

How FDJProtect turns data into player protection

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From Playscan to FDJProtect

Goal: anticipate the future of player protection by building a proprietary detection framework

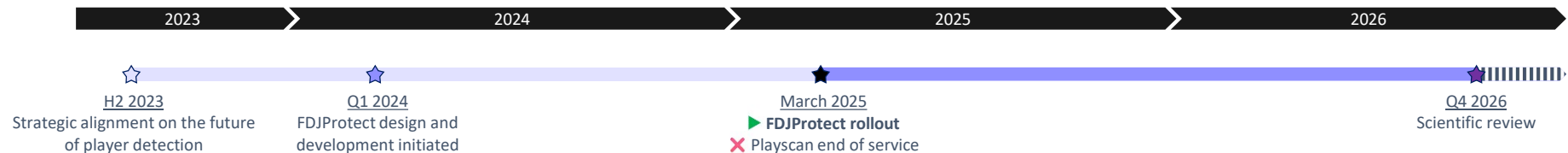
Why develop our own model ?

- Manage continuity after the end of Playscan service
- Adapt detection to lottery-specific behaviors
- Gain greater ownership and transparency
- Enhance continuously detection capabilities



Strategic objectives

- Strengthen early detection of at-risk players
- Deliver more consistent and explainable interventions
- Build a detection tool adapted to our ecosystem
- Support a proactive and evidence-based RG strategy



→ FDJProtect delivered a lottery-specific detection framework combining greater ownership, increased transparency and continuous improvement.

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Data & AI driven risk identification

Goal: use data and AI to convert behavioral data into dynamic risk insights



⇒ Four distinct risk levels ♦ Daily risk reassessment ♦ Actionable player protection

Examples of analyzed data

PLAYING INTENSITY

FINANCIAL TRANSACTIONS

GAMING ACTIVITY

BEHAVIORAL EVOLUTION

→ FDJProtect combines data analytics and AI to transform behavioral data into dynamic risk levels, enabling targeted and proportional player protection.

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What's better with FDJProtect

Goal: more relevant for lottery players, more granular and more actionable for the RG team

Playscan foundations

Color-coded status display *based on three risk levels*

Weekly risk level update *based on a generic model*

Self-report-based risk identification

Structured intervention framework



FDJPROTECT

Color-coded status display *based on four risk levels*

Daily risk level update *based on a lottery specific model*

Behavior-based risk identification

Continuously monitored and enhanced framework

Consistency check

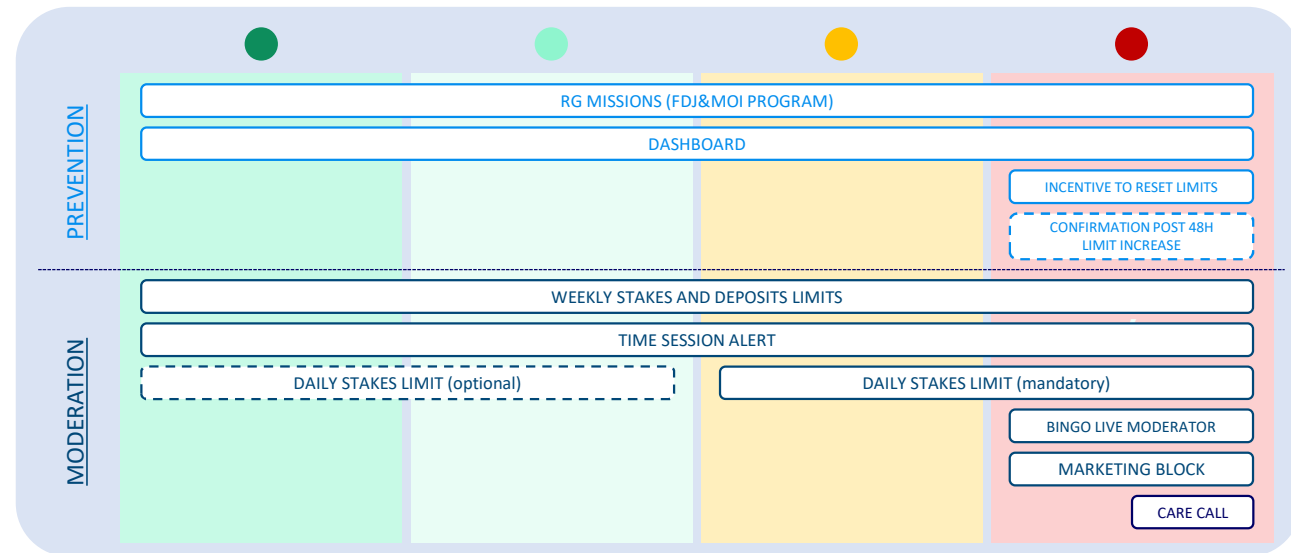
- **Scientific review by independent experts** (Sustainable Interaction literature-based assessment)
- **Consistency checks with PGSI results** (behavioral vs self-reported data)
- **Ongoing data science monitoring** (model reliability, stability and continuous improvement)

→ FDJProtect builds on proven Playscan principles while enhancing them through a lottery-specific proprietary model, daily monitoring and continuous improvement.

From detection to proportionate player protection

Goal: use the detection tool as a starting point of a graduated intervention framework

- **Proportionate interventions:** automatic actions escalate according to the player's risk level
- **Prevention before restriction:** awareness tools and self-control measures are prioritized whenever possible
- **Higher risks trigger stronger actions:** mandatory limits, marketing exclusion and care calls are reserved to the highest-risk players



→ FDJProtect ensures that protection measures remain proportionate to risk, combining prevention, behavioral moderation and targeted support for the most-at-risk players.

A foundation for continuous improvement

Goal: govern, challenge and review our detection system

Responsible Gaming governance

RG ownership
Intervention expertise
Model oversight
#OWN #GOVERN #DECIDE

Data science governance

Monitoring & Calibration
Drift detection
Continuous improvement
#MONITOR #CALIBRATE #IMPROVE

Independent external challenge

 **SUSTAINABLE** assessment
INTERACTION
Third-party scientific review
#REVIEW #CHALLENGE #VALIDATE



→ FDJProtect combines operational ownership, data science expertise and independent scrutiny to ensure robustness, transparency and continuous improvement.

Next steps

Goal: move from behavior-based detection to predictive and omnichannel player protection



Today
RISK
DETECTION
#Detect



Tomorrow
PREDICTIVE
DETECTION
#Predict



Long-term
OMNICHANNEL
PROTECTION
#Anticipate

→ FDJProtect ambitions include a more predictive, more personalized and more integrated player protection framework.

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