



**kindred**  
affiliates  
**Welcome Pack**

Your Introduction to Kindred Affiliates

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# Introduction

Welcome to the Kindred Affiliates program!

This welcome guide has been specifically designed to walk you through the fundamentals of our program as well as giving you helpful information about the brands that you are able to promote.

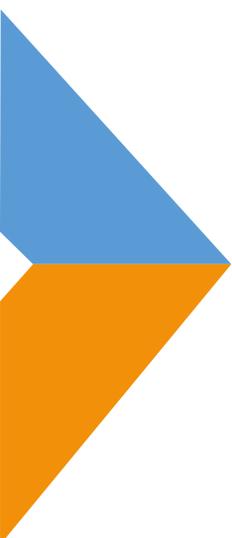
Kindred Affiliates is a multi-award-winning affiliate program that offers you access to 9 huge online gaming and betting brands, fully licensed and regulated across Europe and Australia. Supported by a team of 20 Affiliate Marketing professionals and now in our 12th year of operation, we are constantly innovating in the online betting and gaming affiliate space.

With dedicated account management in all our major markets, supported by an advanced website translated into 12 languages, affiliates are able to get the information they need quickly, efficiently and in their preferred language.

Whilst we hope you find everything you need in this welcome pack, there is more information about the program on our website [www.kindredaffiliates.com](http://www.kindredaffiliates.com) which also includes a regularly updated news section where you can find out the latest promotions and relevant industry news. Please also feel free to email our affiliate inbox [affiliates@kindredgroup.com](mailto:affiliates@kindredgroup.com)

Kind Regards,

The Kindred Affiliates Team



# Kindred Brands

Please [CLICK HERE](#) for a visual overview of our Brands split by country and product.

- **32Red** online casino is one of the most recognisable in the industry, with over 400 casino games, however that's not all... 32Red also has Poker, Bingo and Sportsbook products within its portfolio!
- **Bingo.com** is an online gambling website offering the best of bingo, casino, slots and scratch card games. Affiliates get access to a relaxed environment like no other at Bingo.com.
- **CasinoHuone** is a Finnish multi-product brand that has been split into separate product, each offering a dedicated product to Finnish customers: Casino, Poker and Bingo
- **Kolikkopelit** is one of the biggest casinos in Finland. It has operated since 2010 and has over 340 000 players. Kolikkopelit has over 200 games for desktop and mobile – including eight unique games
- **Maria Casino** offers casino, games and bingo in purely casino-focused environment. Maria's origins were in bingo but it has developed into a fully-fledged gaming destination.
- **Otto Kasino** was launched in July 2020 and is the first "Pay N Play" brand from Kindred Group. Focused exclusively on the Finnish market, this innovative new casino brand is sure to be a hit!
- **Storspiller/Storspelare** was launched in 2017 as a unique Highroller casino brand for the Norwegian and Swedish markets. It has a fixed CPA offering for affiliates which you can read about in our dedicated section later in this welcome pack
- **Unibet** provides sports betting on a wide range of markets, as well as a comprehensive casino, poker and bingo under the same wallet
- **VladCasino** is the first localized Romanian online casino. It's a brand for those that want both the best experience and the best possible deal, from a company that are experts in doing just that: a high quality casino experience which is fast, fun and entertaining.



## **Casino**

32Red Online Casino's success and critical acclaim means there are few brands more recognisable and respected. With more than 400 of the best casino games powered by Microgaming, it delivers casino entertainment in spades

## **Sportsbook**

32Red Sport offers players a wide range of betting markets with unbeatable value. Live betting, football, horse racing, greyhounds, tennis, golf, basketball, even non sport markets such as politics are available for bettors.

## **Bingo**

Players can enjoy 3 exciting bingo rooms that offer 3 times the fun, with each with its own progressive jackpot, chat hosts and extra chat games. The atmosphere centres entirely on fun, allowing you to be confident your referred players are in good hands.

## **Poker**

Powered by, and part of the large Microgaming Poker Network, 32Red Poker is one of the UK's most popular online poker rooms, offering players' cutting edge games of favourites such as Texas Holdem, Omaha Hi Lo and many more.

For more information on the 32Red brand, [click here](#).



## **Bingo**

Bingo.com strives to provide the very best in online Bingo and boasts one of the most competitively strong domain names available in the market today. Bingo.com is the only Bingo dedicated site under the Kindred Group umbrella and means you can trust they will put Bingo first! Highlights include a unique jackpot set up, an industry-leading loyalty program and 24h Bingo room!

## **Casino**

Bingo.com's casino product offers exclusive, locally-focused and fun games especially suited for Bingo.com players including a large variety of artist-inspired games. Bingo.com Casino combines this with an award-winning Live Casino product, which offers a choice of two live casinos, both compatible with multiple languages.

## **Mobile**

Bingo.com offers you the ability to play straight through your mobile browser or through their fantastic new app, bringing you the same experience across all devices.

For more information on the Bingo.com brand, [click here](#).



**CASINOHUONE**

## **Casino**

Casinohuone has grown to be one of the leading brands that offers a top notch casino experience for both the more experienced players and the casino beginners. The game selection includes all the old classic slot games, and also the brand new video slots, table games and a large variety of jackpot games. With the help of top notch Finnish customer support, they have created a very sustainable customer relationship.bonus!

## **Bingo**

The Bingo product feature hosts including the Finnish star Jope Ruonansuu and the celebrity beauty Sara Sieppi. These two bingo ambassadors will treat the mixed pool of customers with various campaigns. To get the new customers ready for bingo, they are offered a €10 voucher upon registration.

## **Poker**

The Poker product has offered online poker to Finnish customers since 2006 and been largely known among players for its trustworthiness and its 15 different deposit and payout options. You can play poker either by downloading the gaming software or by playing directly in your browser. It features diverse offers, competitions and bonuses every week.

For more information on the Casinohuone brand, [click here](#).



## **Casino**

Kolikkopelit.com offers a versatile game selection tailored for Finnish customers. It incorporates exclusive games and partnerships with famous Finnish brands such as Kummelit and Vares as well as featuring popular Jackpot games such as Mega Fortune Dreams and Hall of Gods.

An industry leading VIP program features friendly Finnish customer support, 24 hour winnings withdrawal and world class VIP player management.

Kolikkopelit.com offers a versatile game selection tailored for Finnish customers. It incorporates exclusive games and partnerships with famous Finnish brands such as Kummelit and Vares as well as featuring popular Jackpot games such as Mega Fortune Dreams and Hall of Gods

## **Mobile**

Kolikkopelit has a versatile product offering for its mobile users. Its mobile site was just recently updated and it offers now a seamless gaming experience for its players.

For more information on the Kolikkopelit brand, [click here](#).



## **Casino & Slots**

Maria Casino believes that giving players the opportunity to both personalise their settings, whilst gaining access to all their gameplay data will increase both loyalty and engagement. Its flagship Casino product.

The selection at Maria casino is second to none, combining the best games with exclusive titles, 2 live casinos AND a market leading mobile product!

## **Bingo**

Maria Casino's Bingo product has a unique jackpot set-up, built to reward more players more often as well as a fantastic custom loyalty program that offers players a second chance to win if they are unsuccessful the first time on a bingo game. To round it off, the bingo product also features a 7-day access period where players can try out the product before needing to deposit.

## **Mobile**

Maria Casino has been redesigned and re-engineered to create the best casino experience on mobile. Their app is fully responsive, offering a seamless casino experience for their players.

For more information on the Maria Casino brand, [click here](#).



## Casino & Slots

Otto Kasino was launched in July 2020 and is the first "Pay N Play" brand from Kindred Group. Focused exclusively on the Finnish market, this innovative new casino brand is sure to be a hit!

Offering both Live casino and slots to its customers, Otto features over 70 gaming providers which together provide a best-in-class casino product.

## Why Otto?

Otto is not only easy and fast, but most importantly, Otto is highly rewarding!

- Ridiculously easy – As simple as possible User Interface
- Surprisingly fast – Faster than usual due to site stripped to only necessities
- Relevant and rewarding – Be rewarded instantly and generously as you play
- Pay N Play – Answering to the need for fast playing
- Hyper-locally Finnish – 100% focus in our target audience

For more information on the Maria Casino brand, [click here](#).



## Casino

This brand is for the big players: known as Storspiller in Norway and Storspelare in Sweden, both of which are the local phrase of exactly this. We created this casino focused brand as an exclusive club for big players, where we can give more back to High-rollers in the most responsible way.

## Mobile

Storspiller/Storspelare offers a fully responsive app that provides the same elegant feel and experience as desktop. You can of course play both slots and table games. The app opens the world to all your favorite games on mobile, making it easy to play wherever you are. It is free and easy to download on both iOS and Android.

## CPA Model

Storspiller/Storspelare has quickly proven to be a popular brand among the highrollers in Norway and Sweden, and we offer €100 CPA for Swedish players and €200 CPA for Norwegian players!

For more information on Storspiller/Storspelare, [click here](#).



# UNIBET



## **Sportsbook**

Unibet Sportsbook launched in 1997 and has some of the highest odds on the market, offering a payback in excess of 97.5%. Live betting is one of the most popular options for our customers and that's why they offered over 165,000 live betting events in 2016!

## **Casino**

Unibet Casino features the most exclusive, unique and locally focused games, the best branded video slots, a Multi-lingual, award-winning live casino product AND All your favourite classic table games! This is combined with dedicated customer support and tailored welcome offers

## **Bingo**

Unibet Bingo features a wide range of bingo games as well as progressive jackpot feature designed to reward more players with more significant prizes. The loyalty program not only rewards winning players but also returning customers and those close to winning. All of this is coupled with a welcome offer that allows players 14 days of free access to test games.

## **Poker**

Unibet's Poker client is based on its own exclusive network meaning it is 1 of a kind! Highlights include its safe gaming environment (no HUDs allowed), a continuous stream of fantastic promotions and our annual Unibet Open – one of the most respected events on the European Poker tour.

## **Mobile**

Unibet has a variety of apps for their products including sportsbook, casino, live casino and poker!

For more information on the Unibet brand, [click here](#)



# VLAD CAZINO

## Casino

Launched in February 2018, Vlad Casino is the first localized Romanian online casino which combines a fun customer experience with the best deals!

Our Vlad Casino brand is for those players that take Casino but not themselves too seriously. Sure, they want to win, but they also really want to have fun and enjoy the time they spend playing on line. They want to be sure that they are getting both the best experience and the best possible deal..

## Tournaments & Promotions

- Weekly Live Casino Tournament – Live Blackjack and Live Roulette tournament based on game rounds, runs each week, Monday to Sunday. Prize pool: 2.500 RON.
- Weekly Slots Tournament – to run on selected slots, Friday to Thursday. Prize pool: 2.000 RON.
- Free spin Sundays – each Sunday, customers can win 3-20 free spins on a free spin wheel.
- Newbie tournament – weekly tournament for new players.
- 3 Bingo Promos – used to promote the exclusive bingo rooms.

For more information on Vlad Casino, [click here](#).



# Affiliate Financial Information

## Payment Options

Kindred Affiliates offers a number of payment methods including bank transfer, Skrill and NETELLER. Please make sure that your payment options are kept up-to-date under *My Account > Profile > Payment Information*.

## Commission Payments

We pay our affiliates by the 15<sup>th</sup> working day, following the end of the month in which the commission was earned, subject to a minimum payment of 100 Euros. If you haven't reached that level then your earnings will be carried over to the following month. Commission due to Affiliates not registered for VAT in Malta are processed automatically through the Technical Platform, without the need for the Affiliate to raise an invoice.

## I'm registered for VAT in Malta, how do I get my commission?

Affiliates registered for VAT in Malta must invoice Kindred Affiliates after the 10<sup>th</sup> working day of the month following the month for which the commission is to be paid.

Failure to submit a valid invoice by this date may result in a delay in payment.

## What is the process for invoicing?

Please invoice Kindred Group, Level 6, The Centre, Tigne Point, Sliema TPO001 Malta

- the purchase order provided by your Affiliate Manager
- the Maltese VAT number of Unibet Services Limited - MT 2108 1620
- Maltese VAT at the applicable rate

All invoices should be sent via email to [invoices\\_ULL-USL@kindredgroup.com](mailto:invoices_ULL-USL@kindredgroup.com), with the Affiliate's Affiliate Manager included in cc.

Affiliates registered for tax outside of Malta are not required to invoice us and their commission will be paid automatically via the payment details on their account, provided they reach the minimum payment limit of €100.

# Withdrawal & Deposit Information

## UNIBET



Country	Transaction Type	Min. Deposit	Min. Withdrawal	Withdrawal time
Sweden	Direct Banking, Card, Skrill, Neteller, Instant Bank, Citadel	100 SEK	150 SEK	1-3 Days
Finland	Direct Banking, Card, Skrill, Neteller, Instant Bank	10 EUR	15 EUR	1-3 Days
Denmark	Card, Trustly, Skrill, Neteller, Paysafecard, MasterCard Withdrawal	80 DKK	120 DKK	1-3 Days
Belgium	Instant Bank, E-wallet, Paysafecard, Skrill, Neteller	5 EUR	15 EUR	1-3 Days
UK	Card, Paysafecard, Skrill, Neteller	5 GBP	5GBP	1-3 Days
Norway	Card, Paysafecard, Skrill, Neteller	100 NOK	125 NOK	1-3 Days
Poland	Envoy, Card. Skrill. Neteller, Paysafecard	20 PLN	65 PLN	1-3 Days
Romania	Card, Paysafecard, Skrill, Neteller	50 RON	65 RON	1-3 Days
Estonia	Envoy, Card, Skrill, Neteller	10 EUR	15 EUR	1-3 Days
Italy	Card, Skrill, Neteller, Paysafecard	10 EUR	15 EUR	1-3 Days
Hungary	Instant Bank, Card, Skrill, Neteller	3,000 HUF	4,050 HUF	1-3 Days
Australia	Card, Paypal, POLI	20 AUD	15 AUD	1-3 Days
Lithuania	Card, Skrill, Neteller, Webmoney	10 EUR	15 EUR	1-3 Days

# Player Financial Information



Country	Transaction Type	Min. Deposit	Min. Withdrawal	Withdrawal time
Sweden	Card, Instant Bank, Citadel, Skrill, Neteller, Paysafecard	100 SEK	150 SEK	1-3 Days
UK	Card, Skrill, Neteller, Paysafecard	10 GBP	15 GBP	1-3 Days
Norway	Card, Skrill, Neteller, Paysafecard	100 NOK	125 NOK	1-3 Days
Denmark	Card, Trustly, Skrill, Neteller, Paysafecard, MasterCard Withdrawal	80 DKK	120 DKK	1-3 Days
Finland	Card, Skrill, Neteller, Paysafecard, instant bank	10 EUR	15 EUR	1-3 Days
Estonia	Card, Skrill, Neteller, Paysafecard, instant bank	10 EUR	15 EUR	1-3 Days



Country	Transaction Type	Min. Deposit	Min. Withdrawal	Withdrawal time
UK	Card, Paysafecard, Skrill, Neteller	10 GBP	15 GBP	1-3 Days
Norway	Card, Skrill, Neteller, Paysafecard	100 NOK	125 NOK	1-3 Days
Sweden	Card, Skrill, Neteller, Instant Bank, Citadel	100 SEK	150 SEK	1-3 Days
Finland	Card, Skrill, Neteller, Instant Bank	10 EUR	15 EUR	1-3 Days

# Player Financial Information



Country	Transaction Type	Min. Deposit	Min. Withdrawal	Withdrawal time
Finland	Card, Skrill, Neteller, Instant Banking	5 EUR	5 EUR	1-3 Days



**CASINOHUONE**

Country	Transaction Type	Min. Deposit	Min. Withdrawal	Withdrawal time
Finland	Card, Instant Banking, Skrill, Neteller, paysafecard	10 EUR	10 EUR	1-3 Days



Country	Transaction Type	Min. Deposit	Min. Withdrawal	Withdrawal time
Finland	Trustly	10 EUR	10 EUR	INSTANT

# Player Financial Information



Country	Transaction Type	Min. Deposit	Min. Withdrawal	Withdrawal time
Sweden	Card, Skrill, Neteller, Instant Banking, trustly, paysafe,	100 KR	100 KR	1-3 Days



Country	Transaction Type	Min. Deposit	Min. Withdrawal	Withdrawal time
Norway	Card, Skrill, Neteller, entropay, paysafe	100 KR	100 KR	3-5 Days

## VLAD CAZINO

Country	Transaction Type	Min. Deposit	Min. Withdrawal	Withdrawal time
Romania	Card, Instant Banking, entropay, paysafecard	25 RON	50 RON	1-3 Days



# FAQs

## **Are there any countries where I cannot promote Kindred Group brands?**

Players from the following territories are not accepted at Kindred Group:

*Afghanistan, Algeria, Angola, Austria, Bulgaria, Czech Republic, Greece, Democratic People's Republic of Korea, Ecuador, Egypt, Eritrea, Ethiopia, Guadeloupe, Guam, Guinea-Bissau, Haiti, Hong Kong, Iran, Iraq, Ireland, Jordan, Kuwait, Myanmar, Pakistan, Philippines, Portugal, Russia, Slovenia, Somalia, South Sudan, Spain, Sudan, Syria, Turkey, Turkmenistan, United States of America and other U.S. territories, Uzbekistan, Venezuela, Yemen or Zimbabwe.*

Due to the ongoing re-regulation of the Dutch gaming market, affiliates are not able to promote any of our brands on Dutch-facing websites to Dutch residents.

## **How does it work?**

Our affiliates send traffic to our sites via tracked links. When this traffic converts into a new player registration, we reward the affiliate that generated this new player with a commission payment.

## **What types of affiliate deals do you offer?**

We have a very competitive Revenue Share reward plan, which increases its revshare percentage as your monthly net revenue increases. We also offer the option of hybrid reward plans and CPA deals. More information can be found [here](#)

## **What is a sub-affiliate?**

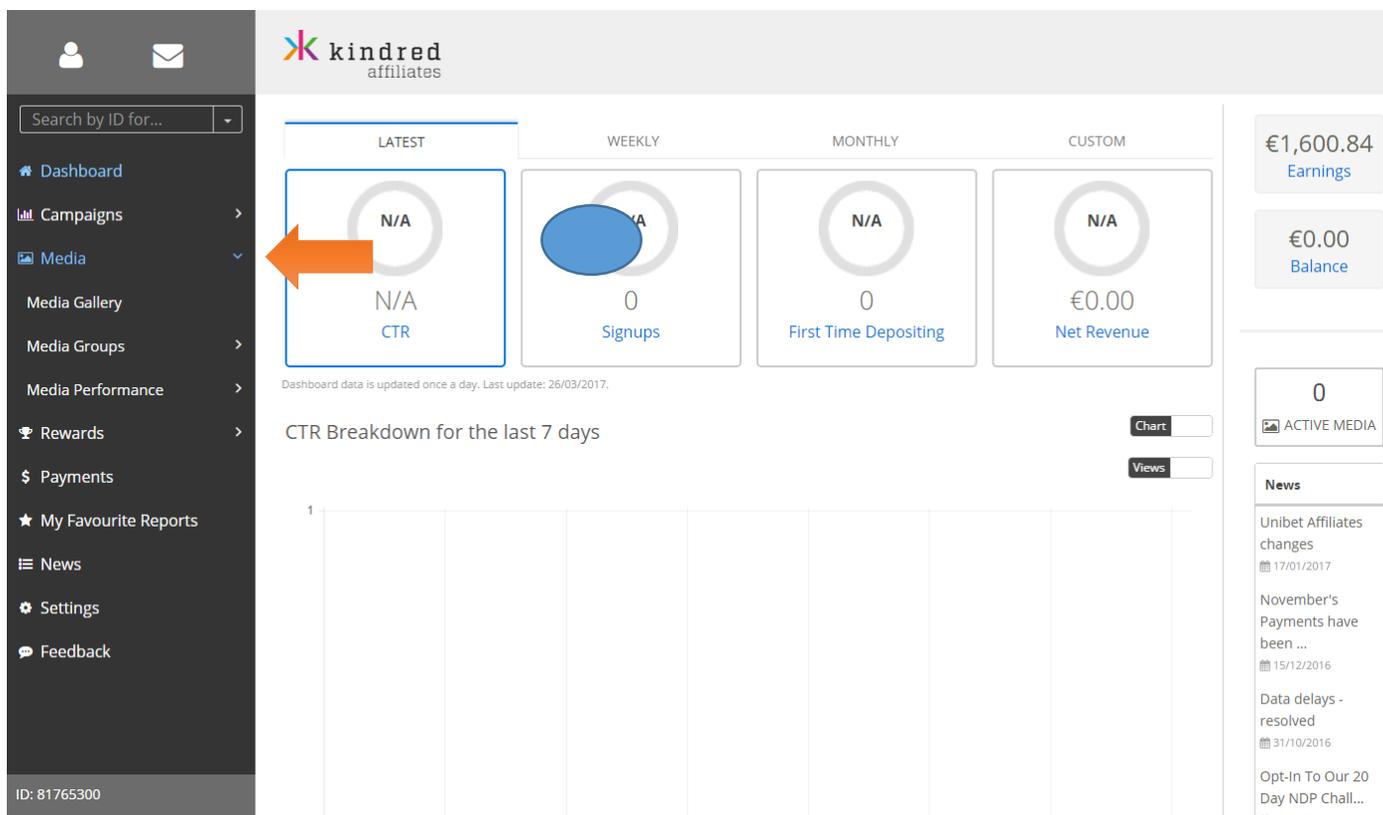
A sub-affiliate is a new affiliate which is referred by an existing affiliate of Kindred Affiliates. Existing affiliates can refer new affiliates via their unique sub-affiliate link, which can be found in the 'My Account' section when logged in. Once your referred affiliate has signed up, you can achieve additional earnings for every customer that your sub-affiliate sends to us. Easy!

For a full list of FAQs, please [click here](#).

# Banners & Text Links

Once your Kindred Affiliates account has been approved, you will be able to log in and find a range of text links, banners and more in the 'Media Gallery' section of our interface. You will receive details to access your account and you can log in through our website: [www.kindredaffiliates.com](http://www.kindredaffiliates.com)

**Step 1** – Log in to your affiliate account through our website. You will be directed to your personal homepage which looks like this. Click on the media gallery tab:



**Step 2** – Once you are in the "Media Gallery" you will come to a filter button which will allow you to search by brand, product, language, size etc

Once you have picked your preferred filter combinations, press "search" and the relevant results will appear

## Media Gallery

Filters: Products: Sportsbook ✕ + Add Filter Q Search



### Select Filter Type

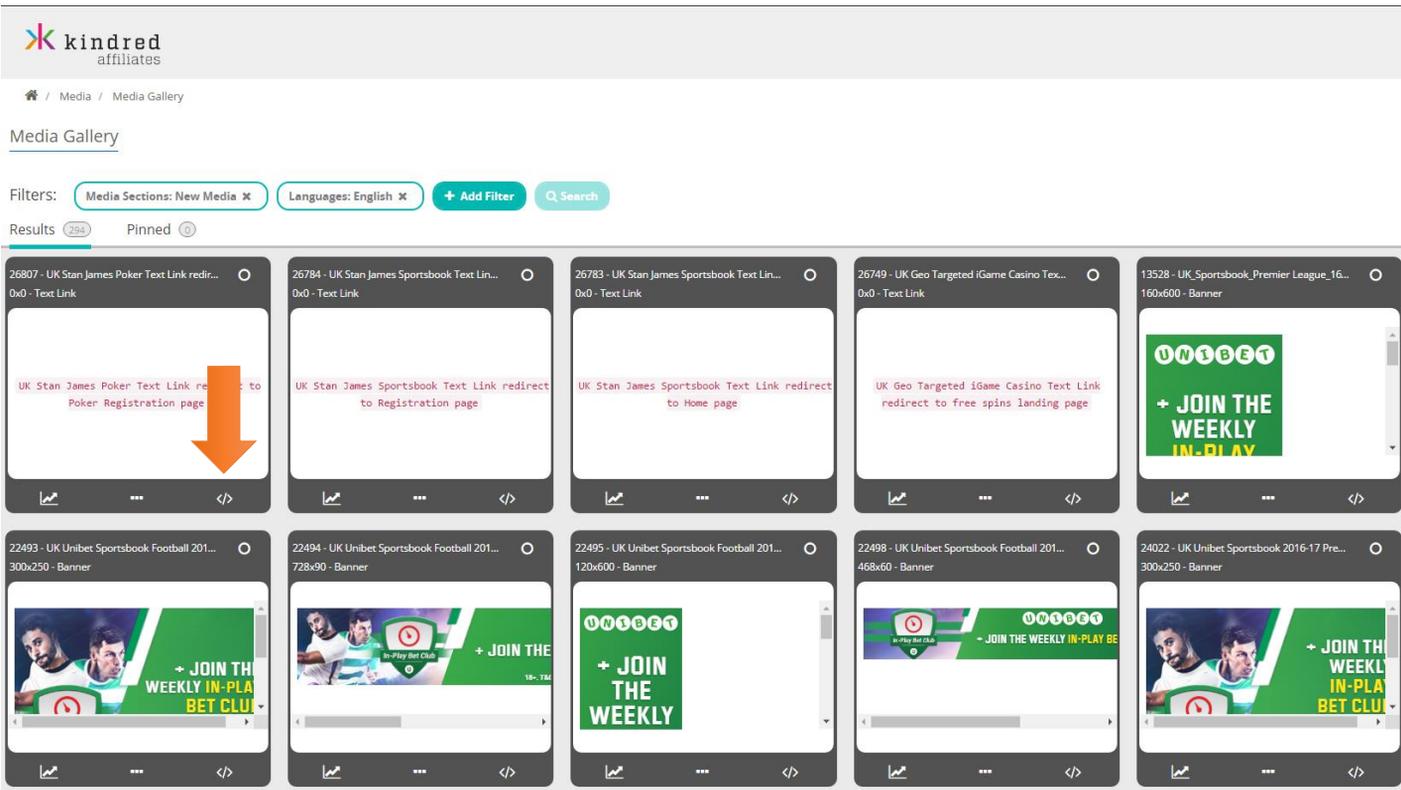
Brands Languages Products Sizes Categories Types Formats Keyword/s Media ID Media Sections

### Choose Filter

Customer Account Casino Poker Games Bingo LiveCasino Mobile Sportsbook Mobile Casino HorseRacing Betup Fantasy Sports

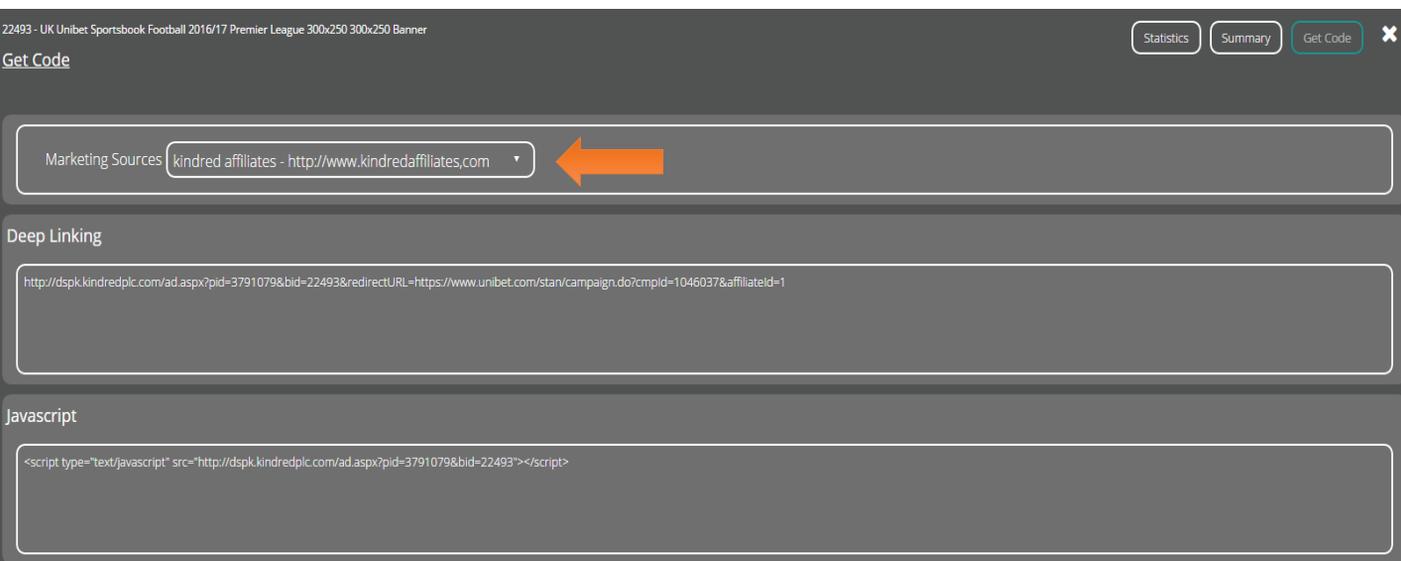
# Banners & Text Links

**Step 3** – All matching results will show up beneath the search function, so you can see which banners best suit your site. The bottom right corner of each media item has this icon: “</>” which will allow you to get that media item’s code



The screenshot shows the 'Media Gallery' interface. At the top, there are filters for 'Media Sections: New Media', 'Languages: English', and a search bar. Below the filters, there are two tabs: 'Results' (with 294 items) and 'Pinned'. The main area displays a grid of 10 media items. Each item has a thumbnail, a title, and a small icon in the bottom right corner representing a code editor. One item, '26807 - UK Stan James Poker Text Link redirect to Registration page', has a large orange arrow pointing to its bottom right corner icon.

**Step 4** – Once you have clicked on the relevant media source, a drop down menu will appear. The first column is the “marketing source” option which is important for affiliates with multiple marketing sources under their account. Select the relevant marketing source, (this will then automatically update the codes below) and then copy the code to your site!



The screenshot shows the 'Get Code' modal for a banner with ID 22493. At the top right, there are buttons for 'Statistics', 'Summary', and 'Get Code'. Below these is a 'Marketing Sources' dropdown menu currently set to 'kindred affiliates - http://www.kindredaffiliates.com', with an orange arrow pointing to it. Underneath is a 'Deep Linking' section with a text input field containing the URL: 'http://dspk.kindredplc.com/ad.aspx?pid=37910798&bid=22493&redirectURL=https://www.unibet.com/stan/campaign.do?cmpld=10460378&affiliateid=1'. At the bottom is a 'Javascript' section with a text input field containing the code: '<script type="text/javascript" src="http://dspk.kindredplc.com/ad.aspx?pid=37910798&bid=22493"></script>'. A colorful bar is visible at the very bottom of the page.



# Additional Information

## **Advertising Guidelines**

As a licensed operator in multiple jurisdictions, Kindred Group (“Company”) prides itself in being a leader in the areas of responsible gaming and Corporate Social Responsibility. The Company is a leading member of trade associations such as Remote Gambling Association (RGA) and the European Gaming and Betting Association (EGBA).

As a member of the Kindred Affiliates Program (“Program”), advertising on behalf of the Company and representing its brands (“Brands”), we expect Affiliates to share these values and any advertising carried out on behalf of the Company must follow the regulations and rules issued by the relevant authorities.

**Please download our full Advertising Guidelines [here](#)**

## **Verifying Your Account**

To have your affiliate account details verified, please complete the ‘Know Your Affiliate’ form [here](#) and send us the necessary documents.



# Contact Information

## Email

Once your application has been approved you should be contacted by your affiliate manager.

Alternatively you can always contact the team via email through our affiliate inbox [affiliates@kindredgroup.com](mailto:affiliates@kindredgroup.com) which monitored throughout all working hours

## Website

Our Affiliate website [www.kindredaffiliates.com](http://www.kindredaffiliates.com) has a “Contact Us” form where you can ask any questions relating to your affiliate account or our program and we will get back to you

## Social Media

We have set up a dedicated Facebook Group specifically for our affiliates where you can get the latest news and promotions as well as being able to ask us questions: just send us a private message or comment on a post! You can [Join Here](#)

