



## LEOVEGAS ADVANCES IN SAFER GAMBLING AND AFFORDABILITY CHECKS BY LAUNCHING PERSONALISED LIMITS

*LeoVegas Group has introduced instant, individual deposit limits for all UK customers. The initiative is part of the Group's drive to increase Safer Gambling interactions and improve affordability checks in the UK. Deposit limits will be individually assigned via an innovative feature that assesses affordability utilising third party data. Customers were already being encouraged to access Safer Gambling tools through AI-powered onsite messaging and these new deposit limits will further strengthen the Group's Safer Gambling offering.*

LeoVegas Group is further strengthening its Safer Gambling offering with the development of instant, personalised deposit limits and enhanced individual affordability checks. Using third-party data and a proprietary risk prediction model, all LeoVegas Group's UK customers will be assigned a personal deposit limit at first deposit which is then continually re-evaluated using the most recent data. Together with the AI-powered onsite messaging promoting Safer Gambling tools, these new limits are part of LeoVegas' drive to develop sustainable customer relationships by improving the quality and effectiveness of its Safer Gambling interactions with customers.

Speaking about the initiatives, Gustaf Hagman, CEO at LeoVegas Group said: "Safer Gambling is one of our top priorities at LeoVegas: by ensuring a safe gambling experience we believe we are building more sustainable relationships with our customers. New technology has given us the power to refine these interactions and tailor them to our customers' specific circumstances, making them more personalised and even more effective."

LeoVegas Group's Safer Gambling efforts are founded on the Group's risk prediction model that uses AI to identify which players are at risk of developing harmful gambling behaviour. These customers benefit from personal contact with the LeoVegas Safer Gambling team via telephone, live chat, and email. Third party affordability data combined with AI further enhances analysis of customers' behaviour and automatically prevents at risk customers from making new deposits. Personalised deposit limits and onsite messages are examples of new initiatives using AI and innovative technology to make gambling safer.

The personalised deposit limits and affordability checks are being launched on all LeoVegas Group's UK brands, including [LeoVegas.com](https://www.leovegas.com), [PinkCasino](https://www.pinkcasino.com), [BetUK](https://www.betuk.com), and [21.co.uk](https://www.21.co.uk).

FOR FURTHER INFORMATION, PLEASE CONTACT:

Daniel Valiollahi, Director of Communications and Public Affairs

+46 (0) 70 110 29 34, [daniel.valiollahi@leovegasgroup.com](mailto:daniel.valiollahi@leovegasgroup.com)

Philip Doftvik, Director of Investor Relations and Corporate Finance

+46 73 512 07 20, [philip.doftvik@leovegasgroup.com](mailto:philip.doftvik@leovegasgroup.com)

## ABOUT LEOVEGAS MOBILE GAMING GROUP

---

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)

## ATTACHMENTS

---

[LeoVegas advances in Safer Gambling and affordability checks by launching personalised limits](#)