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FOCAL TO SHARE PREVENTION STRATEGIES AND SAFEGUARDS AT REGULATING THE GAME SYDNEY PITCH! EVENT THIS MARCH

Halifax, NS: January 15th, 2024– Focal announced today that President, Tracy Schrans and Director of Safer Gambling and Stakeholder Engagement, Jay Robinson, will speak at Regulating the Game Sydney's Pitch! Event March 10th-15th 2024.

In an informative fireside chat, Tracy will delve into critical questions facing the field. With her 20 years of experience in applied data analytics player protection, she will offer evidence of how the field can shift toward a fulsome preventative approach to address gambling harm.

"We are excited to announce our participation in Regulating the Game Sydney and look forward to sharing our expertise and perspectives with a global audience of key stakeholders," says Schrans.

Jay will also be bringing new ideas to the event to improve safeguards and promote safer gambling.

"Customer-interacting employees are pivotal in implementing responsible gambling programs. At the same time, employee problem gambling and mental health/addiction vulnerabilities continue to go under-acknowledged in the sector," says Robinson, "I will explore the potential of addressing employee wellness needs as a critical driver of promoting safer gambling."

Regulating the Game brings Australian and international regulators and industry together to build individual and organisational capability, deepen sector knowledge, and advance thinking and discussion about contemporary best practice gambling regulation.

Pitch! @RGS is a new event as part of the Regulating the Game conference focused on platforming leading-edge products and approaches that can uplift capability, improve outcomes and introduce efficiency by tackling compliance and regulatory friction and challenges.

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About Focal Research Consultants Limited:

Focal Research, is an award-winning Canadian data analytics company that uses data science and information technology for social policy, corporate social responsibility, and consumer protection purposes. Focal has worked with stakeholders worldwide for three decades, 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:

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