

World leading online gambling operator Kindred extends brand tracking and player insight partnership with Nepa in all major markets

Increase marketing effectiveness through deeper understanding.

STOCKHOLM, Sweden (May 26th, 2020) – Nepa, a leading Consumer Research and analytics company, providing insight solutions to drive brand and sales by increasing marketing effectiveness, has extended its long-term collaboration with Kindred Group plc, operator of 11 of Europe's most successful online gambling brands including Unibet, 32Red and Maria Casino to implement and run a next generation brand tracking programme to help them understand all their main markets, set goals and drive growth going forward.

“We've worked with Nepa for more than 10 years to optimise our marketing strategy and they really demonstrated good, in-depth understanding of our business and the opportunities for growth by developing, from the ground up, a fresh and innovative brand tracking programme which also captures detailed player behaviours and attitudes. Online gambling is such a fast moving sector and we know our players also do lots more in their spare time so getting a total view of behaviours and brand perceptions in each market will be a vital component in our strategy going forward,” said Elen Barber, Chief Marketing Officer at Kindred.

“Kindred is one of the leaders in Responsible Gambling and Player Safety so we are thrilled to be working with them doing what we do best, identifying opportunities for growth”, said P-O Westerlund, CEO at Nepa.

About Kindred

Kindred Group is one of the world's leading online gambling operators with business across Europe, Australia and the USA, offering over 27 million customers across 11 brands a great form of entertainment in a safe, fair and sustainable environment. The company, which employs over 1,600 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 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).

About Nepa

Headquartered in Stockholm, with offices in Norway, Finland, Denmark, UK, USA, and India, we help some of the world's most reputable brands in more than 50 countries to optimize customer experience investments and get more effect out of their marketing and sales. Nepa has been awarded DI Gasell's award for organic fast-growing companies six times since 2011. The company is publicly traded at the Nasdaq First North Growth Market stock exchange since 2016. Erik Penser Bank AB is Nepa's Certified Adviser (phone: +46 8-463 83 00, e-mail: certifiedadviser@penser.se).

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