

Proaktive messages (Spillepuls)

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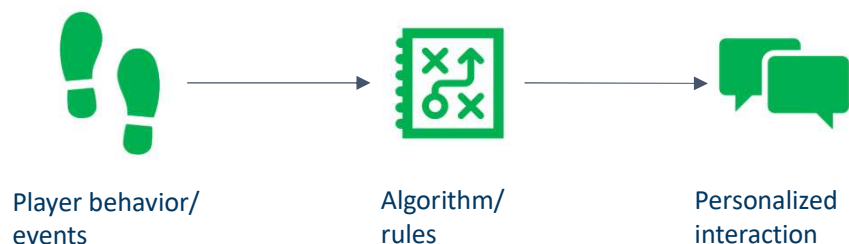


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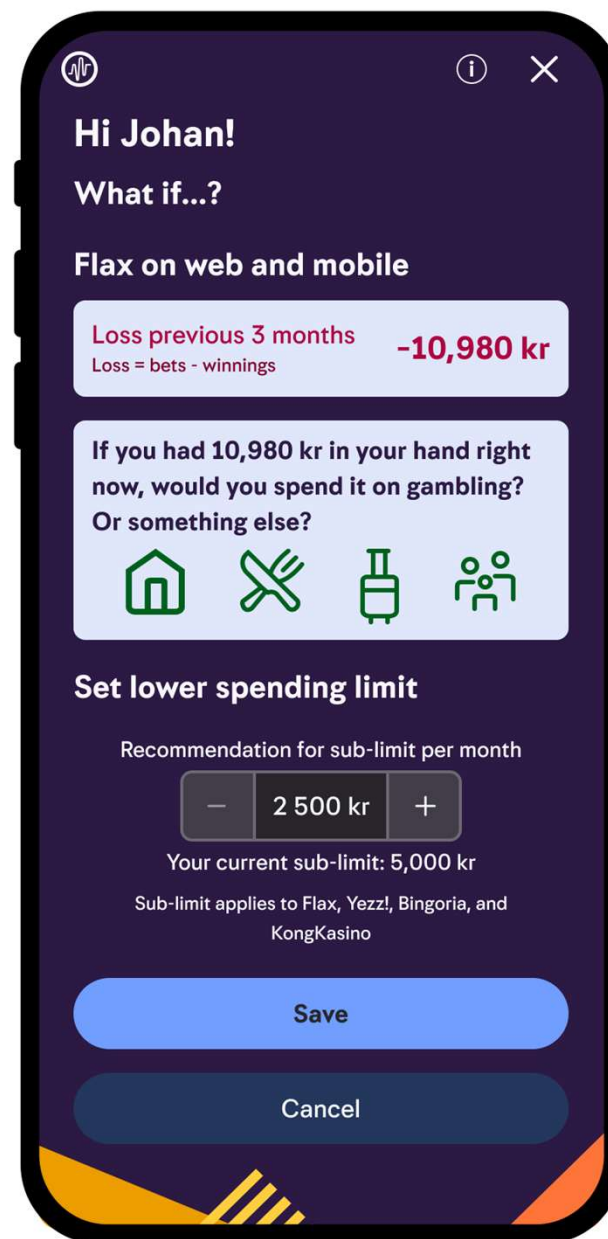


What are proactive messages? (Spillepuls)

Digital personal dialogs/
interactions designed to prevent or
reduce problematic gambling
behavior



The aim: to create awareness,
reflection, and encourage taking
action to moderate future gambling



Since May 2020



24 randomized control trials



16 converted to modules



810,000 unique customers



3,600,000 messages

6.5 million messages for casino winnings



113 message variants tested



50+ customer interviews



200+ user test participants



2,000+ survey respondents



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- Play break for 30+ days(9)
- Play again after break (1)
- Winnings in KongKasino (8)
- New casino player (4)



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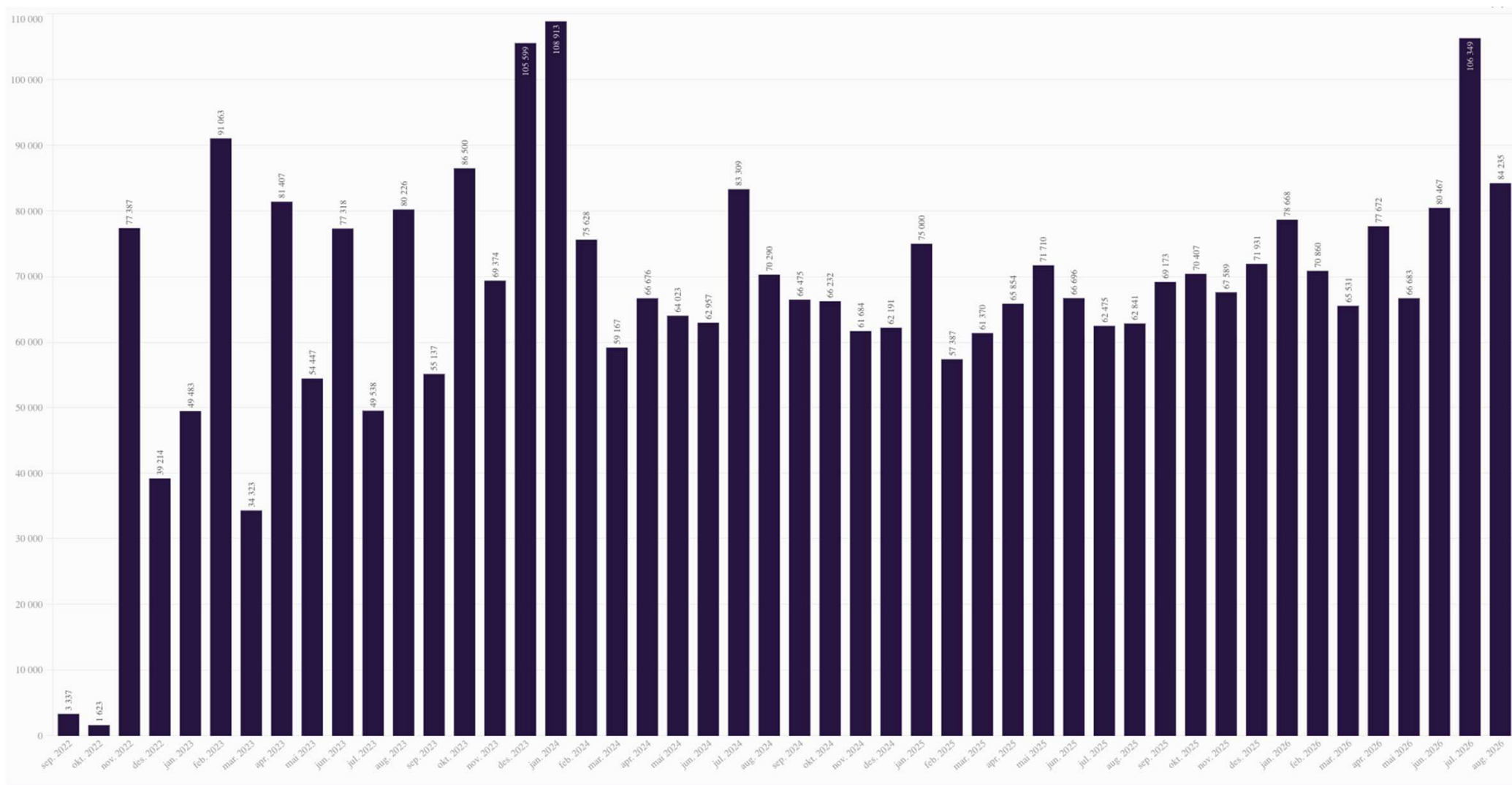
WORLD LOTTERY ASSOCIATION

Digital scratchers and online Bingo

Behavioral markers

- Bet, win, and loss amount previous month
- Bet, win, and loss amount previous 3 months
- Bet, win, and loss amount previous 6 months
- Number of rounds won and lost
- Number of scratchers played and won
- Loss over a minimum threshold for either 1 or 6 months



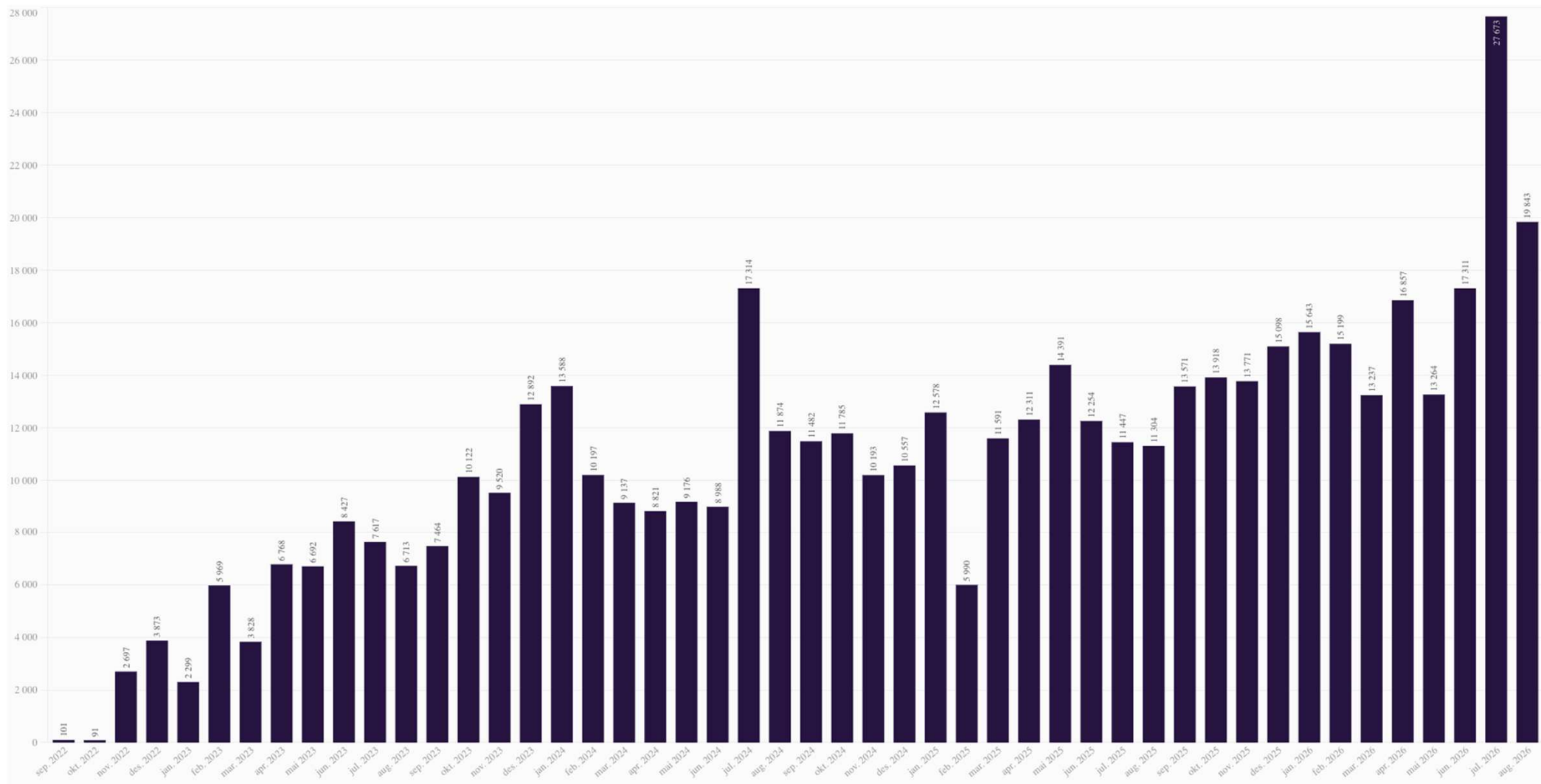


All players



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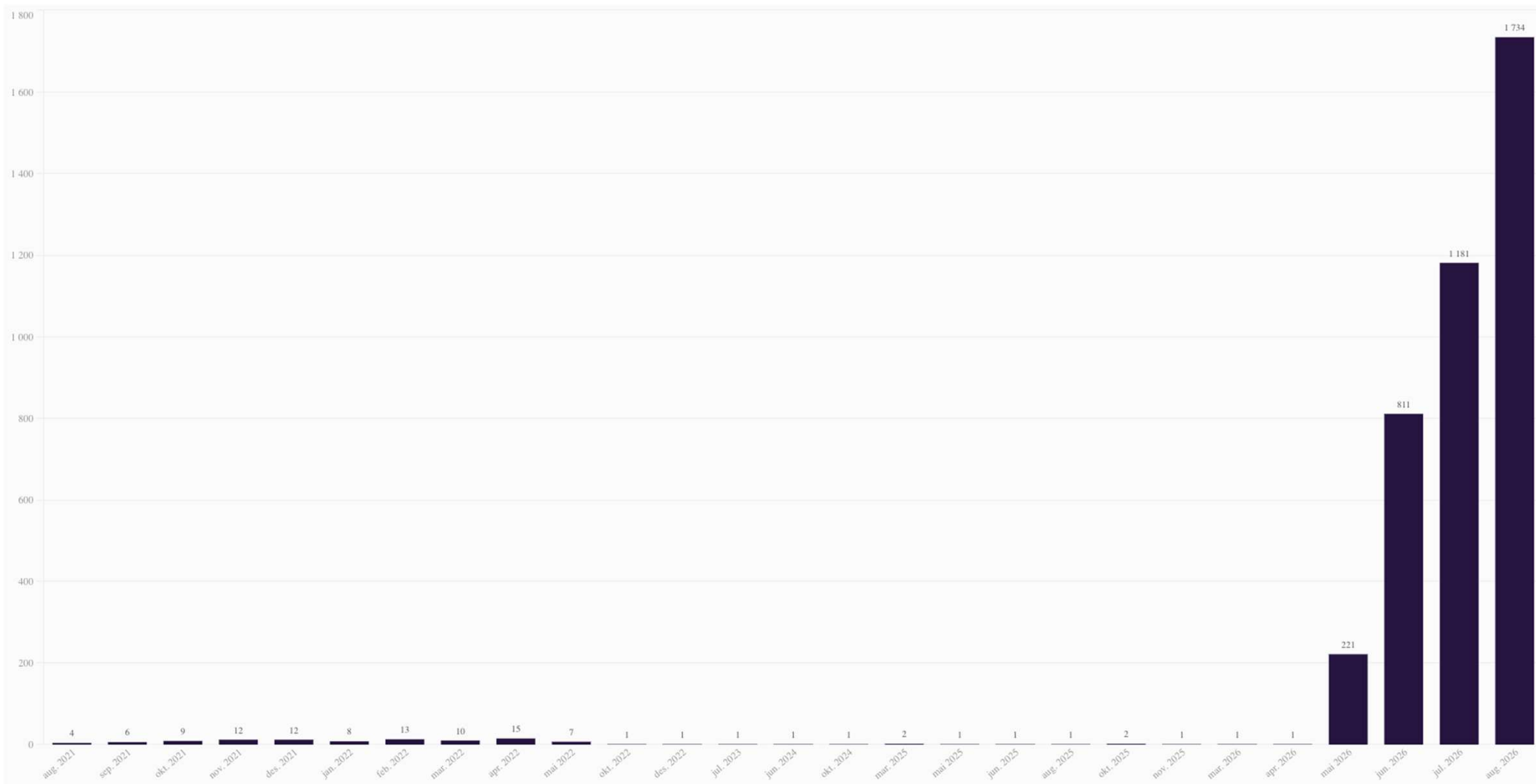


18-25 year olds



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18-25 year olds after new mandatory limits in May



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2025

Across 19 different pilots/modules

- 374,000 unique players
- 852,000 messages
- 16.6% new limits saved
 - 3.4 -30.5% per message
 - 28.7% of customers saved new limits at least once
- 58,000 comments

Casino winnings - 161,000 unique players
and 1,368,000 messages with 26.7% of
winnings transferred



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2026 so far...

Across 19 different pilots/modules

- 324,000 unique players
- 581,000 messages
- 16.2% new limits saved
 - 4.5 -28.4% per message
 - 24.4% of customers saved new limits at least once
- 38,000 comments

Casino winnings - 146,000 unique players
and 916,000 messages with 27.3% of
winnings transferred



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Modules over time...

High Casino loss previous month:

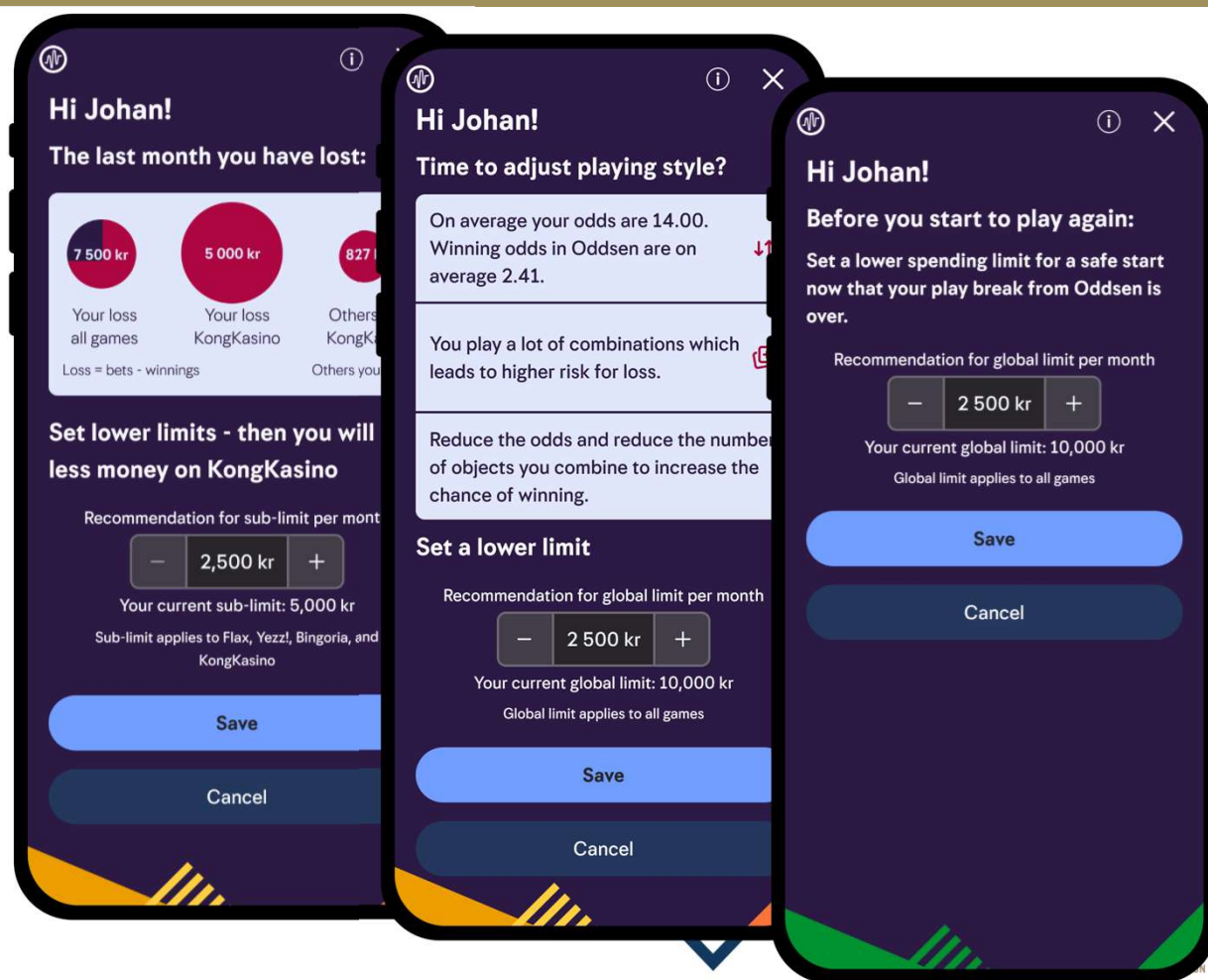
- 2022 - 8.4% - 12.8% per month
- 2026 - 7.2 - 8.4% per month

High sports betting loss 6 months + high odds (over 10 on average):

- 2023 - 6.1 - 7.3% per month
- 2026 - 4.9 - 6.2% per month

Back from play break (30+ days):

- 2023 - 22.1 - 24.8% per month
- 2026 - 23.8 - 28.7% per month



Summary

- Be personal and relevant
- Simplify when you can
- Use recommendations
- Integrate into the customer journey
- If you have data, use it!



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