

Kindred Group Press Release

Malta, [Date]

Kindred Partners with Hard Rock Hotel & Casino Atlantic City in New Jersey

Kindred Group has entered into an agreement with Hard Rock Hotel & Casino Atlantic City, in New Jersey. The agreement spans 5+5 years and is an important first step for Kindred to offer online sports betting and gaming in the US.

Kindred Group (previously Unibet Group) has agreed with Hard Rock Hotel & Casino Atlantic City to pursue a Casino Service Industry Enterprise License in New Jersey. The agreement allows Kindred to take its first important step towards offering US customers online sports betting and gaming services.

Hard Rock Hotel & Casino Atlantic City opened the doors to its casino in Atlantic City in June 2018 with ambition to become the market leader and to offer customers a first-class casino and sports betting experience. Kindred Group shares the same aspirations. The collaboration between two strong international brands, will combine Hard Rock's first-class lifestyle and entertainment experience with Kindred's state-of-the-art digital innovation and data analysis, creating a strong offering in the New Jersey market.

“Hard Rock is proud to partner with one of the fastest growing operators in the industry. We are hopeful that Kindred's international experience and commitment to innovation will translate to a significant success in New Jersey,” said Kresimir Spajic, SVP Online Gaming at Hard Rock International.

“This is a very exciting moment for Kindred as we have been working hard to take this first important step into what will most likely become the largest betting market in the world. I'm also delighted that we have been able to team up with a true lifestyle and entertainment brand and I am confident that Kindred and Hard Rock Hotel & Casino Atlantic City will give New Jersey customers an absolutely great sports betting and gaming experience”, says Manuel Stan, SVP Kindred US.

Kindred has been preparing to take this step for a long time and intensified its efforts when the US Supreme Court ruled against PASPA in May this year. The agreement is part of Kindred's ongoing process to secure regulatory approval.

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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 21 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 founding 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.

About Hard Rock Hotel & Casino Atlantic City

Set on 17 acres, with the legendary Atlantic City boardwalk as its backdrop, Hard Rock Hotel & Casino Atlantic City will be Atlantic City's go-to entertainment destination, boasting 2,200 slots, 120 table games, more than 20 first-class restaurants and lounges, and world-class entertainment, including Hard Rock Live at Etess Arena, the beachside Sound Waves and the Howie Mandel Comedy Club. The hotel also features the iconic Hard Rock Cafe, overlooking the Atlantic City Boardwalk, showcasing a brand new elevated menu and state-of-the-art stage, allowing for an amplified level of service and entertainment. Along with an endless array of upscale amenities, including world-class shopping and the brand's signature full-service Rock Spa and Salon, featuring 31 treatment rooms, the new, music-inspired property offers lavish guest rooms and suites, with stunning views of the city and Atlantic Ocean. From family vacations and business trips to weddings, Hard Rock Hotel & Casino Atlantic City offers an unparalleled experience. Each of the hotel's guest rooms and suites radiates a contemporary style, including Hard Rock's signature The Sound of Your Stay™ music amenity program, which allows guests to set the mood with complimentary vinyl records or jam out on a Fender guitar in the privacy of their own room. Hotel guests can enjoy high speed, property-wide Wi-Fi, 24 Hour In-Room Dining, towel and chair service at Hard Rock Beach or at the indoor pool, and 24 Hour Access to Body Rock fitness. For more information and to book your stay, please visit hardrockhotelatlanticcity.com.

About Hard Rock International

With venues in 74 countries, including 185 cafes, 25 hotels and 12 casinos, Hard Rock International (HRI) is one of the most globally recognized companies. Beginning with an Eric Clapton guitar, Hard Rock owns the world's greatest collection of music memorabilia, which is displayed at its locations around the globe. Hard Rock is also known for its collectible fashion and music-related merchandise, Hard Rock Live performance venues and an award-winning website. HRI owns the global trademark for all Hard Rock brands. The company owns, operates and franchises Cafes in iconic cities including London, New York, San Francisco, Sydney and Dubai. HRI also owns, licenses and/or manages hotel/casino properties worldwide. Destinations include the company's two most successful Hotel and Casino properties in Tampa and Hollywood, FL., both owned and operated by HRI parent company The Seminole Tribe of Florida, as well as other exciting locations including Bali, Cancun, Ibiza, Las Vegas, and San Diego. Upcoming new Hard Rock Cafe locations include, Maldives, Manila, Malaga, Georgetown, Fortaleza, Casablanca and Chengdu. New Hard Rock hotel, casino or hotel-casino projects include Atlanta, Berlin, Budapest, London, Los Cabos, Maldives, New York City, Ottawa, Dalian and Haikou in China. For more information on Hard Rock International, visit www.hardrock.com.

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