



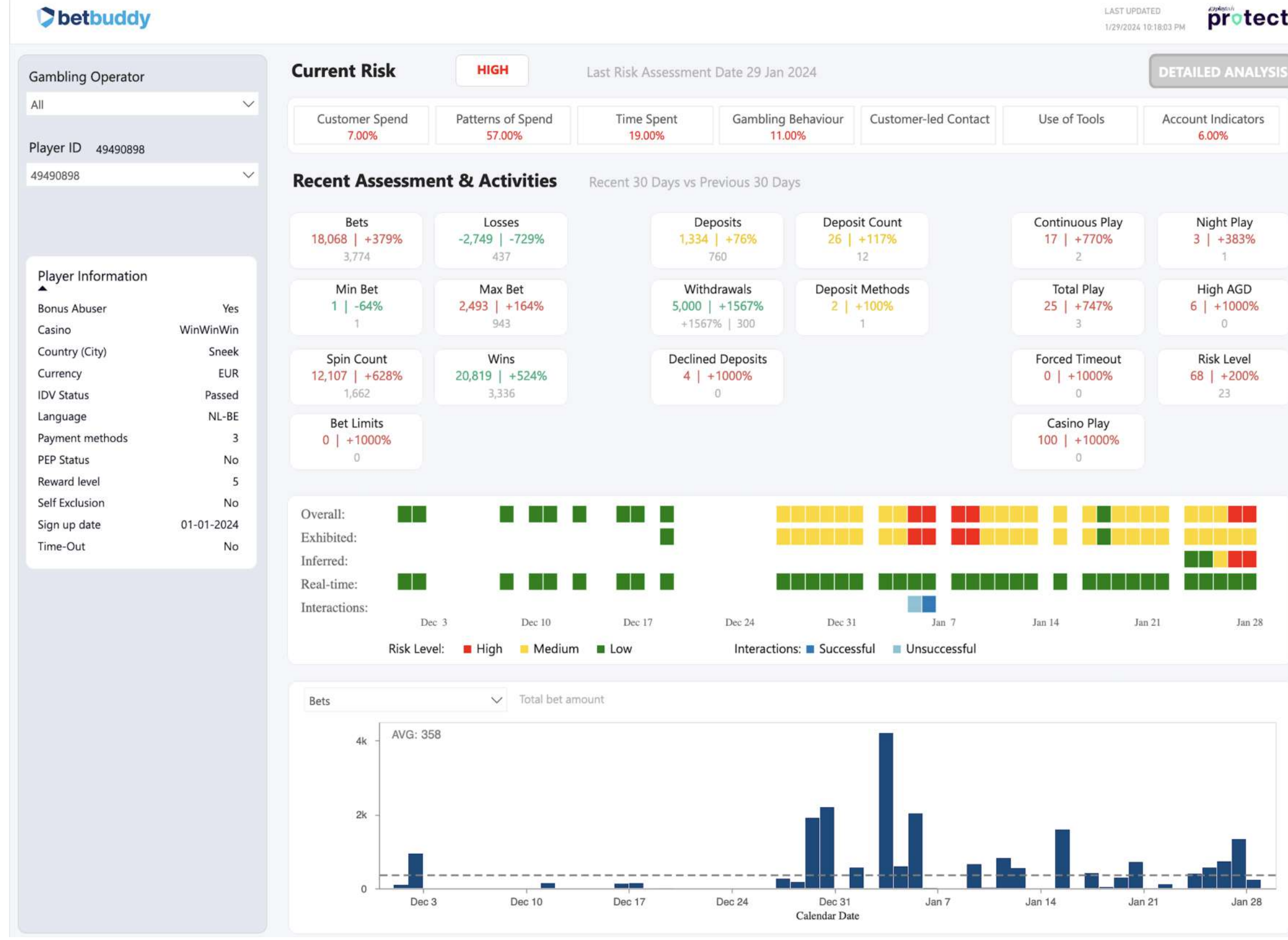
Advancing Responsible Gambling through Intelligent Insights



Comprehensive Risk Assessment

betbuddy employs up to four advanced risk assessment models in parallel – machine-learning, statistical, declared, and real-time – to create a holistic view of each player's gambling behavior.

By analyzing data from multiple viewpoints, **betbuddy** identifies players who have potential of being problem gamblers in the future with unparalleled accuracy.

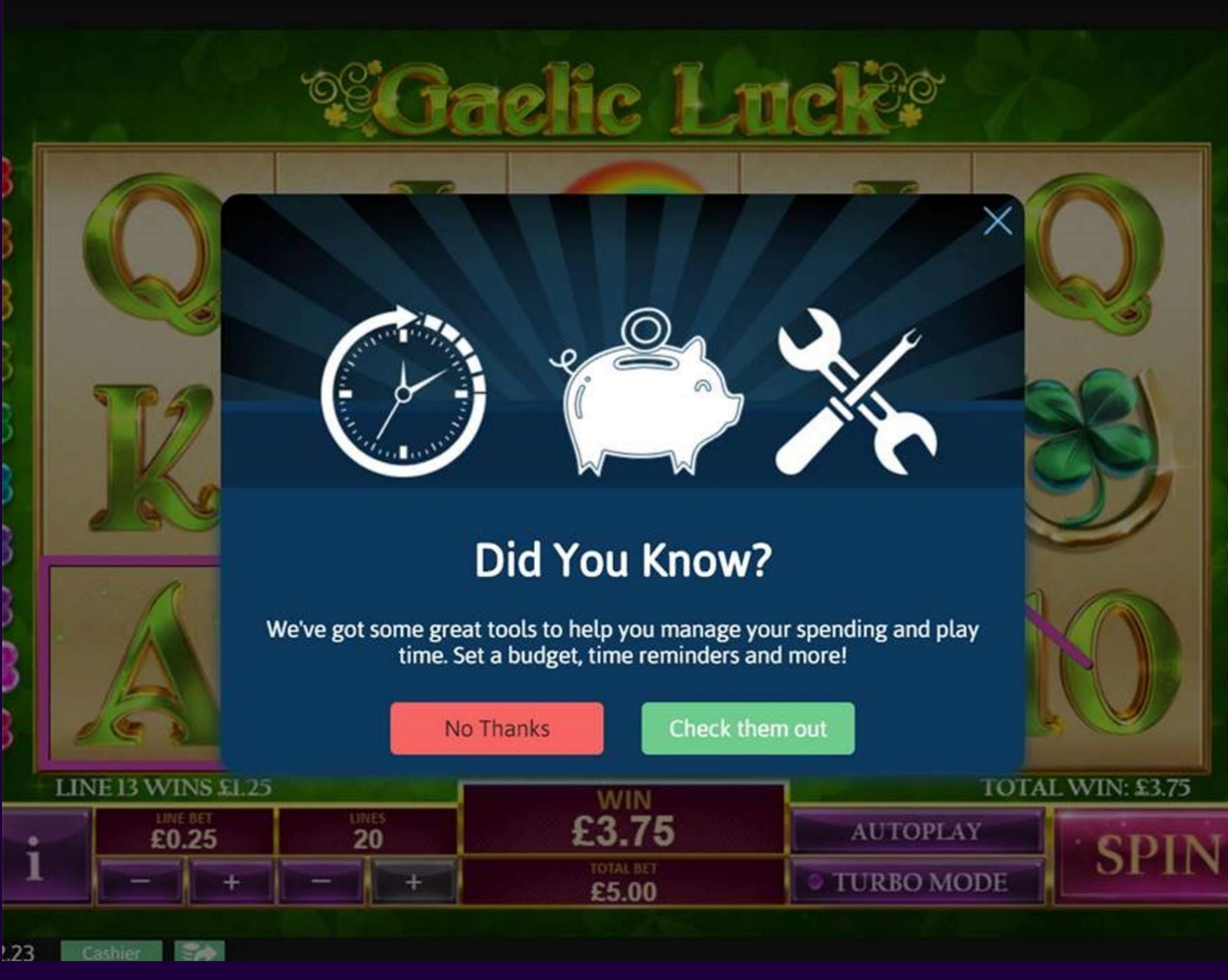


BetBuddy dashboard: players' RG KPIs at a glance

Early Intervention & Targeted Support

Our solution enables operators to detect signs of potentially risky behavior early on allowing for timely intervention and reduce escalation of gambling-related harm.

betbuddy's intelligent algorithms provide personalized risk insights for each player, ensuring that the right support is offered at the right moment.

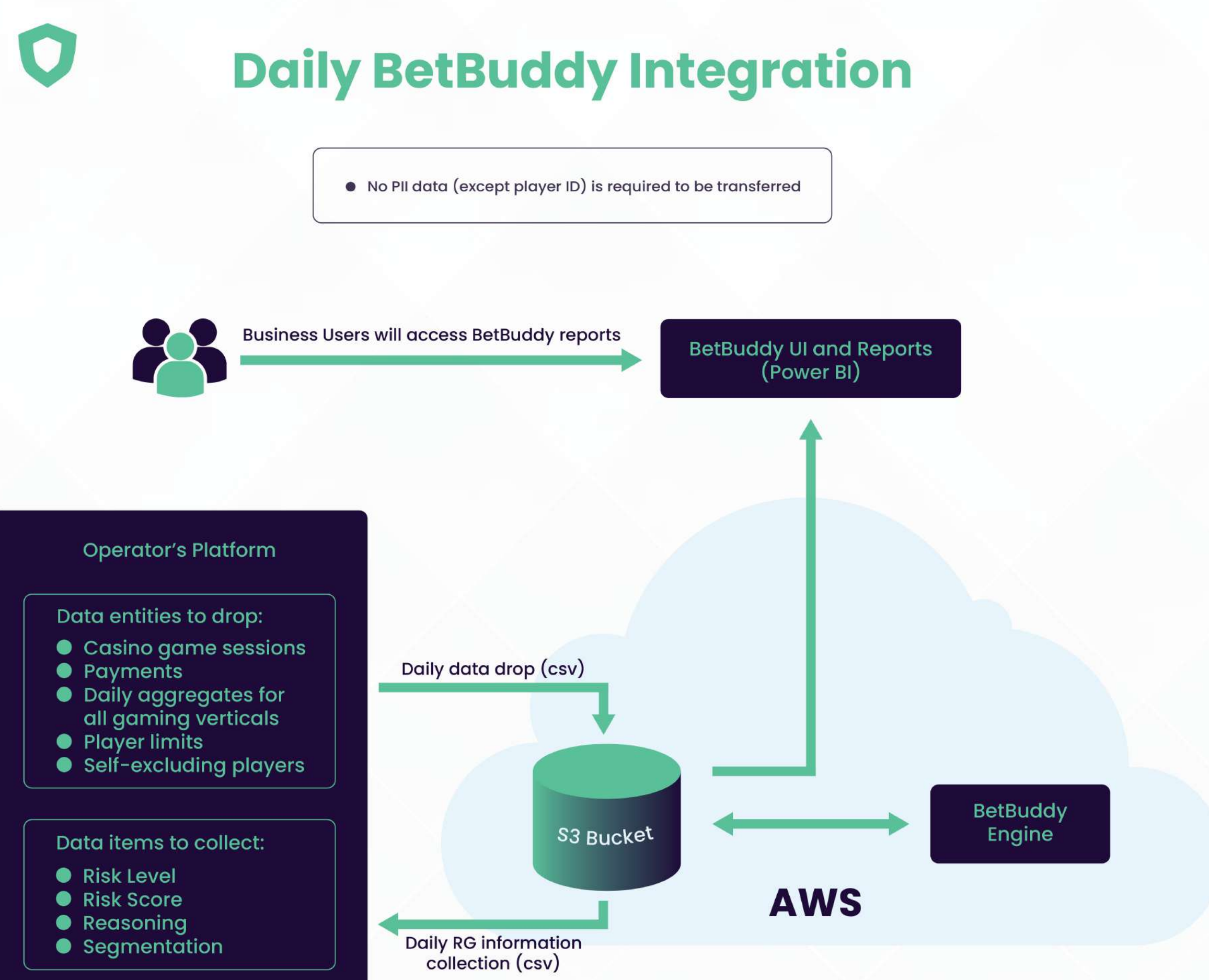


BetBuddy insights + Client CRM = Personalized RG messaging

Seamless Integration

betbuddy is designed to integrate seamlessly with operators' existing Player Account Management system, regardless of the platform or scale of operation.

Flexible architecture ensures that implementing the **betbuddy** solution is a smooth and efficient process.



High-level Overview of the Technical Integration



BetBuddy Dashboard: Player's Assessment Details

Data-Driven Approach

At the core of **betbuddy** lies a powerful combination of data science and machine learning.

betbuddy's research-driven models are continuously optimized and retrained to ensure the solution remains at the cutting-edge of responsible gambling technology, effectively minimizing harm.

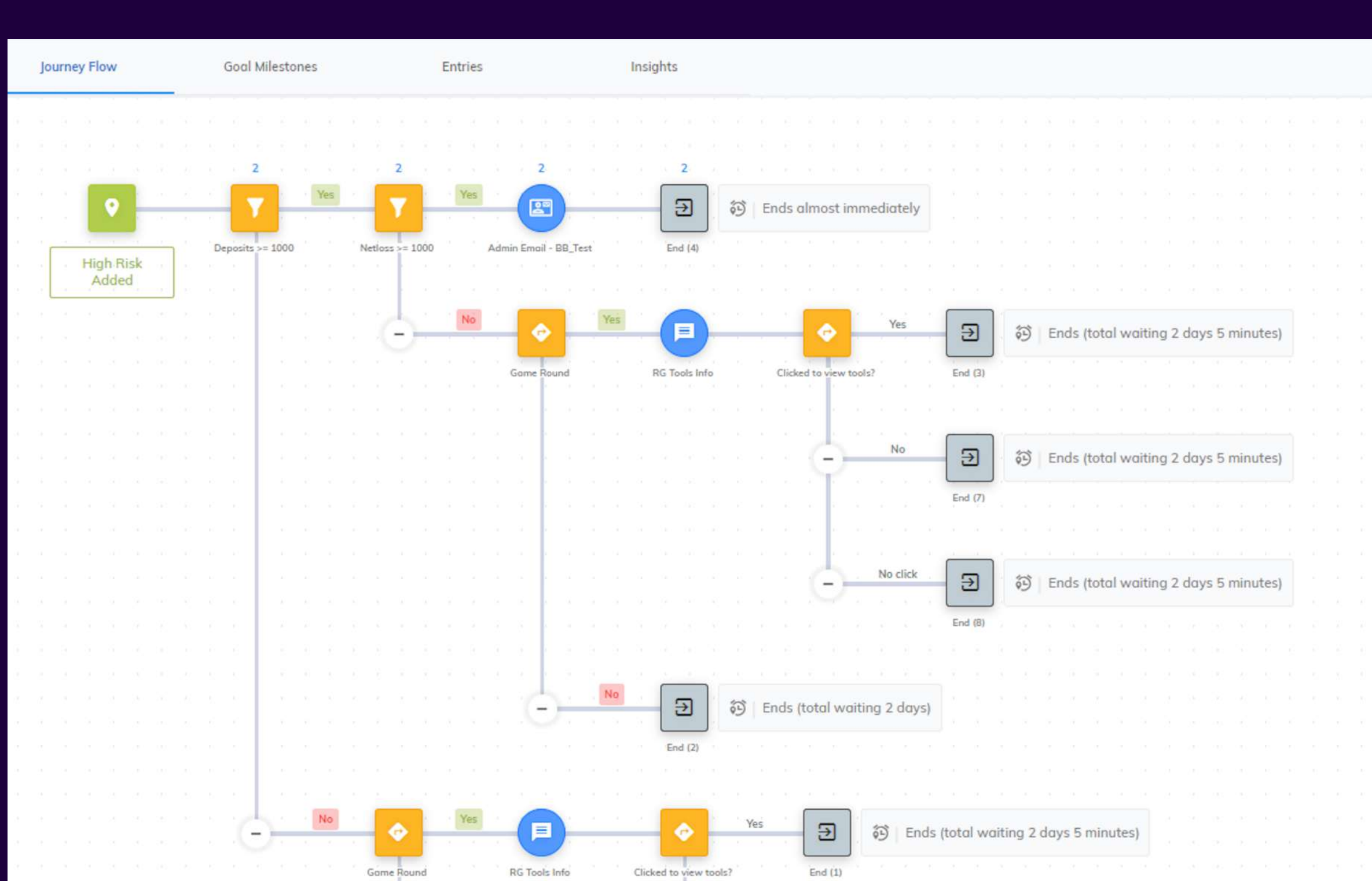
Customizable & Scalable

We understand that every operator is unique. That's why **betbuddy** is fully customizable to your specific requirements and player base.

betbuddy is built to scale, allowing you to expand your responsible gambling efforts as your business grows.



Chosen by Operators of Any Size, Across the Globe



Personalized Responsible Gambling Journeys via Client CRM

Expert Insights & Support

betbuddy's team of experienced data scientists and responsible gambling experts is always available to provide in-depth analysis and actionable insights.

We work closely with our clients to optimize their responsible gambling strategies and ensure the best possible outcomes for their players.

Trusted by Operators Worldwide

betbuddy is proud to be the responsible gambling solution of choice for operators in over 10 jurisdictions globally.

Contact us today to learn more about how BetBuddy can help you protect your players and promote a safe, sustainable gambling environment.

Contact Information:
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