



Advanced AI Behavioural Analysis Tool for Safer Gambling

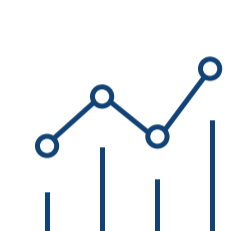


betbuddy offers a state-of-the-art safer gambling analytics platform designed to protect your players and support responsible player engagement and operations

Powered by data mining and predictive analytics, it leverages the latest advancements in gambling behaviour research and artificial intelligence.

Why choose **betbuddy**?

Internal Value



Proactively engage with at-risk players using personalised analytics insights.



Reduce customer service costs by minimising false positives and automating player interactions.



Identify potential harmful behaviours at an early stage and prevent escalation.



Promote positive sustainable play, increasing loyalty and protection.

External Value



Gain recognition as the trusted choice by players, industry peers, and regulators.



Strengthen your organization's reputation across public and stakeholders.



Take a leading role in driving industry standards and best practices.



Maintain a proactive approach to safer gambling to anticipate evolving regulations.



What Does **betbuddy** Offer?

Detect & Address Risky Behavioural Patterns Using AI Technology

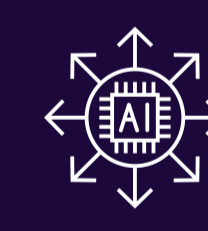
betbuddy – A Comprehensive Suite for Safer Gambling



Classification of the whole playerbase into risk categories.



Tiered risk assessment model for short, medium, and long-term risk prediction.



Explainable AI and individual player tags for personalised interactions.



Power BI dashboard with analytics on individual players and overall trends.



How Does **betbuddy** Work?

Customised, Consistent, Constant Communication

Monitor Services & Real-Time Player Journeys



Enable proactive, personalised real-time interactions during gameplay or via email and messaging.



Encourage players to use safer gambling tools like deposit limits and cooling-off periods.



Provide your customer care team with detailed risk insights on every player.



Benefit from our extensive experience in risk assessment across various jurisdictions.



If you're interested in learning more, please don't hesitate to contact us at protect@playtech.com

