

Kindred Group

Responsible Gambling Metrics | Sweden*

PERCENTAGE OF CUSTOMERS CONTACTED AS A RESULT OF SUSPECTED OR DETECTED PROBLEMATIC GAMBLING BEHAVIOUR AND THE IMPACT

Percentage of customers contacted as a result of suspected or at risk of problematic gambling (of the total number of active customers)	0.44%*
Percentage of contacted customers who reduced their gambling	76.85%*
How much these individuals have reduced their gambling on average (deposits)	82.37%*
Share of the contacted customers who choose to self-exclude from Kindred's platform a. less than six months b. six months and longer	a. 1.84%* b. 1.14%*

* Key metrics for the Swedish market during the period 1 January to 30 June 2024

What constitutes gambling risk?

Gambling risk is continuously identified by analysing gambling behavior according to our responsibility gambling tools, markers of harm, and/or in communication with customers who may express concerns about their gambling. Gambling risk can be classified within a spectrum of low to high risk. Gambling operators utilize different levels/thresholds for when contacting a customer who's at risk.

Is 'at risk gambling' a sign of a gambling problem?

'At risk gambling' is not necessarily the display of a gambling problem. One of the main reasons for contacting customers who are at risk is to reduce the chances of the gambling behavior becoming a problem/disorder. In this manner, we can find out how the customer is experiencing problems with their gambling.

What defines a contact?

This refers to the contact that we make for preventative responsible gambling reasons with the customer who during the period showed signs of at risk gambling. A contact can be:

- On-site messaging, i.e. tailored care messages on the gambling operator's website.
- SMS and e-mail with responsible gambling information.

- Telephone calls where trained responsible gambling experts discuss potential markers of harm and how certain at risk behaviour can be reduced.

Why do the key metrics differ between different gambling operators?

What is identified as 'at risk gambling' can differ for different types of products, services and amongst different operators. Some of the main reasons for these differences are:

- The operators have various responsible gambling tools and monitoring systems to follow the customer's gambling behaviour.
- Various choices regarding thresholds/levels when a customer is to be contacted.
- Differences in the type of products/services that the operators offer.
- Demographic differences in the companies' customer base (age, gender, income, etc.) thresholds for when contacting a customer who's at risk.