

MAKE A  
DIFFERENCE



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# Our customers

- Secure player identification
  - Knowing our players
  - 15 years' experience with loss limits
  - Self exclusion/break from gambling
- € 2000 /month on all games
  - € 500 /month on casino games



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# The players we reach out to

- Age 25 - 30
- High loss players > 15.000 €
- At risk players - long time red customers
- New customers with high loss
- Customers sent to us from other departments



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# 2024 - statistics

80%

- We tried to reach 7091 different customers
- 4308 conducted a conversation
- 1800 did not answer
- 352 said no to the conversation
- 195 cases with language problems



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# Our young players

- $18 - 20 = \text{€ } 200$
- $20 - 22 = \text{€ } 300$
- $22 - 24 = \text{€ } 500$



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# The conversation



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*«I understand the purpose  
of loss limits, but that was  
not enough. I turned my life  
around; the day I got this  
phone call».* Male sportsplayer



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