

SVENSKA SPEL



Voluntary Responsible Gaming tools

Backgrounds

Huge gray market

- 3000 to 5000 machines
- Approximately 5 billions SEK
- More aggressiv games
- Organized crime
- Minor consequences

Backgrounds

- The Gaming Board examines age controls in the field during spring 2008
- We investigated the possibility to implement compulsory player card
- Loss of approx. 900 MSKR

Responsible gaming, Vegas to date

Credit =>Kronor

Clock

No progressive bonus

Screen message

Rearrange VLT line up at site

18 year check at site

All gaming at site 18 year limit

Turnover demand

Brochure on support line

Restricted opening hours

Informed choices

Moderate play, including self test
(spelalagom.se)

Interactive training

18-23 program

Age verification

Responsible gaming, Vegas next phase

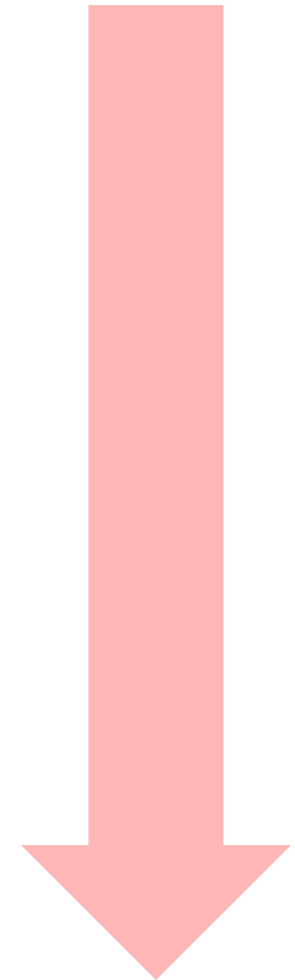
- **Identified player**
- **Player card as the bearer**
- **Voluntary responsible gaming tools**
 - **Play Scan**
 - **Play history**
 - **Play limits**
 - **Emergency stop**
 - **No play contract**
 - **No loss of players to the gray market**

Challenges

- **Simplicity**
 - **Easy to use**
 - **Easy to apply**
 - **Easy to access**
- **Effective RG tools**
- **Value added services – not constraints**
- **Architecture for future service build out**
- **Flexible**
- **Security**
- **Integrity**
- **Common base with other product lines**
- **Maintained Player base**
- **RG program communication**

Game service levels

- **Level 1 – Age verification**
 - Base level games
- **Level 2 – Identified player**
 - Responsible gaming tools (play limits, play scan etc)
 - Appetizer of new games
 - Personalize
 - Mystery bonus
 - Base level games
 - Middle level games
- **Level 3 – Identified player with defined play limits**
 - Responsible gaming tools (play limits, plays can etc)
 - Appetizer of new games
 - Personalize
 - Mystery bonus
 - Base level games
 - Middle level games
 - Advanced games and bonus features



Reflections?

Questions?