



# Safer Gambling Annual Report 2024

March 2025

# Foreword

We are aware of the significant impact that gambling-related harm can have. As a B2B provider, EveryMatrix recognizes the ever-evolving nature of digital entertainment and its intersection with gambling, making it imperative to uphold the highest standards of player welfare. This report highlights our continued dedication to promoting safer gambling practices and fostering a responsible gambling environment.

2024 marked another year of growth and innovation in our safer gambling initiatives, and as we continue our journey, we look forward to strengthening our partnerships, leveraging technological advancements, and maintaining our commitment to the highest safer gambling standards.

In this report we present our Safer Gambling framework and our achievements for 2024. For further information, please visit the dedicated section on our website.

# Our Framework

As proud members of the World Lottery Association ('WLA') we are committed to maintaining corporate social responsibility standards and a safer gaming framework. The broad categories of commitments and actions that we undertake to foster a safer gambling environment are in line with the WLA framework as follows:

## 01 RESEARCH

A systematic process to support and/or conduct, integrate and disseminate safer gaming related research.

## 02 EMPLOYEE PROGRAM

Ensure and support the efficient and effective application of Safer Gambling principles by all relevant employees.

## 03 CLIENT AWARENESS

Provide information to our clients regarding Safer Gambling features and functionalities of our products and services to enable easy communication of these to players.

## 04 GAME DESIGN

A systematic approach to applying evidence-based safer gaming considerations to the design selection and introduction of new lottery and gaming products.

## 05 REMOTE GAMING CHANNELS

Ensure that interactive, remote gaming platforms have safeguards in place that protect the player.

## 06 ADVERTISING AND MARKETING COMMUNICATIONS

The application of policies and programs to ensure continuous improvement of responsible marketing and communications practices and application of regulatory codes.

## 07 STAKEHOLDER ENGAGEMENT

A business-wide approach to identifying, understanding and integrating the interests of decision-makers, decision influencers and other members of society into key Safer Gambling related business decisions and Safer Gambling program development.

## 08 REPORTING AND MEASUREMENT

Regular measuring and reporting on our lottery's commitments, actions and progress on Safer Gambling to relevant internal and external stakeholders.

# Our Achievements 2024

## STRENGTHENED PARTNERSHIPS

Sponsored the translation of BetBlocker software into Maltese, enhancing accessibility for players in the region.

EveryMatrix is licensed and has offices in Malta and has established commitments with local communities to minimize gambling related harm.

## INCREASED CHARITABLE CONTRIBUTIONS

Expanded donations by 20% to gambling harm minimization charities, including BetBlocker, to support harm prevention efforts.

## NO REGULATORY INTERVENTIONS

No regulatory interventions and achieved 100% compliance with marketing standards.



# Our Achievements 2024



## SAFER GAMBLING WEEK

Engaged in the Safer Gambling week through awareness campaigns and initiatives, including videos and online panel discussion on what more B2B companies can do for safer gambling, in addition to ways to safeguard industry professionals, from potential problems in relation to gambling.

Also conducted an internal survey assessing safer gambling and sustainability, with positive participation rate and results; and high recognition of the importance of safer gambling among employees.

# Our Achievements 2024

## RESEARCH AND COLLABORATION

Partnered with the University of Gibraltar to conduct research on gambling industry employees' mental health and participated in a survey on gambling-related harm.



17 May, 2024

Dear Mr Groes,

We would like to express our gratitude to the Every Matrix team, with a special mention of Naomi Kops and Magdalena Purice, for their assistance in disseminating our research survey for the project titled "Perceptions of Employee Mental Health & Gambling Problems within the Online Gambling Industry."

We appreciate the support of Every Matrix and we hope to continue collaboration on future research projects.

Thank you once again for your support and cooperation.

Kind regards,

A handwritten signature in blue ink, appearing to read "Zsolt Demetrovics", is shown below the "Kind regards," text.

Prof. Zsolt Demetrovics

Chair of Centre of Excellence in Responsible Gaming

## CERTIFICATIONS

Successfully completed our first internal assessment for WLA certification with positive results, reflecting our commitment to best practices in safer gambling.

## INDUSTRY ENGAGEMENT

Actively participated in multiple safer gambling conferences and events, including ICE London, EASG Rome and Sustainable Gambling forum.





# Everything is possible.

EveryMatrix is always committed to delivering the best B2B software solutions to leading operators. The key for us as a true B2B software provider is to help gaming operators implement bold ideas and unleash their unlimited creativity.