

Safer Gambling Annual Report 2023

March 25, 2024

Content

Executive Summary.....	3
Introduction	4
Safer Gambling Assessment.....	5
Conclusion.....	7

Executive Summary

The EveryMatrix Safer Gambling Annual Report for 2023 reflects our resolute dedication to promoting safer gambling practices and creating a safer environment for all participants in the gambling industry. In a year marked by collaboration, innovation, and commitment, we have achieved significant milestones in our pursuit of safer gambling.

Key events:

- **Collaborations and Technological Advancements:** Throughout 2023, we have forged partnerships with cutting-edge software solutions, such as Mindway.com and Betblocker.com
- **Certifications:** We were awarded esteemed Safer Gambling certificate by the World Lottery Association (WLA) reflecting our commitment to the highest industry standards.
- **Education and Resources:** EveryMatrix developed a client education page of our website to help operators in their pursuit of knowledge and the latest research in the Safer Gambling space. All staff have received Safer Gambling general awareness training with positive feedback.
- **Strengthened stakeholder engagement** with regulators, third sector, researchers, clinicians, experts by experience and advocacy groups. e.g. Betblocker.com, ONJN, Gamble Aware, and increased our charitable donations by more than 200 % compared to year 2022. (total donations made in 2022 around 2,800 EUR vs 7,208 EUR total donation made in 2023)
- **Increase attendance to SG conferences and events:** during 2023 Safer Gambling Committee members attend SG Certified Safer Gambling research webinar (June 2023); Regulating the Game Safer Gambling Regulations Conference in London (September 2023); WLA/EL Sustainability/Responsible Gaming Seminar in Oslo (Sept 2023).
- **Allocated roles for the SG function:** Safer Gambling Co-ordinator to overlook the Safer Gambling initiatives for our company, and the role of Secretary of the SG Committee tasked with assisting the SG Co-ordinator.
- **Allocation of SG budget/resources Year 1:** to be approved by the end of Q1 2024.

Introduction

As a steadfast advocate for safe and secure gambling experiences, we are pleased to present this comprehensive overview of our efforts and achievements in promoting safer gambling practices throughout the past year.

In an era where digital entertainment is seamlessly intertwined with technology, it is our solemn duty to prioritize player welfare and provide a secure environment for all those who engage with our platforms. This report stands as a testament to our commitment to transparency, accountability, and the well-being of our customers.

Within these pages, you will find a detailed account of the initiatives, innovations, and collaborations that have defined our approach to safer gambling. From cutting-edge technologies that empower players to manage their own gaming habits to partnerships with leading safer gambling organizations, we have strived to set new benchmarks in player protection.

Furthermore, this report not only encapsulates our successes but also acknowledges the challenges we face as an industry. By openly addressing these challenges, we underscore our dedication to continuous improvement and collaboration with regulatory bodies, policymakers, and stakeholders across the gambling landscape.

As we embark on this journey of safer gambling advocacy, we invite you to delve into the pages of this report to discover how EveryMatrix has taken concrete steps to ensure that the thrill of gambling remains a source of entertainment rather than adversity. Our efforts are driven by the belief that safer gambling is not just an obligation, but a shared responsibility that we are proud to embrace.

Safer Gambling Assessment

OBJECTIVE	KPI / GOAL 2023	RESULT 2023
<p>Implement Research Evidence-based decision making inspires our products and services. We aim to implement the latest academic research into our operations and improve our product and services.</p>	<p>Number of Academic Partnerships We aim to establish at least two new collaborations with academic institutions within the next year.</p> <p>Research Output Impact We aim to ensure that findings from safer gambling research have been applied in at least three product or policy enhancements.</p>	<p>Number of Academic Partnerships We started conversations with the Centre of Excellence at the University of Gibraltar regarding 4 potential collaboration projects. Having two face meetings with one of their PhD candidates. Which presented the different projects. We are internally discussing these projects and we aim to start collaboration during 2024.</p> <p>Research Output Impact We have engaged with charitable organisations in the UK, and we are implementing best practices in harm minimisation.</p> <p>We follow the latest research in academic journals, and we are in the process of continuously improving our products following evidence-based research.</p>
<p>Employee Program To have highly skilled and trained staff who can support our clients in meeting their Safer Gambling Objectives</p>	<p>Training Satisfaction Rate We target a training satisfaction rate of 90% or higher for all employees within the next training cycle.</p>	<p>We deployed our internal safer gambling training developed by a psychologist with extensive experience in gambling disorders and the gambling industry. The training achieved 83% employee satisfaction.</p>
<p>Product Service Development Produce safer games with functionalities available to reduce harm caused by safer gambling</p>	<p>Product Service Development Implementation We aim to achieve 90% of milestones in implementation of new SG tools, within the agreed deadline for each integration.</p>	<p>We are in the process of benchmarking our current safer gambling tools with competitors and we are planning to introduce improvements in the range to SG tools offered during 2024</p>
<p>Safe Gaming Environment</p>	<p>Safe Gaming Environment Implementation</p>	<p>We implemented Betblocker among our websites, safer gambling tool that allows players to ban themselves</p>

<p>To provide a safe gaming environment for those at risk which is not available to minors</p>	<p>We aim to achieve 90% of milestones in implementation of new SG tools, within the agreed deadline for each integration.</p>	<p>from all gambling sites or select days where they cannot access gambling websites.</p>
<p>Advertising and Marketing Produce safe marketing messages that do not appeal to vulnerable people to include underage players and those at risk of developing harm resulting from problem gambling</p>	<p>We target a compliance rate of 100% for all advertising campaigns in adherence to safer gambling guidelines.</p>	<p>During 2023, we had 0 regulatory interventions and 0 contraventions of our advertising and marketing policy found in external marketing material.</p> <p>We are planning to implement training ASA/CAP accreditation for our marketing staff once the training is available again in 2024</p>
<p>Client Awareness Help our clients to meet their regulatory and CSR objectives through educating them on tools available.</p>	<p>We aim to achieve at least 90% satisfaction rate from customer regarding our SG products and services. XXX outreach Send material to percentage of regulated clients</p>	<p>We are planning a survey to assess the level of satisfaction among our customers regarding our products and services through an online survey (that can be done quickly).</p> <p>We have included satisfaction with our SG features questions in the survey sent after the onboarding process, however unfortunately none of our clients chose to respond to those. We will make these questions mandatory in the future.</p>
<p>Stakeholder Engagement To share information, develop research and promote safer gambling as broadly as possible, and encourage a better understanding of the social impact of gaming.</p>	<p>We aim to ensure active participation of at least 75% of our clients in educational programs related to safer gambling provided by the company.</p> <p>We commit to implementing feedback from clients to improve safer gambling measures in at least two instances.</p>	<p>As part of our services, we provide free training and an annual SG workshop to our B2B clients.</p>

Conclusion

2023 was a year in which we strengthened our commitment to Safer Gambling through our collaborations with cutting edge software solutions such as Mindway.com. There is still a long road ahead and we look forward to engaging leading stakeholders on these issues to help improve our work and impact further.

In our efforts towards assisting our operators protect their players from harm associated with problem gambling, we will continue in our pursuit to uphold the Guiding Principles of the World Lottery Association and maintain our WLA certification as a gambling software Supplier which meets the very high standards of Safer Gambling.

We will continue to educate our staff and operators on the harmful consequences of excessive play, and we will provide resources and tools in support of player and indeed our employees protection.

Through engaging with stakeholders, we seek to gain a deeper understanding of how our contributions can effectively enhance safer gambling practices.

Any comments and collaborations are welcomed.

Please send your enquiry to:

Naomi Koops

Safer Gambling Coordinator

naomi.koops@everymatrix.com.