

Game Risk Assessment and Player Communication in Veikkaus

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Agenda



Background – Why it matters?



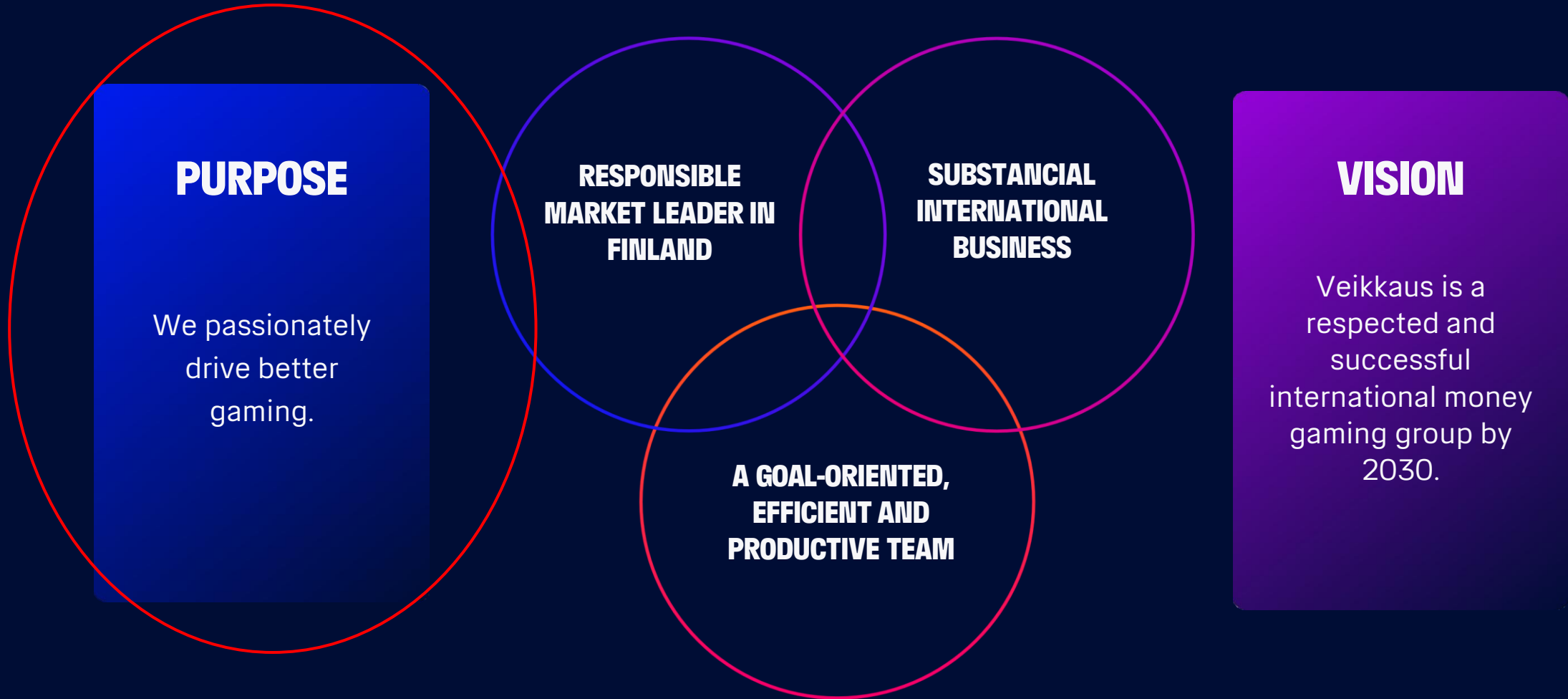
Using Risk Evaluation Tool
– Live Demonstration



Player Communication



Our strategy



Veikkaus Group Sustainability Program



Using Risk Assessment Tool in practise – **live demonstration**

- Making risk assessment for the games is part of our Ethical Game Development Principles.
- The result of the assessment is part of our game rules application for the authorities.



Sustainability

Since 2024, all Veikkaus games have required **registration and identification**.

Identified gaming is an **effective way** to build an even safer and more responsible gaming environment.



Veikkaus approach: How we drive better gaming

All players

I can only play when I'm an adult and I'm identified

I can keep track and control my gaming

I understand the games and my gambling habits; I make educated decisions on gambling

BASIC LEVEL PRINCIPLES



I must set loss limits on my playing of fast-paced games

I can only lose the amount specified in the rules of play

Veikkaus can react to any deviant gambling behaviour and give advice

I can set self-imposed bans on my gaming

RG TOOLS

Risk level players

Veikkaus can limit marketing to me

I receive personal messages about my gaming behaviour

I have to assess regularly my gaming behaviour

I see more content on responsible gaming and control tools

RISK LEVEL CUSTOMERS CARE MODEL

Growing Product Awareness by Risk Level Communication

- How to make players understand risk levels and grow their awareness?
 - Have a concept and clear visualization
- Game risk levels are
 - communicated transparently
 - communicated to players in a effective way
 - communicated fun and engaging way



Part of RG communication and **raising awareness**

MYTH BUSTING



How to do it in **fun and engaging way**?



Thank you!

If you have any questions, do not hesitate to contact

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