

The future of responsible gambling: the case for technological solutions



ARC
by Sntain

About Entain

We are a global betting, gaming and interactive entertainment group.

A FTSE 100 company, we employ a workforce of more than 24,000 people across 40 markets and operate 3,000 betting shops.

Entain has contributed £2.5 billion over the last 5 years to the UK Treasury, an annual tax contribution of £500m.

We have more than 20 established brands that have a heritage of over 250 years.

Advanced Responsibility & Care™

- ARC is our **pioneering approach** to customer protection.
- ARC works **behind the scenes** using advanced artificial intelligence to learn and identify risks in player behaviour so we can intervene before a problem develops.
- We have worked with Harvard academics and former problem gamblers to create **an innovative system** to help customers gamble safely.
- If we spot harmful behaviour we interact and intervene with a customer on an individualised basis. This all happens **live and in real time**.

Betting & gaming in the UK

43%

of adults participate in some form of online or in-store betting and gaming activity.

The rate of problem gambling is currently at a **record low** of **0.2%**, according to data published by the Gambling Commission.

Entain is aligned with the UK Gambling Commission's objective to ensure that the small percentage of vulnerable people are protected.

As a **leader in the betting and gaming industry**, Entain is committed to ensuring the highest levels of player safety and protection.

We believe that **technological solutions** should be at the heart of protecting vulnerable customers.

Customer Protection Contact Centre:

ARC is more than just identifying harm before it occurs. It is also about good interaction in a timely manner. Our Customer Protection Contact Centre, works 24/7 365 days a year to make sure our customers always have support.

Externally trained by lived experience experts EPIC Risk Management and GamCare, the CPCC is core to our ARC strategy. CPCC is not only there for when

risk of harm is identified, their purpose is to increase touchpoints to customers at different risk levels, to encourage them to use account tools, moderate their play, and to provide interventions where needed. The team receive independent monthly Quality Assurance assessments and are also trained to transfer the most serious cases directly to GamCare through our 'warm transfer' capability, added in February 2022.

80%
+

Quality Assured calls receive the highest player protection rating.



Our three key principles

1

SAFER GAMBLING & AFFORDABILITY IS OUR RESPONSIBILITY. We work to identify those at risk of harm, act to prevent harm, and provide our customers with the right support.

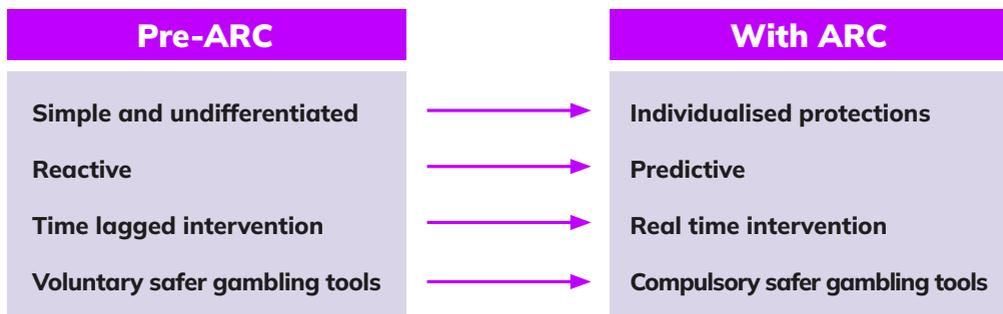
2

ADVANCED TECHNOLOGY & DATA CAN DRIVE BETTER PROTECTION. We use tech solutions, real-time data and third-party analytics to make evidence-based insights.

3

IDENTIFICATION & PREVENTION IS MORE EFFECTIVE THAN CRUDE CATCH-ALL POLICIES. Our goal is to identify & reduce customers risk of harm in the first place through personalised solutions.

How ARC has changed what safer gambling means



Impact of ARC

Better player protection:

90%

of high-risk customers are **setting gambling controls**.

Better player protection:

48%

of medium-risk customers are **setting gambling controls**.

With our real time 'unusual deposits' models:

41%

medium and high-risk customers moved to low or no risk levels following an intervention.

Within 30 days of receiving interaction:

95%

of customers remain active, reaching sustainable playing levels.

Real time ARC models are now live in:

9
Countries

with markers of protection rolled out in 22 international markets

Tailored recommendations:

80%

of customers are **setting the gambling control recommended by ARC**.

For further information on ARC, please contact Sophie Platts, Group Head of Sustainability at Entain via sophie.platts@entaingroup.com