Digital certificate for secure encrypted email available upon request.   **For Immediate Release**

FOCAL PRESENTS RESEARCH ON AFFORDABILITY & THE IMPACT OF CUSTOMER INTERACTIONS AT EASG CONFERENCE IN OSLO

Halifax, NS: August 30th, 2022– Focal Research Consultants Limited announced today that they would be presenting two research papers at the European Conference on Gambling Studies & Policy Issues (EASG) on September 6th-9th, 2022, in Oslo, Norway.

CEO of Focal Research, Dr. Tony Schellinck, says, "Affordability has become a critical regulatory priority gaining greater traction worldwide. In my presentation, 'Finding the Invisible At-risk Player - Using technology to help identify customers spending beyond affordable limits,' I will share research Focal conducted from 2014-2020. During which, we interviewed 10,500 regular electronic machine gamblers in land-based venues globally that highlight the value of a new Affordability Model specifically adapted for changes in play due to COVID-19."

Principal and President Tracy Schrans will present, 'Beyond Identification – Using Technology to Assist At-Risk Players.'

"In this research study, five of the largest UK casino operators - Aspers, Caesars, Genting, Grosvenor, and the Hippodrome - took part in a live trial of the ALeRT BETTOR Protection System at 16 casino sites throughout Britain. This study used the data gathered during the trial to assess the impact of customer interactions by UK casino staff in reducing behaviours associated with customer risk for gambling problems. We will present the study's design and results, leading to recommendations to help venue staff and customers reduce specific risky behaviours," says Schrans.

In 2021, the EASG was cancelled due to COVID-19 and Schellinck and Schrans are looking forward to sharing their research findings with regulators, operators, and key stakeholders this year.

###

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.

For more information:

Laura Watts
Communications & Project Management
(T) +1 902-454-8856
laura.watts@focalresearch.com