

SPER - the ethical council for the Swedish Gambling industry

- a common initiative for a sustainable gaming market.

# Example

The image shows a screenshot of the Vinnarum Casino website. At the top left, there is a pink button that says "Öppna Konto Nu!". To the right of this is a login section with two input fields: "Användarnamn/e-post" and "Lösenord". Below the "Lösenord" field are two buttons: "Glömt lösenord?" and "Logga in".

The main navigation bar is dark blue and contains the following items from left to right: a home icon, "Bonusar", "Betalningsmetoder", the Vinnarum Casino logo (a pink diamond shape with three stars and the text "VINNARUM Casino"), "Kundservice", "Om Vinnarum", and a Swedish flag icon.

The central promotional banner has a pink background with a sunburst pattern. It features large white text that reads "8000 KR" and "+ 200 GRATISSNURR". Below this text is a yellow button that says "Öppna konto!". The banner is decorated with colorful, 3D-style stars in yellow, green, blue, and purple. On the right side of the banner, there is a diagonal text element that says "TA TUREN TILL DIG!".

# Example



1000 kr  
RISKFRITT

...så får du självklart en ny chans på Expekt!

**expekt**

The image shows two men on a tennis court. One man in a blue shirt is looking towards the court, while another man in a white shirt is seen from the back. A circular badge in the top left corner contains the text '1000 kr RISKFRITT'. The bottom of the image has an orange banner with white text and the Expekt logo.



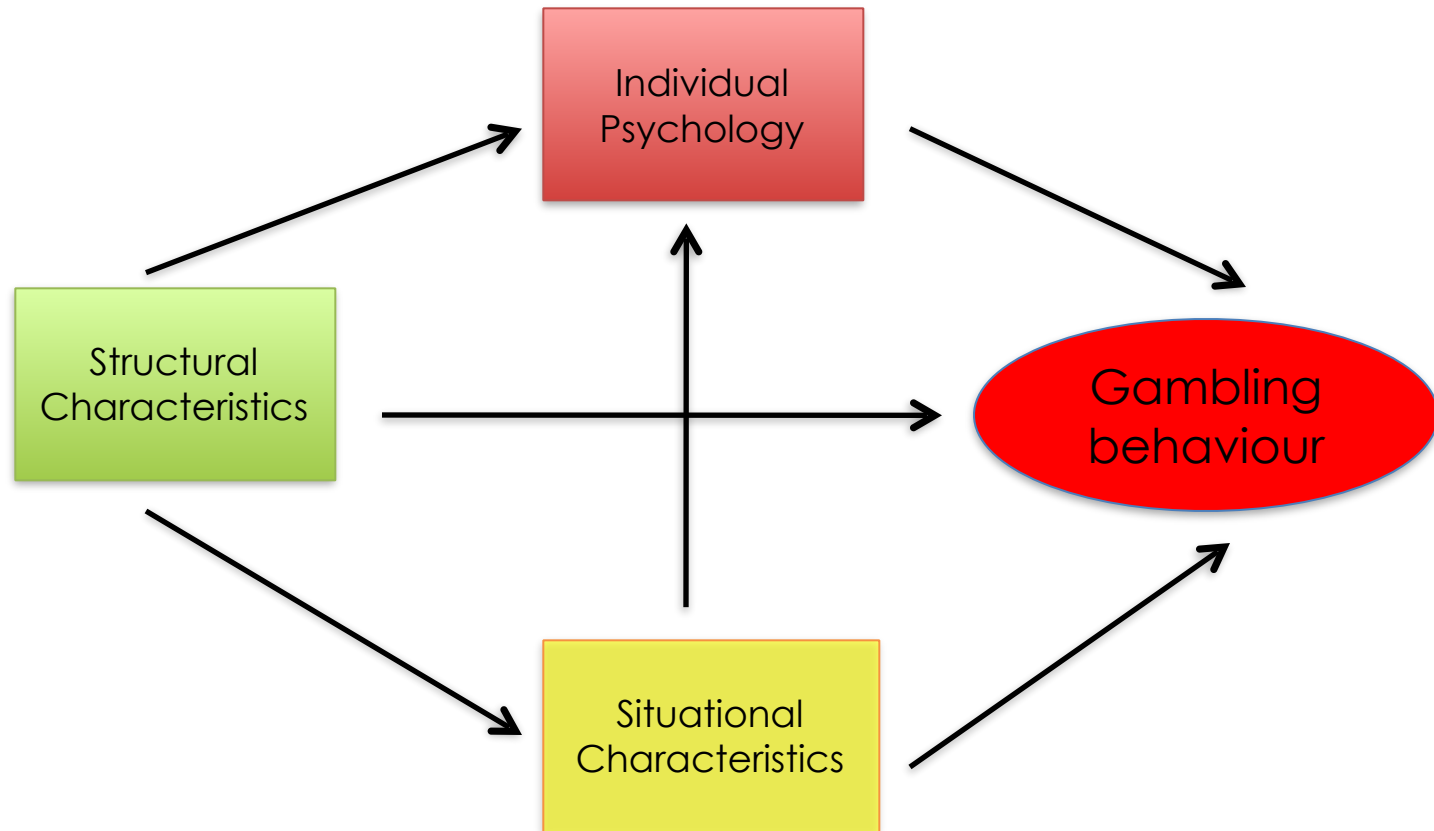
**expekt**<sup>™</sup>  
*Sharpen your game*

Alla nya kunder spelar riskfritt första gången, upp till 1000 kr!

**REGISTRERA DIG**

The image features a stylized background with orange and grey geometric shapes. The Expekt logo and tagline are prominently displayed at the top. Below, a promotional message is written in bold black text. At the bottom right, there is a dark grey button with white text that says 'REGISTRERA DIG'.

# Influences on gambling behaviour



Thank you 😊

Hans Skarplöth, CEO ATG  
Chairman of the board, SPER