



## LEOVEGAS GROUP INCREASE USAGE OF SAFER GAMBLING TOOLS IN SWEDEN AND DENMARK

*LeoVegas Group is launching personalised, on-site messages in the Swedish and Danish markets, following a successful rollout in the UK. Messages will educate customers about a range of safer gambling tools accessible through the sites and promote their use. On-site messaging is a proven way of increasing customer usage of safer gambling tools and developing more sustainable customer relationships, as part of LeoVegas Group's safer gambling strategy.*

LeoVegas Group launched personalised on-site messaging to UK-based customers in the autumn of 2021, educating customers about safer gambling tools. Data from the launch has shown that the messaging leads to an increased use of safer gambling tools and to deposit limits being maintained or lowered, and that these effects are greater for those customers identified as at risk of developing harmful gambling behaviours.

Using artificial intelligence, the Group's risk model identifies those customers most at risk of developing harmful gambling habits, and then provides details of safer gambling tools and encouragement to set their own limits via personalised messaging. Content and urgency vary based on the customer's individual gambling behaviour and history, and messages are given a prominent position on the game pages - a space that is otherwise used for promotions and new games. The launch is part of LeoVegas Group's ongoing strategy to develop more sustainable customer relationships through an increased focus on safer gambling.

Gustaf Hagman, CEO of LeoVegas group said, "We are thrilled that our on-site messaging has proven successful in the UK - not only in driving engagement with our safer gambling tools but also by having a positive effect on customer behaviour and helping to drive forward our quest for more sustainable customer relationships. By rolling this feature in Sweden and Denmark, we will continue to make gambling at LeoVegas Group even safer."

Personalised messaging is now live in Sweden and Denmark on LeoVegas, Expekt and GoGo Casino brands. The service was already available on all brands in the UK and will be rolled out to additional markets in the near future.

FOR FURTHER INFORMATION, PLEASE CONTACT

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## ABOUT LEOVEGAS MOBILE GAMING GROUP

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LeoVegas vision and position is "King of Casino". The global group LeoVegas Mobile Gaming Group offers games on Casino, Live Casino, Bingo and Sport. The parent company LeoVegas AB (publ.) is located in Sweden and its operations are mainly located in Malta. The company's shares are listed on Nasdaq Stockholm. [www.leovegasgroup.com](http://www.leovegasgroup.com)

## IMAGE ATTACHMENTS

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[LeoVegas Group - Safer Gambling Messages DK](#)

[LeoVegas Group - Safer Gambling Messages SE](#)

## ATTACHMENTS

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[LeoVegas Group increase usage of safer gambling tools in Sweden and Denmark](#)