For Immediate Release

THE ALeRT™ BETTOR PROTECTION SYSTEM TO BE LAUNCHED IN OVER 280 LOCATIONS ACROSS AUSTRALIA TO PROVIDE SAFER GAMBLING FOR CUSTOMERS

Halifax, NS: March 15th, 2022– Focal Research Consultants Limited announced today a partnership with ALH Group to use the ALeRT™ BETTOR Protection System in their gaming locations across Australia.

Regulators are increasingly looking to operators to actively prevent gambling risk and harm among those who choose to gamble. The ALeRT™ system was purpose-built to provide operators with a complete, evidence-based solution using machine data to help 'identify' at-risk players of interest (POIs) exhibiting high risk play patterns. Staff can 'interact' to assess and assist such customers, then 'evaluate' success in reducing and preventing risk and harm.

President of Focal Research, Tracy Schrans, says, "ALeRT™ is an agile solution and can be easily adapted to conform with changes in products and compliance protecting a business's return-on-investment. This world-class technology is customizable and scalable, safeguarding customers, communities, corporate reputation, and business interests. This flexibility enhances a business's resiliency during a time of unprecedented disruption in the gambling industry, ensuring they will be ready for whatever may come next."

She continues, "We are excited to provide safer gambling for ALH's customers and families while also supporting their commitment of best practices and continuous improvement within their venues."

ALH currently operates over 280 licensed hotels in capital cities and urban and regional centres across Australia. These venues offer a diverse hospitality experience including, sports bars, bistros, restaurants, cafes, retail liquor, accommodation, nightclubs, electronic gaming, and wagering.

Con Nikitas, National Gaming Manager with ALH Group, says, "ALH has been working closely with Focal since 2019 to customize the ALeRT™ system to be adapted to our business model. We look forward to continuing this very important partnership with them."

"This collaboration with ALH is a testament to the extensive research and proof of concept behind the ALeRT™ system," says CEO of Focal Research, Tony Schellinck. "Currently, ALeRT™ is deployed in more than 100 gaming locations in the UK, Australia, and New Zealand and is used by gambling operators worldwide. We are proud to launch ALeRT™ into the wide-area hospitality space for the first time."

Focal Research says ALeRT™ is scheduled to be live in all ALH venues in June 2022.

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About ALeRT BETTOR Protection:

ALeRT™ offers a powerful solution to fully manage safer gambling and customer interaction initiatives, including precise dashboard and player analytics, interaction reporting and management reporting. In addition, ALeRT provides broad coverage of a full suite of products, including pokies, video lottery, slots, electronic roulette, table games, sports betting, racing, etc.

The ALeRT™ System is based on 20+ years of peer-reviewed research and industry testing. Developed in collaboration with operators, regulators and public health providers in Europe, Canada, NZ, and the UK, it helps gambling operators deliver consistent day-to-day customer care over all their properties.

The system integrates corporate social responsibility best practices and technologies across a modern enterprise, helping move operators into an active prevention role. It does this by identifying at-risk players, supporting effective customer interactions, and evaluating the impact of such interactions in reducing customer risk and harm.

ALeRT™ is an agile solution that can be easily adapted to product changes and compliance, protecting an operator's return on investment.

About Focal Research Consultants Limited:

Focal Research, a Canadian data analytics company, uses data science and information technology for social policy, corporate social responsibility, and consumer protection purposes. For three decades, Focal has worked with stakeholders worldwide, setting responsible gambling standards for player protection with international recognition in developing algorithms to help operators identify and assist at-risk gamblers.

About ALH Group:

ALH Group is part of the Endeavour Group, which was independently listed on the ASX on June 24th, 2021 after demerging from the Woolworths Group. Endeavour Group is a top 50 ASX listed company, and Australia's largest liquor and hospitality retailer, providing employment for over 28,000 team members around Australia.

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