Mindway Solution Suite

Creating Safe Customer Journeys 24-7-365
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Problem Gambling Behavior – Challenges

Increasing availability of online games carries the risk that more individuals develop problem gambling behavior, either as a primary disorder or simultaneously with mental or social problems. To prevent the development of gambling disorders and gambling related harm, much attention has been given to general information and prevention programs as well as facilities for voluntary self-exclusion from online platforms. However, at-risk individuals may be unsusceptible to general prevention, neglect developing problems or lack the resources to actively impose self-limitations. These concerns are supported by studies suggesting that most gambling disorder sufferers never receive treatment for their gambling problems. Furthermore, monetary limits set by gambling providers as a measure of preventing at-risk behavior may overlook other aspects of problem gambling, may raise an alert too late and are likely too simplistic to permit an individualized approach to intervention.

Mindway AI focuses on the **early detection** of at-risk and problem gambling behavior and **intervention** in more than one way.

**Compliance**

Governments are increasingly recognizing the risk that the rise in online gambling poses to gamblers, demanding that more steps are taken by operators to protect gamblers. An example is the Responsible Gambling Strategy Board’s recommendation for the Gambling Commission Board in Great Britain that:

‘**Operators should dedicate as much energy and creativity to player protection as they do to their commercial activities, and should commit resources to it in sufficient quantity to reflect its importance.**’

Other examples are the advertising ban in Italy and the Spanish ombudsman urging the Spanish government to follow suit. The general tendency is for regulators to demand increasingly more of operators in terms of keeping gambling safe and preventing harm.

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<th>Current Actions taken typically include</th>
<th>The current generalized Approach does not accommodate</th>
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<td>• Loss-limit restrictions which are an unnecessary constraint for the operator and an unspecific risk marker as the amount spent not necessarily correlates with the risk of PGB.</td>
<td>• Early detection of PGB or addiction as gambling patterns have to become highly abnormal before being caught.</td>
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<td>• Self-test risk assessment which is prone to bias by the individual taking the test and thus does not provide an accurate assessment.</td>
<td>• The complexity of the interaction between risk markers crucial to the development of PGB at the individual level.</td>
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<td>• Pop-up messages which do not have an evidence based effect.</td>
<td>• An individualized approach to customers at risk due to lack of insight into the personal case.</td>
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GameScanner

Profiling and Monitoring 24-7-365
Mindway’s GameScanner provides early and accurate detection of at-risk and problem gambling through player profiling and monitoring 24-7-365. The risk profile of every individual customer as well as the entire customer database can be assessed within minutes with the same accuracy and performance as expert psychologists.

Complexity encaptured
The technology behind Mindway’s GameScanner is an artificial intelligence solution, applying neuroscience to identify problem gambling behavior at expert psychologist level. Developed by researchers, pathological gambling specialists and psychologists, GameScanner is based on the meticulous analysis and assessment of several thousand gambling patterns. The self-learning algorithm improves continuously by being exposed to further gambling patterns.

The individual customer’s gambling behavior is used as a baseline in order to assess deviations in his or her gambling behavior. A wide range of risk markers, such as changes in frequency and intensity, amount spent, loss chasing etc. and the interaction between them are integrated in the algorithm, providing an accurate and differentiated assessment of any gambling pattern. In that way, GameScanner generates the most comprehensive risk assessment of every single customer in the entire database.

Validated by GLI

- At least 99% of subjects manually assessed as potential problem gamblers are classified as either at-risk or potential problem gamblers by GameScanner.*
- At least 88.5% of subjects manually assessed as potential problem gamblers are classified as potential problem gamblers by GameScanner. *

* The performance has been tested and validated by GLI in a sample test in August 2020.
Gamalyze

The unbiased Self-test
Gamalyze is an award-winning self-test that has been designed to gain true insight into player decision-making. It is presented to the customer as a card game with 80 cards that need to be turned. The purpose of the game is to maximize the win. While the game is played, the software behind the game analyses decision-making, using validated neuroscientific principles. The analysis provides a risk score and insight into gambling behavior, thus identifying key characteristics associated with problem gambling.

How is Gamalyze different from other Self-tests?
Gamalyze bypasses the self-evaluation bias in questionnaire-based self-tests like the PGSI that demand a high level of self-awareness to get a true and fair result. In addition, players are not faced with uncomfortable questions that may lead to answering too positively to avoid losing face. Gamalyze instead goes a step deeper in measuring decision-making behavior while players do what they came to do in the first place: play a game. Only this time, it will reveal their gambling behavior.

Versatile applications
Gamalyze can be applied in a number of different ways. Some examples are:
• Publicly available on websites for customers to take the test anonymously
• Available through customer accounts, providing operators with insights on their customers’ gambling behavior
• As part of intervention, creating self-awareness at customer end and as a basis for conversation
GameChanger

Taking Back Control

GameChanger is a training tool in which a sequence of gambling and non-gambling pictures is shown. When using the solution, the individual has to react to non-gambling pictures as fast as possible by touching the screen and avoiding to touch the screen when gambling pictures appear. The solution trains inhibition control which is a cognitive process, stimulating a controlled response to gambling pictures and environments. GameChanger can be adjusted to different levels of difficulty, keeping the training tool interesting. It provides feedback on and insight into performance and development compared to earlier training events.

Impulsivity – The Main Problem

Impulsivity is one of the main problems in problem gambling as problem gamblers are too impulsive to suppress the urge to gamble. Controlling impulsivity can be relearned by training the underlying cognitive processes, facilitating safe and healthy gambling.
Care Calls

Individualized Interview Guides
The Mindway Care Call module generates individualized interview guides for speaking with problem gamblers. The interview guides are tailored to the individual gambling behavior of a gambler. In that way, customers are met on their terms, facilitating constructive dialogue.

Know Your Customer
The full evaluation of the entire gambling behavior enables a more accurate detection of problem gambling. In order to encapture the complexity of problem gambling, 88 parameters are applied in the evaluation of a customer’s gambling behavior. The Care Call module translates gambling behavior into insight into your customer and creates a care call script that allows you to meet your customer with understanding.

Over 1200 Care Calls after one year of operation
Positive customer reactions

Individualized Interview Guides

Analyzing every event of every game
Close to real-time performance
Guided care call leveraging constructive dialogue
Benefits for Operators and Customers

The early and accurate detection of at-risk and problem gambling is mutually beneficial for operators and customers.

**Benefits for Operators**
- Strong CSR profile
- Customer churn avoided, longer engagement at low-risk level
- Compliance with government guidelines
- Easier, faster and more accurate detection of PGB
- Automated guiding of helpline staff in care calls with at-risk customers
- Blind spots in customer database avoided

**Benefits for Customers**
- Early awareness of developing problem gambling
- At-risk gamblers prevented from becoming problem gamblers
- Personal and financial harm limited
- Help offered
- Safe haven for gambling even for susceptible individuals

International Recognition

Mindway AI has won several awards for their innovative software

- **Compliance Innovator or Innovation of the Year 2020**
- **Industry Innovation of the Year 2018**
- **EGR B2B AWARDS 2018**
- **Innovation in Compliance and Responsible Gambling 2018**
- **Danish CSR Award 2016**
  together with Danske Spil