

Corporate Programme on Responsible Gambling

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Three Pillars of Responsible Gambling:

1. Player Security:

At Sportingbet, we prioritise the security and well-being of our players. Our commitment begins with adhering to the guidelines set forth by the WCGRB (Western Cape Gambling And Racing Board). We ensure that minors are excluded from our product lineup, and we uphold strict privacy standards to safeguard our players' data and payment processing. Additionally, we closely monitor the fairness and randomness of our products to maintain integrity and trust.

The logo for Sportingbet, featuring the word "sportingbet" in a bold, italicized font. The "sporting" part is in blue and the "bet" part is in red, with a white outline for the letters.

2. Game Security:

We maintain the security of our gaming lineup through two key approaches. Firstly, we employ "gameful usability" to prevent inadvertent placement of bets, safeguarding users from unintended actions. Furthermore, our experienced bookmakers and online monitoring systems work tirelessly to detect and prevent fraud. We remain vigilant against activities like manipulation of bets and money laundering, recognizing them as serious crimes rather than mere gaming activities.

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3. Protection against addiction:

While the majority of our users enjoy sports bets and gaming as a form of entertainment, we recognize that for some individuals, these activities can escalate into problematic behavior. Similar to other activities, betting and gaming can become addictive for certain people. To address this, we have established a dedicated "Responsible Gambling" team within our customer support department. This team is trained to provide support and assistance to customers who may be experiencing gambling-related issues, ensuring they receive the help they need.

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Policing the Punter

Automated Triggers:

- AI extracts RG keywords, sends alert to RG team
- Intervenes with guidelines & block account
- Tool produces daily reports

Manual Triggers:

- CS manually document irregular gambling keywords (losing salary, credit card funds, loans, suicide)
- If keywords are mentioned in email, chat, call - noted in end of shift report
- RG team notifies customer of steps at their disposal (cool off, self help, contact support)
- Account closed, marked as RG

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Step 1: Safer Gambling Hub

< Safer Gambling

How can I close my account or set a time-out period? >

How do I know if I have a gambling problem? >

What help and support is available to me? >

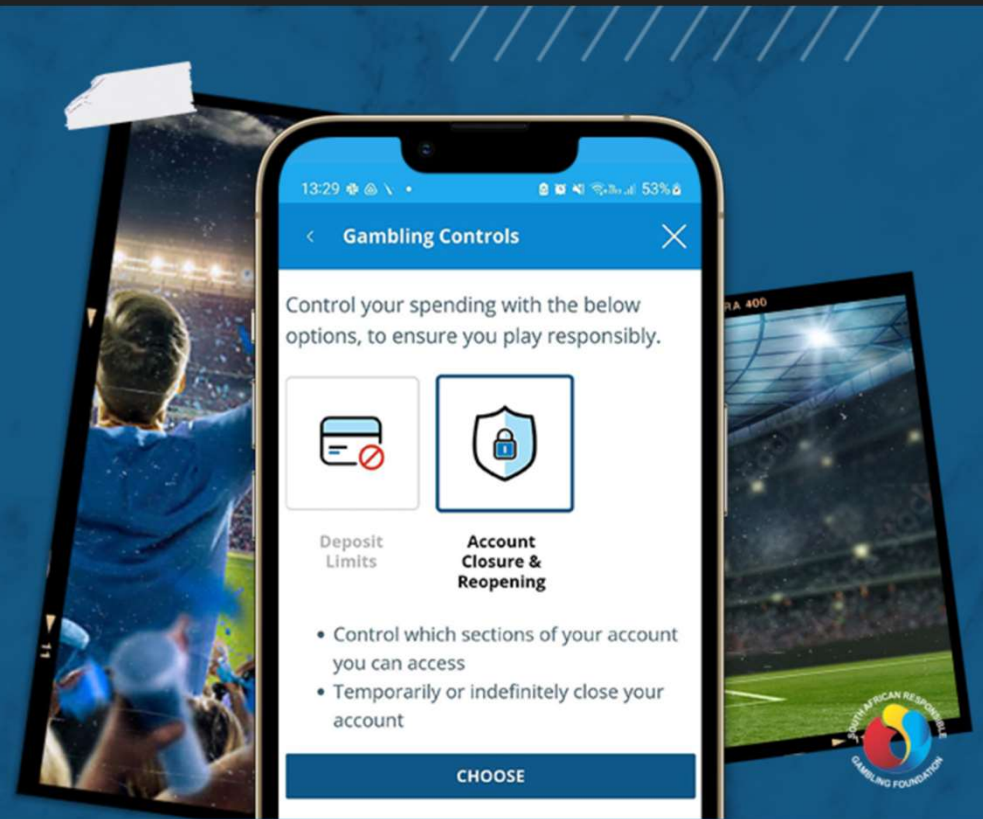
How can I set and change my deposit limits? >

Step 2: Controls Explained



KNOW WHEN TO FOLD

Think about taking a tactical time-out. Bet responsibly.



Netbet (Pty) Ltd t/a Sportingbet is licensed by the Western Cape Gambling and Racing Board. No under 18s are permitted to gamble. South African Responsible Gambling Foundation toll-free counselling line 0800 006 008 or WHATSAPP HELP to 076 675 0710. Winners know when to stop.



Service Closure and exclusion options

Do you want to take a short break?

- Set daily, weekly, monthly deposit limits
- I'd like to take a short break
- I'd like to close my account
- I'd like to take a temporary or indefinite exclusion on my account as I have a gambling problem

CONTINUE

CANCEL

Step 3: Action



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Step 4:

Passing The Baton:

- Account closures sent to WCRGB monthly
- WCRGB in contact with SARGF to share information

Accountability Check:

- Who is responsible for following up with account closures?
- Who is responsible for auditing / checking Operators are in fact adhering the closure requests?
- Once information is shared to SARGF, what's the auditing process that WCRGB have received closure lists from all Operators?
- What is the process for closure lists to be shared amongst Operators, stopping problem gamblers from simply signing up to a new platform?

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The Future Of Responsible Gambling

Using data & technology to improve protection and *personalise* Safer Gambling:

- Use advanced predictive models to identify potentially higher risk customers based on behavioural trends or short-term binge indicators
- Analyse behavioural trends to understand the reasons behind the issue, in order to proceed with the most appropriate response
- Interact and intervene at the right time, in the right way, to positively impact player behaviour and lower their level of risk
- Therefore, certain journeys will only apply to certain risk levels



Thank You

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