





A LOOK BEHIND THE SCENES – TAKING RESPONSIBLE GAMING SERIOUSLY

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**VEIKKAUS IS THE MOST RESPONSIBLE GAMING
COMPANY FOR THE FINNS!**



WE HAVE A SPECIAL MISSION

- Almost all adult Finns play our games
- Our task is to
 - Prevent gambling related harm
 - Bring over one billion euros yearly for the common good
 - Defend the market share by providing superior gaming experience and customer satisfaction



PEOPLE AT VEIKKAUS VERY COMMITTED TO

- **UNDERSTAND THE CHANGES AND REASONS BEHIND PROBLEM GAMBLING**
- **FIND WAYS TO BOOST RESPONSIBLE GAMING**





THE BEST WAY TO OPERATE GAMING IN FINLAND

For the customers

Best games and services

All games in one location

Preventing problem gambling

Tools for gaming control

For the beneficiaries

Over one billion euros a year for the common good

Optimal and steady development prospects

For society

Merger reinforces the national system

Preventing fraud

FINNISH GAMING MARKET AND VEIKKAUS 2018



€3,155 M
TURNOVER

86% VEIKKAUS
MARKET SHARE*

€1,014 M
(-0.7%) RESULT

44% PLAYS
IDENTIFIED

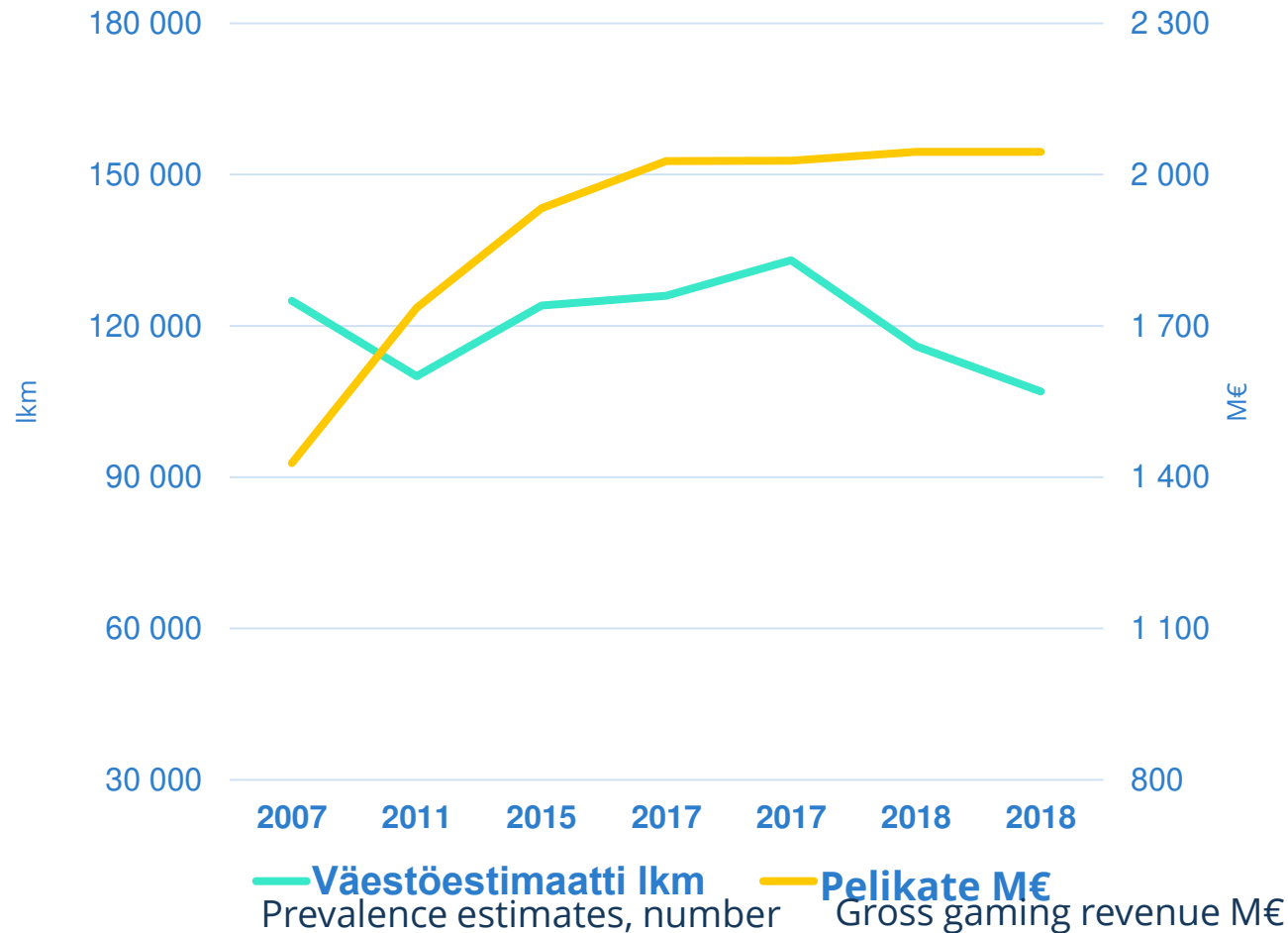
42% SHARE OF
DIGITAL GAMING

*In terms of
GGR



**WE TAKE PROBLEM
GAMBLING SERIOUSLY**

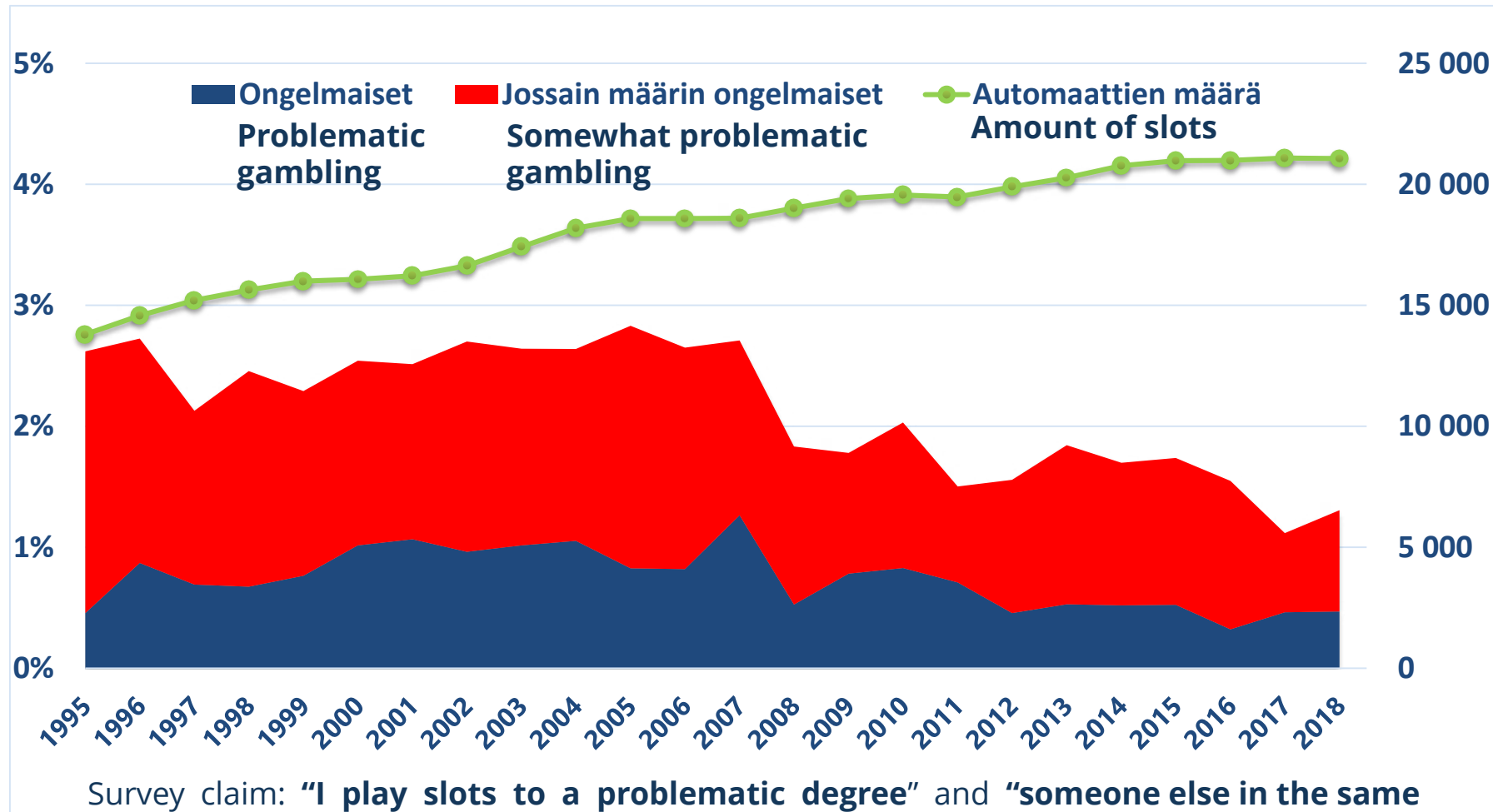
DEVELOPMENT OF PROBLEM GAMBLING PREVALENCE AND THE GROSS GAMING REVENUE IN 2007-2018



- The graph shows the overall gaming revenue in Finland, including an estimate for gaming abroad
- Problem gambling prevalence estimates 2007-2015 are from the Surveys of National Institute of Health and welfare (THL)
- Estimates from 2017-2018 originate from Taloustutkimus' surveys conducted by Veikkaus
- All the surveys used SOGS and on every survey about 5,000 people were interviewed

SHARE OF PEOPLE PLAYING SLOTS TO A PROBLEMATIC DEGREE IN 1995–2018

SOURCE: TALOUSTUTKIMUS POPULATION SURVEY. A TOTAL OF 4,000 ANNUAL RESPONDENTS



Summary

- Problem gambling has decreased during the research period although the number of slots has risen by about 50%!

Note

- The steep decline in 2007-2008 is probably due, in particular, to the transition of young men to online poker and online casinos
- Error margin of +/- 0.45 percentage points

Survey claim: "I play slots to a problematic degree" and "someone else in the same household plays slots to a problematic degree". Number of respondents who agree totally or somewhat.

CONCENTRATION OF GAMING IN FINLAND: 7% OF THE PLAYERS BRING 50% OF GROSS GAMING REVENUE (GGR)

- Based on THL's problem gambling survey, gaming is more and more concentrated
 - 2016: 4,4% of the players bring 50% of GGR
 - 2017: 2,2% of the players bring 50% of GGR
- Based on Taloustutkimus' problem gambling survey (ordered by Veikkaus), 5,9% of the players bring 50% of GGR
- **Based on Veikkaus' gaming data, 6,9% of the players bring 50% of GGR**

Note: Gaming data gives precise results, whereas the result of surveys (THL and Taloustutkimus) are directive since the respondents have been asked to estimate their own spend on gaming (without defining whether they mean purchases or losses).

Amount of players bringing 50% of GGR:

- THL 2016	4,4 %
- THL 2017	2,2 %
- Taloustutkimus/Veikkaus	5,9 %
- Veikkaus' gaming data 2018	6,9 %

WE TAKE RESPONSIBLE GAMING SERIOUSLY

1. GAMING LIMITS

- Mandatory gaming limits have been effective

2. IDENTIFIED GAMING

- Higher identification rate gives us more tools to boost responsible gaming – about 45% plays identified

3. RESPONSIBLE GAMING

- Veikkaus prevents gaming related harms in many ways



1. GAMING LIMITS

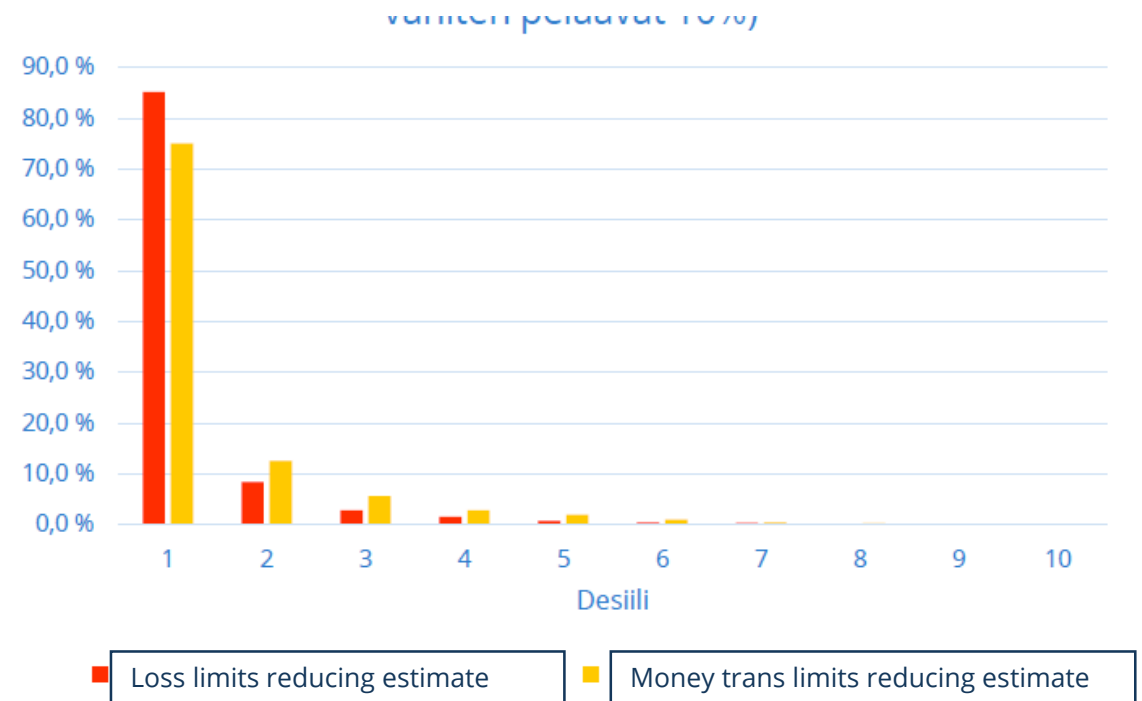
MANDATORY GAMING LIMITS HAVE BEEN EFFECTIVE

Mandatory gaming limits

- Veikkaus launched mandatory gaming restrictions in December 2017 → Loss limit + Money transfer limit
- Gaming limits reduced the growth of the GGR in the digital channel in 2018 by ca. **21 MEUR**

Limits reduce mostly gambling of heavy players

- 85% of the revenue cut that is caused by loss limits is targeting to decile that is gambling most
- 75% of the revenue cut that is caused by money transfer limit comes from the top decile





2. IDENTIFIED GAMING

ABOUT 45% PLAYS IDENTIFIED

Connection to the responsible gaming

- Higher identification rate gives us more tools to boost responsible gaming – about 45% plays identified

Benefits for the customer

- Prizes paid safely to the winners' bank or game accounts
- Tools for the self-control of gaming
- Benefits, draws and experiences
- More games to play and better chances of winning
- Elite sports and horse races broadcast on a free TV service
- A customer panel where the customers can influence, e.g., product development



LOYAL CUSTOMERS



3. RESPONSIBLE GAMING

WE PREVENT GAMING RELATED HARMS IN MANY WAYS



Everyone needs to set mandatory limits to control gaming.



We tell about the risks.



In marketing, we do not give a false idea of winning. We identify the risk players and communicate about responsible gaming.

All game ideas undergo a responsibility evaluation.



We monitor age limits.



We finance research by 2,5 MEUR and Finnish Gambling Helpline by 1 MEUR per a year.

A young man with short brown hair is the central focus, looking slightly to his right. He is wearing a black long-sleeved shirt with a graphic design and a red guitar strap. He is holding a guitar. In the background, two other young men are visible, one on the left and one on the right, both playing guitars. The setting appears to be a music studio or rehearsal space, with several guitars hanging on the wall behind them. The lighting is dramatic, with a strong light source from the left creating a lens flare effect.

WE ARE THERE FOR OUR BENEFICIARIES

OVER ONE BILLION A YEAR FOR THE COMMON GOOD



A photograph of two women in a room with wood-paneled walls. The woman on the left is older, with short blonde hair, wearing a light-colored plaid poncho. She is hugging the woman on the right from behind. The woman on the right is younger, with long dark hair, wearing a dark knit beanie with a pom-pom, a patterned scarf, and a dark blue winter jacket with a fur-lined hood. They are both smiling and looking at each other. In the background, there is a window with a view of a snowy landscape. A small white table with a vase of dried flowers sits on the windowsill. The text "WE ARE ON THE SAME SIDE!" is overlaid in large, bold, yellow letters across the middle of the image.

WE ARE ON THE SAME SIDE!

VEIKKAUS