

Kindred Group press release

Malta, 28 June 2018

Unibet new main sponsor of Allsvenskan and Superettan

Kindred Group has today signed an agreement with Svensk Elitfotboll to become the new main sponsor of Allsvenskan and Superettan, via the Unibet brand. The partnership, with a total duration of 12 years, will begin on January 1, 2020 and is worth SEK 1.8 billion. This new strategic partnership has been made possible following recent gaming license legislation passed by the Swedish Riksdag.

Today, Kindred Group (previously Unibet Group) signed an agreement with the Swedish Elite Football Association, Svensk Elitfotboll, to become the main sponsor for the Allsvenskan and Superettan leagues. The sponsorship agreement will run for six years with an option for an additional six years at a total value of up to SEK 1.8 billion – making it one of the biggest investments in Swedish sports ever. The partnership, which begins January 1, 2020 has a clear strategy to develop Sweden's elite football league to a top competitive league in Europe.

The sponsorship is made through Kindred's 'Unibet' brand, with three strategic focus areas:

- To develop Swedish elite football
- To enable the football family to contribute to society by providing the clubs with more funds
- To continue the fight against match fixing through enhanced partnerships

"We are very proud to have made this historic agreement with Svensk Elitfotboll. The agreement includes a significant long-term commitment to Swedish sports, an opportunity we have been fighting for during the last 20 years. We are very pleased to announce the partnership and we look forward to contributing to the development of Swedish football", says Dersim Sylwan, General Manager Sweden, Kindred Group.

"The new gaming license will finally make it possible for Swedish sports to gain market value for their partnerships, which is positive for the clubs, the associations and of course for the athletes. Our new agreement with Svensk Elitfotboll will for instance give the association substantially more income, compared to previous partnership deals", Dersim Sylwan continues.

The annual compensation of up to SEK 150 million for Svensk Elitfotboll is distributed as follows:

- SEK 100 million for the main sponsorship between the clubs in Allsvenskan and Superettan, according to the distribution of Svensk Elitfotboll
- SEK 25 million to fund the association's talent development and the value- and integrity work

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- SEK 20 million will be allocated to the clubs based on wishes from Unibet customers
- SEK 5 million refers to a special initiative towards European tournaments



Picture: Dersim Sylwan

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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 22.5 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.

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