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FOCAL PRESIDENT TO PRESENT ON RESPONDING TO RISKY PLAY IN REAL-TIME AT RGC DISCOVERY 2022

Halifax, NS: November 7th, 2022– Focal Research Consultants Limited announced today that Principal and President, Tracy Schrans, will share insights and evidence on Focal's new prevention model – RG Smart Gambling Machines - at the Responsible Gaming Councils 2022 Discovery Conference.

The talk, taking place on November 9th from 11:00-12:00 ET, will centre around reaching the right customers at the right time with the right message and how gambling operators and regulators can have a positive, ongoing impact on gambling risk and harm despite the unique challenges they face. The RG Smart Gambling Machines provide reliable, real-time identification of people experiencing gambling risk on the gaming floor.

Schrans, says, "I am looking forward to presenting our collaborative research on using anonymous machine data to identify risk, which will help to make gambling safer for customers and communities."

Joining Schrans on the panel will be industry experts:

- Laurie Norman - Saskatchewan Gaming
- Joanna Stubbs - Playsmart Centres
- Nav Sandhawalia - Niagara Casinos
- Catherine Meade, Moderator - Ontario Lottery and Gaming

This year's conference titled, "360 RG: Keeping pace with the global, omnichannel experience," is being held from November 8th-10th virtually and in-person and brings together delegates from around the world and from all sectors of the industry to examine responsible gambling in intentional and purposeful ways.

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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 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.

For more information:

Laura Watts
Communications & Project Management

Focal Research Consultants Limited, 2022

7071 Bayers Rd, Suite 309

Halifax, NS, Canada, B3L 2C2

www.focalresearch.com. www.focalalert.com

(T) +1 902-454-8856

laura.watts@focalresearch.com