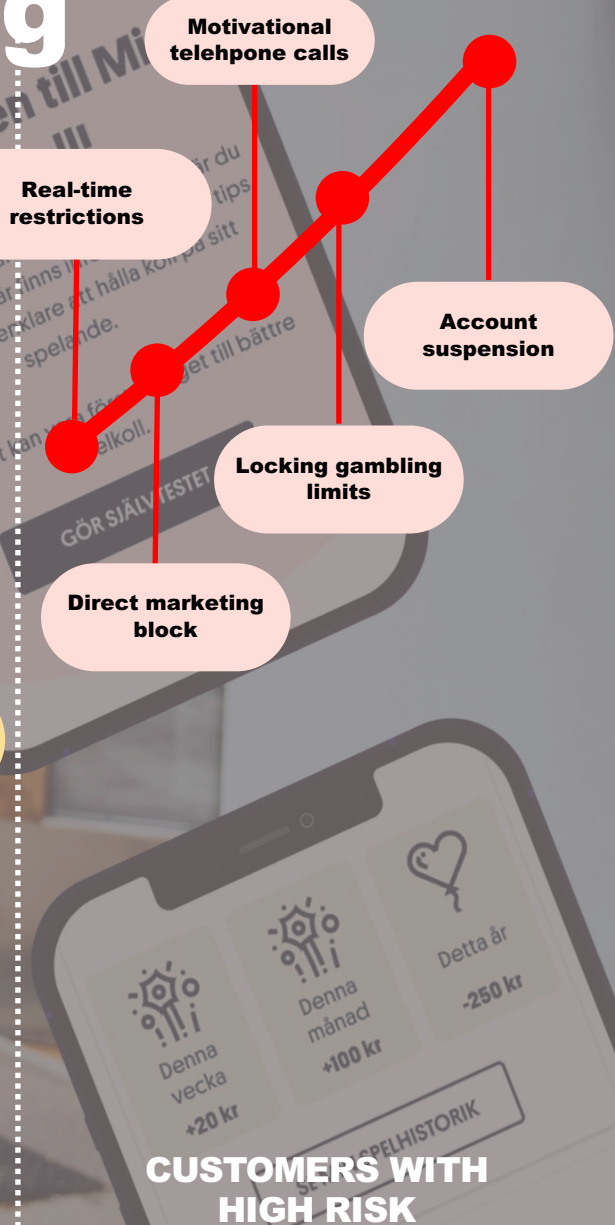




Implementing gambling limits by affordability

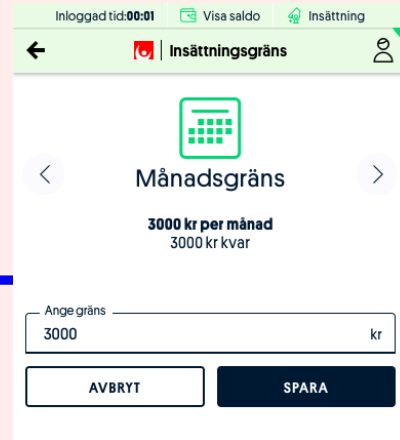
100% owned by the Swedish State
3 licenses operated
1400 employees
3 million customers
8 billion SEK in gross gaming revenue

Supporting sustainable gambling



Our limits by affordability approach

Setting limit or changing limit

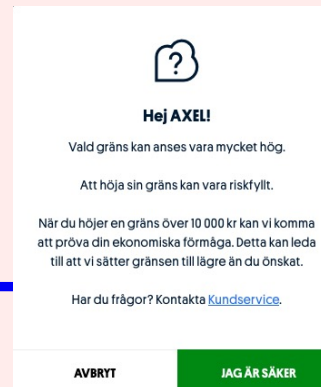


Limit between
0 – 10 000 SEK / month

Limit confirmed (waiting
period if higher than previous)

10 SEK
≈ €1

Limit over
10 000 SEK / month

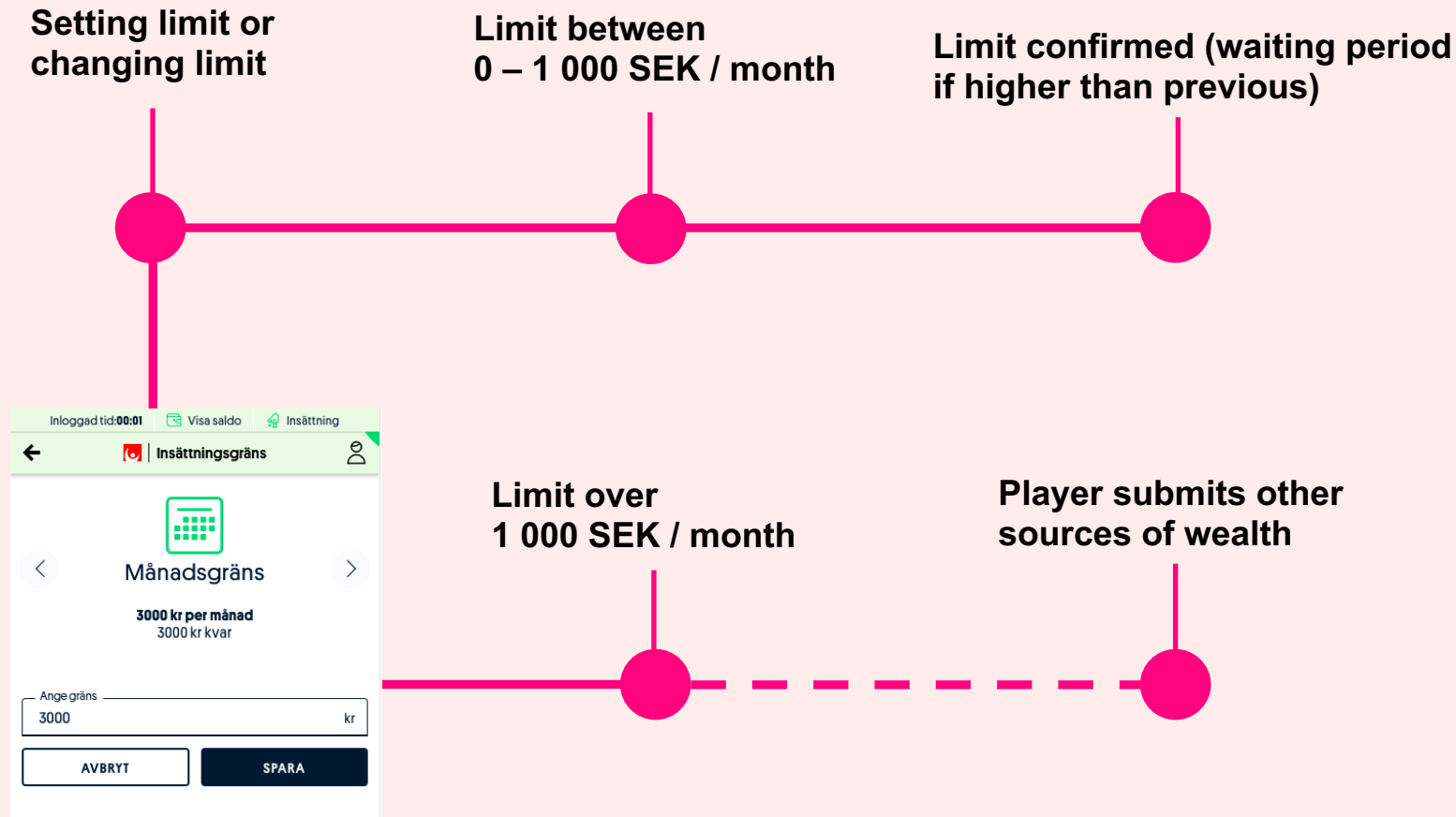


Adjust maximum limit
according to income

Player submits other
sources of wealth

Applies to monthly deposit limits for customers 20 years or older and consequently monthly loss limits on VLTs

Our new teenager limits



Applies to monthly deposit limits for customers 18-19 years old and consequently monthly loss limits on VLTs

Why have we done this?

1

No lazy belt buckling behind the back

2

We believe the player knows their limits best

3

We need to *know* our high risk players

4

The extra mile against gambling on credit

5

Stricter limits for younger makes sense

Reception - better than anticipated

- Few negative reactions by affected customers
 - Criticism in regards to individual freedom
 - Criticism in regards to being underinformed
 - Criticism towards some use cases
- Overwhelming positive attitudes in general
 - The public 90% positive and 2% negative
 - Gamblers 91% positive and 2% negative
- Positive attitudes from support groups
- Press negative or neutral



Tobias
@Int_bitter

@svspel_samhalle Kan vi få något uttalande om varför 18 och 19åringar bara kan sätta in 1000kr i månaden. Har svårt att se att ni lagligt kan bestämma dessa begränsningar beroende på ålder.

1:46pm · 8 Dec 2021 · TweetDeck

Critique on Twitter of limiting 18 – 19 year olds to 1 000 kr/month.



An attitude survey asked the question “What’s your attitude about these new limits that Svenska Spel has introduced?”. (N = 1 366)

Effects of introducing affordability limits

Aged 18 – 19 lowered to 1 000 kr/month

- High risk gambling heavily reduced
- A portion keep reaching the new maximum limit
- Almost no teenager have asked for a higher limit

Adults lowered to 10 000 kr/month

- No reaction or notable effect by the *behind the back bucklers*
- No large effect on rate of high risk gambling
- A minority chose to re-increase their limit

Adults lowered to affordability limit

- High risk gambling rate reduced
- Around 2% chose to ask for a higher limit
- Most kept playing, but for less



JOIN US IN THE NEXT STEP OF LIMITS