



Informed Play is Better Play

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OUR VISION

We will be the partner of choice to help our lottery and charitable gaming customers **responsibly** grow revenue for good causes through outstanding games, retail excellence and digital innovation.



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informed Play.TM **Better Play.**

Leading the way to responsible play



CERTIFIED
WLA RESPONSIBLE GAMING
STANDARDS FOR ASSOCIATE MEMBERS
VALID UNTIL 2026

informed Play.[™] **Better Play.**

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RETAIL



**DIGITAL
ENGAGEMENT**



GAMES



ONLINE PLAY



**PREDICTIVE RISK
MODELING**



**PERSONALIZED
SUPPORT**





A woman with long brown hair, wearing a white long-sleeved shirt and light blue jeans, stands at a retail counter. She is holding a smartphone and looking at it. Behind the counter is a male employee in a black polo shirt. On the counter is a computer monitor, a payment terminal, and a small sign. To the right of the counter is a tall sign with a QR code and text. To the right of the sign is a shelf stocked with bags of snacks.

PLAY HERE

BONUS KNOWLEDGE UNLOCKED!

Scan to discover tips for playing responsibly.

OPT IN FOR RESPONSIBLE GAMING MESSAGING

BONUS

LEARN MORE

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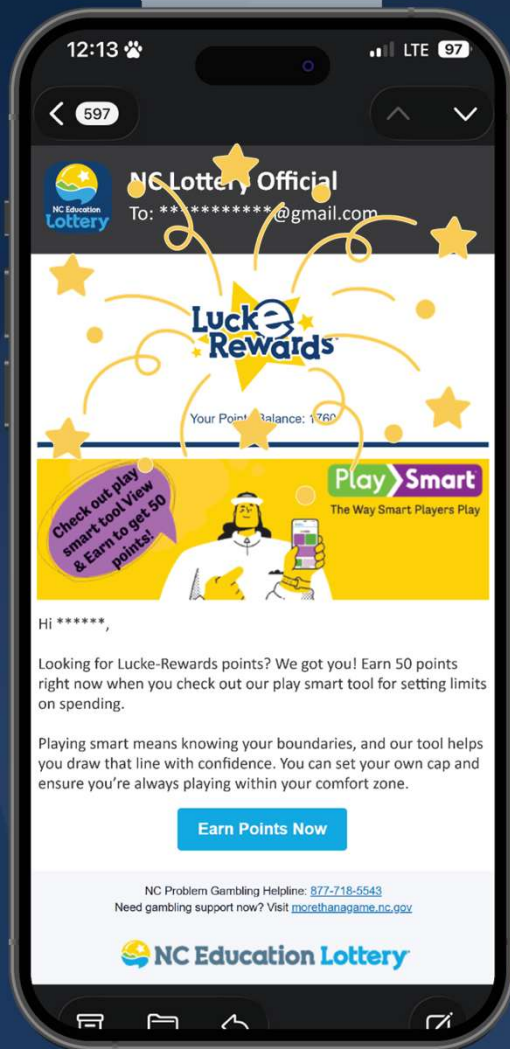
Play Smart
Jouez Sensé
PlaySmart.ca
JouezSense.ca

8 04906 01010 7

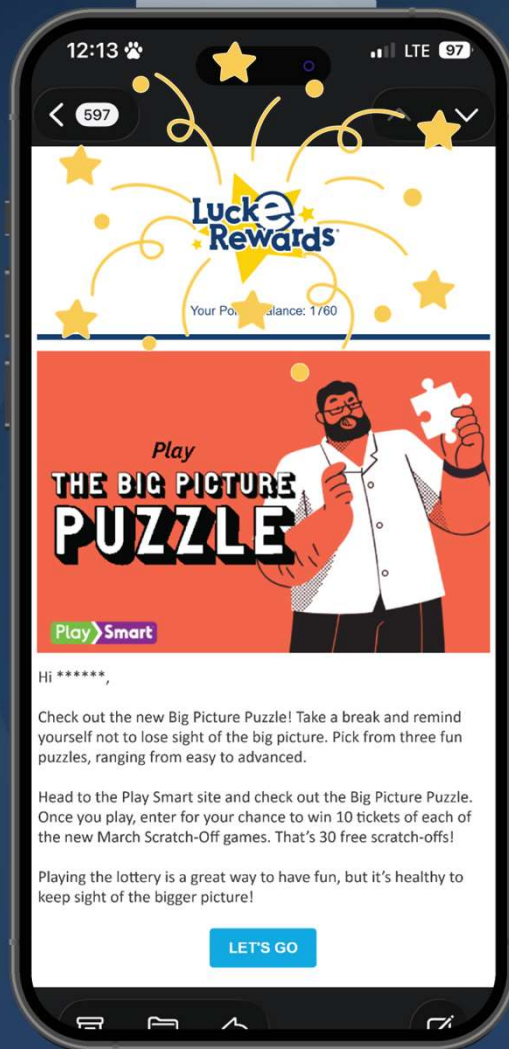
Discover Problem Gambling Services at ConnexOntario 1-866-531-2600
Accédez à des services de soutien pour le jeu problématique à
ConnexOntario 1-866-531-2600



VIEW & EARN



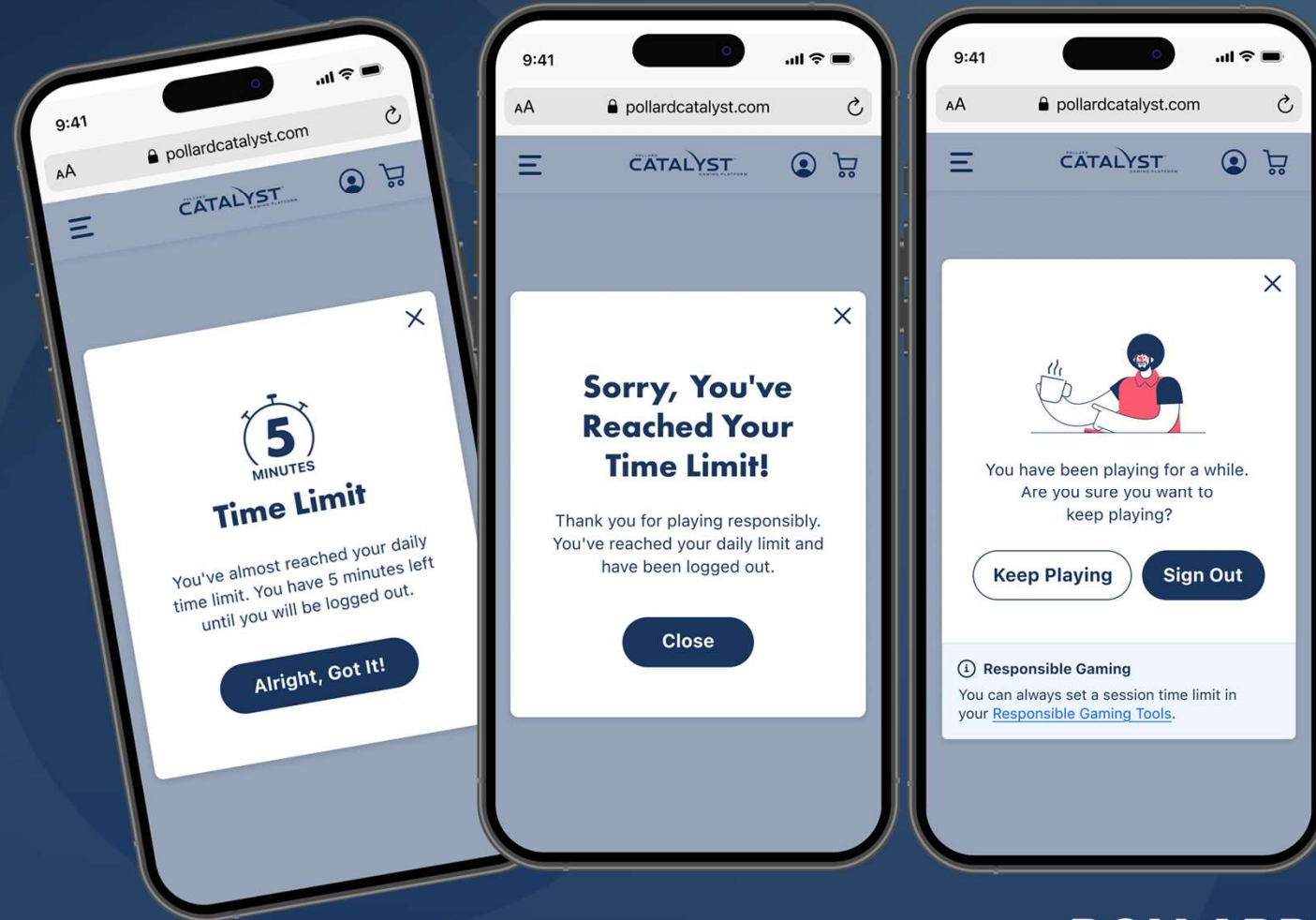
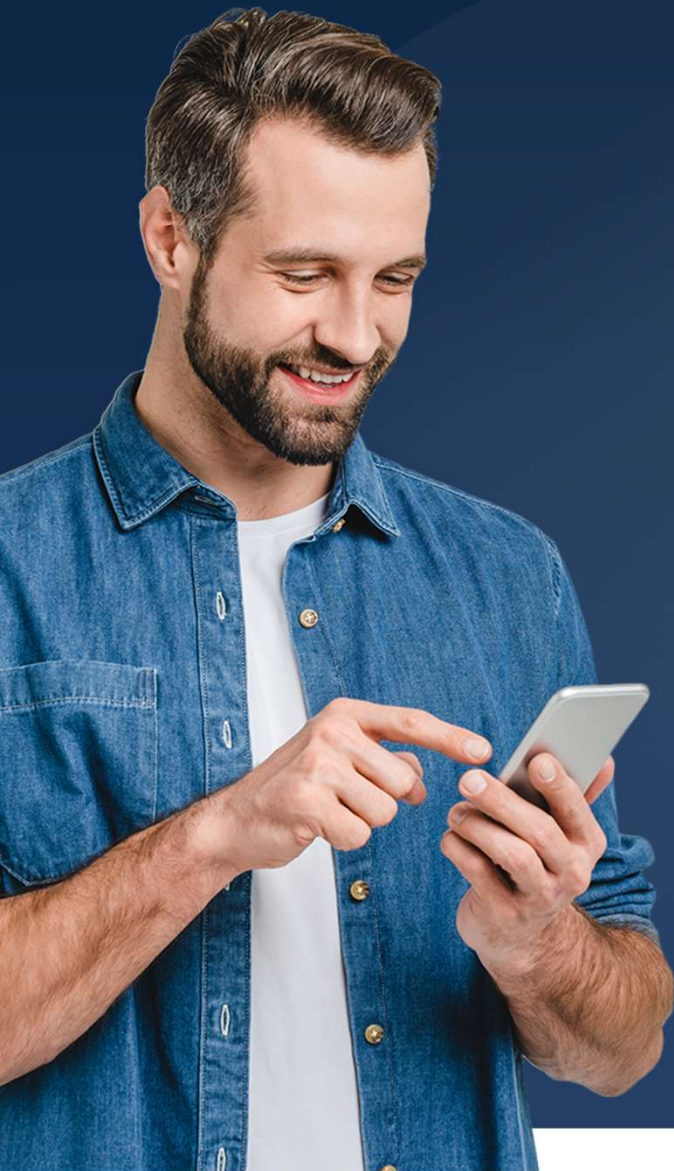
QUIZ



BE IN THE KNOW.
YOU KNOW



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PREDICTIVE RISK MODEL

MILESTONE 1

HOLISTIC VIEW OF PLAYER ACTIVITIES

MILESTONE 2

PERSONALIZED COMMUNICATIONS

MILESTONE 3

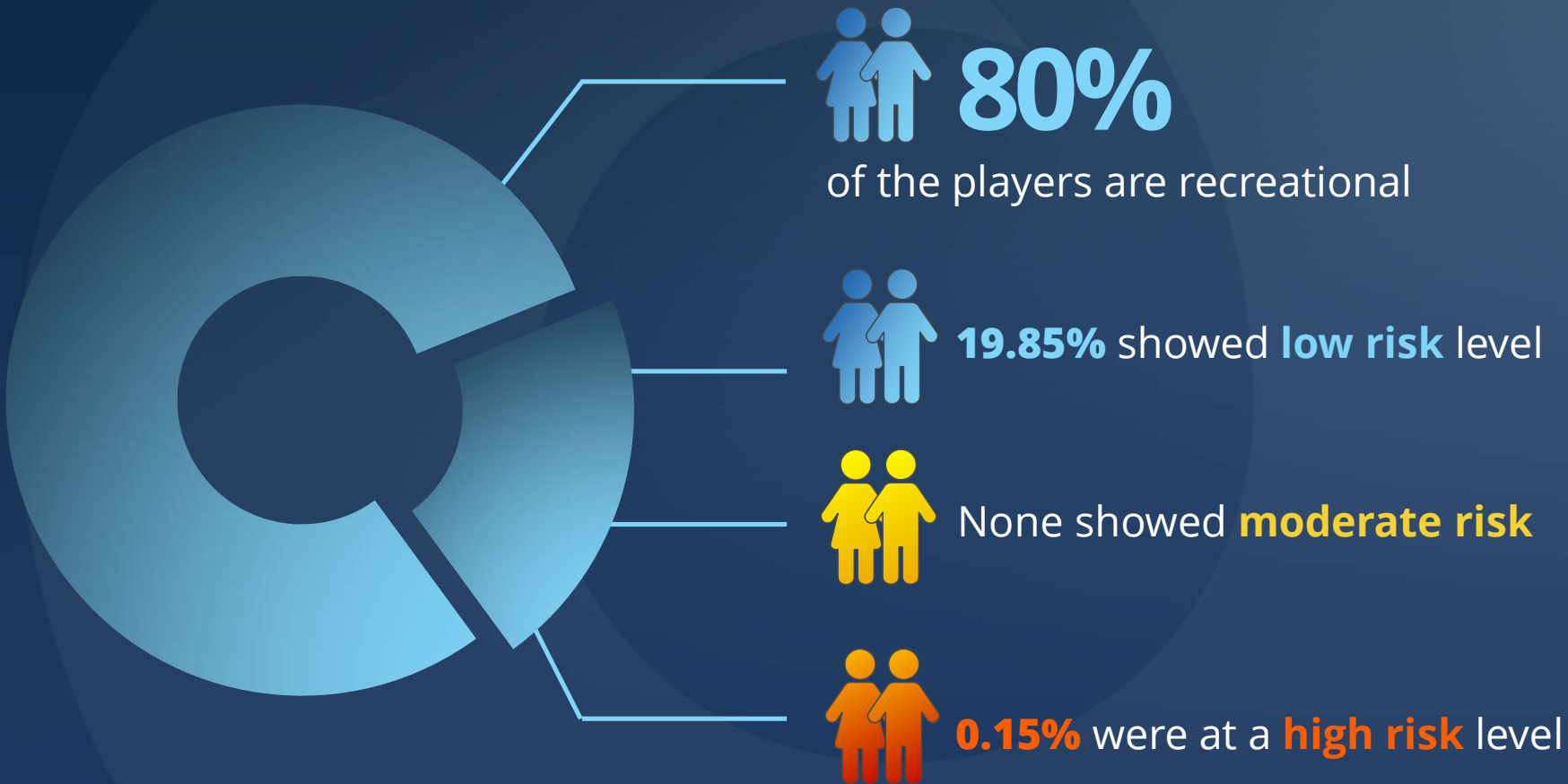
NET LITERACY RESULT



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MILESTONE 1

HOLISTIC VIEW OF PLAYER ACTIVITIES



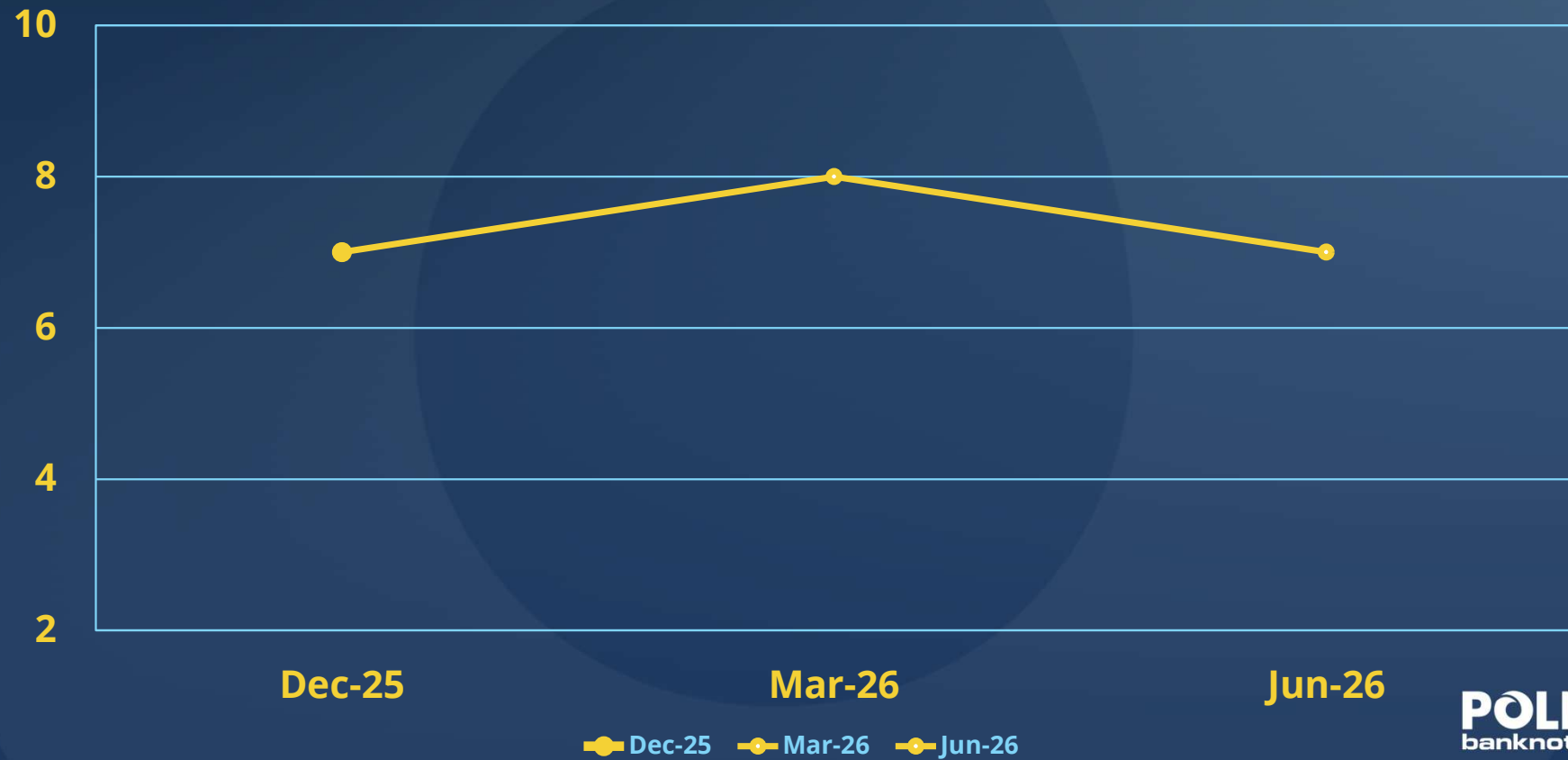
MILESTONE 2

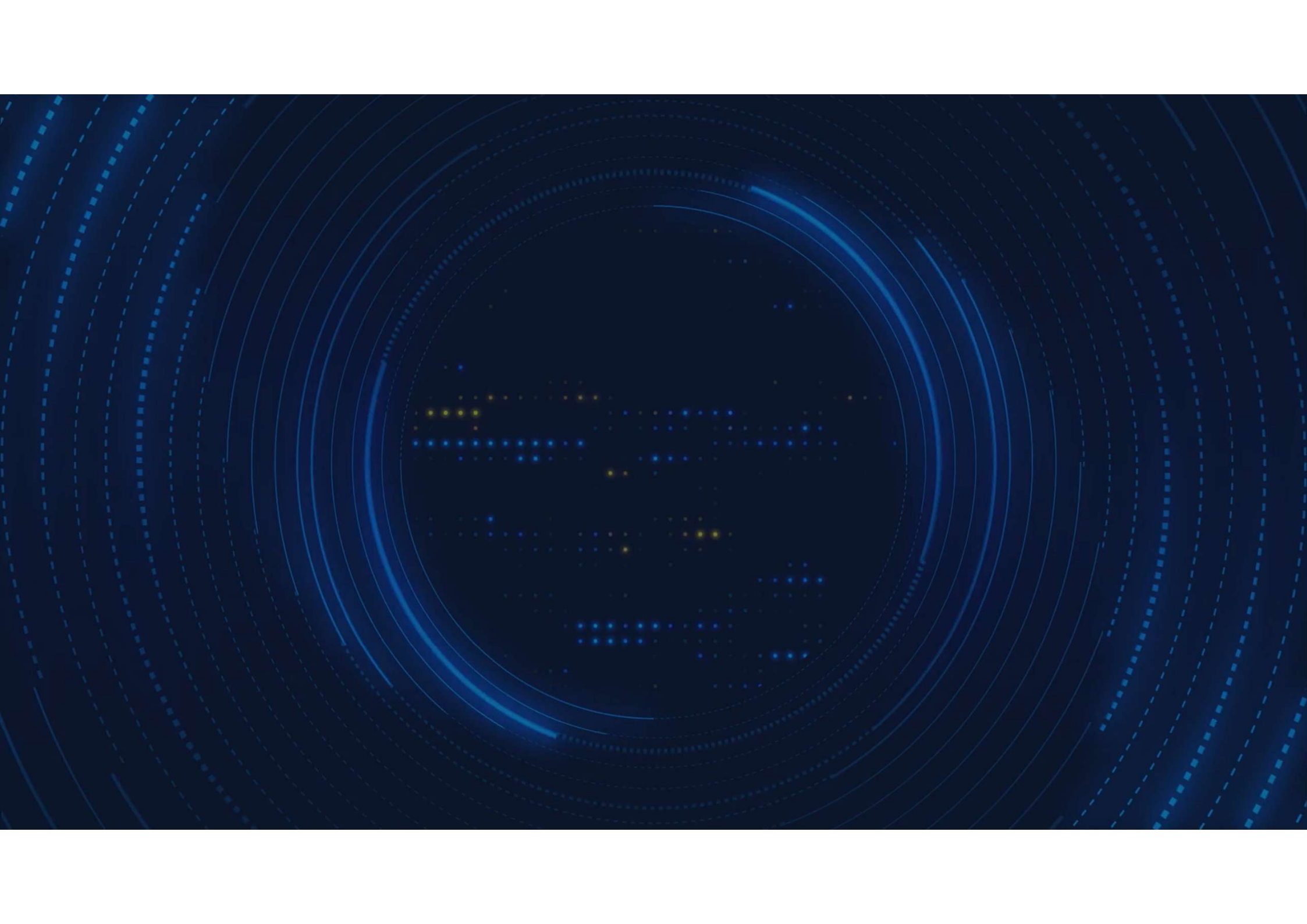
PERSONALIZED COMMUNICATIONS



MILESTONE 3

NET LITERACY RESULT





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