of Nasdaq's Nordic Main Market Rulebook for Issuers of Shares.

All acquisitions have been carried out on Nasdaq Stockholm by Nordea Bank Abp on behalf of Kindred. Following the acquisitions above and the vesting of 362,200 share awards under the 2021 long-term incentive plan on 1 March 2023, Kindred's holding of own shares/SDRs as of 3 April 2023 amounted to 14,445,479. The total number of issued shares in Kindred is 230,126,200.

Throughout the programme, since 1 August 2022, Kindred has repurchased a total of 4,841,205 shares/SDRs at a volume-weighted average price of 103.8 SEK per share. Within the frame of the buy-back programme a maximum of 23,000,000 shares/SDRs were allowed to be repurchased and the Kindred's holdings of its own shares/SDRs was not at any time allowed to exceed 10 per cent of the total outstanding shares.

For information about the transactions carried out under the buy-back programme, please see:

Nasdaq Stockholm:

<http://www.nasdaqomx.com/transactions/markets/nordic/corporate-actions/stockholm/repurchases-of-own-shares>

or

Kindred Group:

<http://www.kindredgroup.com/investors/the-share/share-buy-back/>

This disclosure contains information that Kindred Group is obliged to make public pursuant to the EU Market Abuse Regulation (EU No. 596/2014). The information was submitted for publication, through the agency of the contact person, on 03-04-2023 18:30 CEST.

For more information:

Patrick Kortman, Director - Corporate Development & Investor Relations, +46 723 877 438

Linda Lyth, Investor Relations Manager, +46 767 681 337

ir@kindredgroup.com

About Kindred Group

Kindred Group is one of the world's leading online gambling operators with business across Europe, US and Australia, offering over 30 million customers across 9 brands a great form of entertainment in a safe, fair and sustainable environment. The company, which employs about 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 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.

Nasdaq Stockholm, KIND-SDB

Kindred Group plc, Level 6, The Centre, Tigne Point, Sliema, TPO 0001, Malta

Website: www.kindredgroup.com

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