

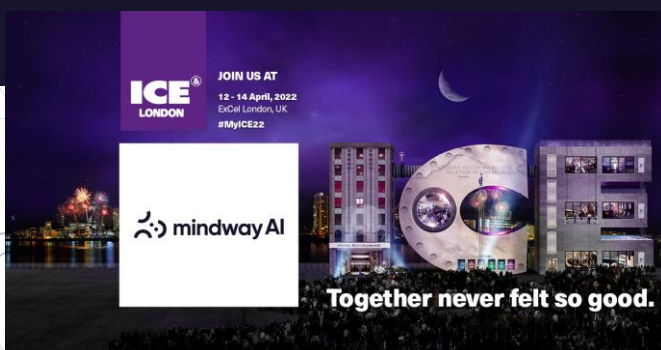


mindway AI

YOU BET WE CARE

Mindway AI Solutions

Empower gambling operators to enhance player protection



GameScanner

Detection, Profiling and Monitoring 24-7-365

GameScanner from Mindway AI 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. Literally GameScanner acts as the operator's own "Virtual Psychologist"

Complexity encaptured

The technology behind GameScanner is an artificial intelligence solution combined with human expert assessments to identify at-risk and problem gambling behavior, as complex as it is.

The technology is built for much earlier and individualized detection of at-risk and problem gambling giving the opportunity for earlier, personally individualized, and potentially better working automated intervention. The obvious benefit is to try avoid severe RG cases, for better RG resource allocation.

The essence of the GameScanner circulates around the individual customer's player profile. This includes 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. On top GameScanner provides a very open integration to other applications and gambling platforms, possible measuring of the intervention effectiveness, gametype analysis etc.

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.*

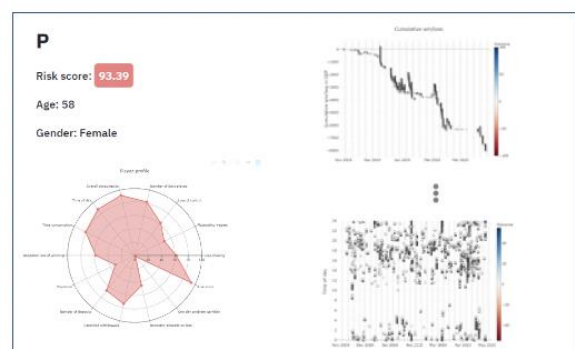
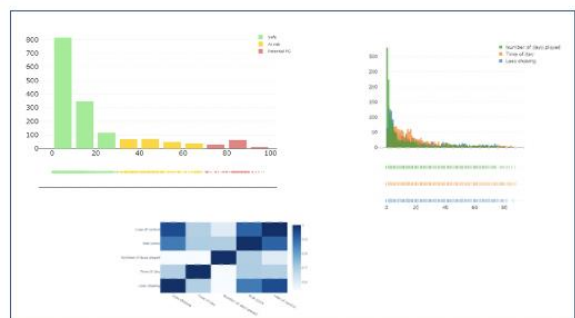
* The performance has been tested and validated by GLI in a sample test in August 2020.



Overview of entire customer database



Individual player profile





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
- For employee self-testing integrated in the gambling operator's intranet etc.

How risky did you play?

Actual score: [Person icon] Your guess: [Person icon]

Low risk ————— High risk

Your risk-guess is higher than your actual risk. Be aware that the test only provides an estimate of your true risk level.

Your score of €3595 is higher than 93% of other people who have taken this test - a sign of low risk behaviour.

[Learn more](#)

Decision profile

- 5%** Sensitivity to rewards: You were only slightly affected by individual wins in the game, and you tended to stick to your choices. This style of playing might indicate that you have low sensitivity to rewards and that you are not afraid of some risk.
- 34%** Sensitivity to loss: You don't seem to have a goal during the game which could remember that trying to win results in even larger losses.
- 69%** Sensitivity to win frequency: Your decisions are not too influenced by how often you win. Remember that in some forms of gambling you can win often but still lose in the long run.
- 83%** Persistence: You seemed to stick with the same deck for longer periods of time. High persistence may lead to growing losses over time when gambling.

Advice

- Plan ahead**: Plan money aside for important expenses first. Then decide what you will spend on gambling.
- Ask yourself**: Have you within the last couple of months regretted a gambling session? This might indicate that you are taking more risk than you intend.
- Lacking excitement?**: Avoid increasing stake sizes to maintain excitement. Take a break instead and come back another day.

[Exit game](#)
[Back](#)

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



Innovation in Compliance and Responsible Gambling 2018



EGR Nordics Rising Star 2021



Paddy Power Betfair Innovation Competition 2018

Compliance Innovator or Innovation of the Year 2020



*For more information please visit our website www.mindway-ai.com
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