A group of people, including a woman in the foreground and a man with glasses on the right, are shown in a state of excitement and celebration. They have their mouths open as if shouting or cheering, and their hands are raised in the air. The background is slightly blurred, suggesting an indoor setting like a bar or a game room. The overall mood is one of joy and shared success.

4. Responsible Gaming

We want long-term
sustainable relationships
with our customers

Goal and strategy



At CIRSA, we want to ensure a friendly and personalised recreational gaming experience. That's why we make every effort to ensure that each and every person uses our services in a safe and responsible manner.

We understand that Responsible Gaming involves making assertive and informed decisions for the sole purpose of seeking entertainment and under no circumstances should gaming be used to address economic or emotional problems.

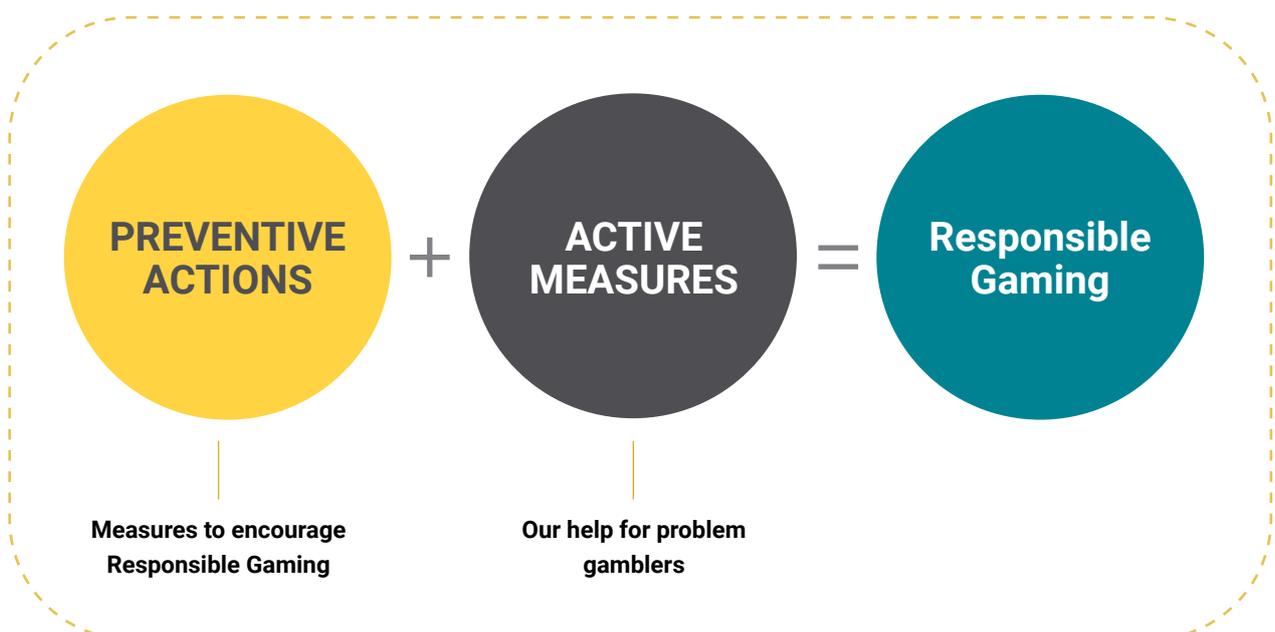
We work continuously to make our business safer and in line with **best practices in Responsible Gaming**. We strive to build long-term sustainable relationships with our customers by providing them with the best experience based on safety and entertainment.

Gaming can offer an alternative way to improve emotional wellbeing by benefiting the social environment and positively contributing to personal interactions. However, while the majority of the adult population enjoys this type of entertainment in a safe and responsible way as part of their leisure activities, we are fully aware that there is a certain minority of users who, for various reasons, may

experience problems. In Spain, for example, this figure remains around 0.3% of the total population of legal age over the last few years. *Source: The Spanish Directorate General for the Regulation of Gambling (Dirección General de Ordenación del Juego, DGOJ) – Gaming and Society*

We offer our customers tools to responsibly manage their experience in our establishments, as well as offering the resources necessary to meet the challenges posed by a fast-growing sector, such as online gaming.

Thus, we believe that it is vitally important that our Responsible Gaming strategy encompasses both physical and online gaming. That is why we take a dual approach that combines both preventive and proactive phases to create a true culture of Responsible Gaming that reaches all of our customers.





Gaming responsibly and safely is a key part of the sustainability of our business. To do this, it is vitally important to empower and protect our customers and train our employees in Responsible Gaming.

Preventive measures: measures to foster Responsible Gaming

- We launched the **“At CIRSA, We Are Responsible Gaming”** campaign.
- **Training and awareness** campaigns to encourage safer gaming in our culture and to offer our staff the right training.
- With regard to online gaming, we are making large **investments in artificial intelligence** to carefully monitor customers who interact with us and identify potential problematic behaviours, as well as offering tools that allow them to keep control.
- We work to continue to raise awareness of our customers in relation to safe and balanced gaming in all countries in which CIRSA operates, facilitating Responsible Gaming and reporting potential gaming-related harm through a strategic Responsible Gaming communication plan.

Active actions: our help for problem gamblers

- We encourage active collaborations and partnerships with research institutions to provide assistance and guidance to people who have developed gambling problems.
- We actively participate in all **industry associations in the gaming sector** to foster these commitments and work on specific measures that ensure the highest levels of Responsible Gaming within our industry.
- We also collaborate with public administrations. **For example, in Spain, we are part of the Responsible Gaming Advisory Council**, led by the Directorate General for the Regulation of Gambling (Dirección General de Ordenación del Juego, DGOJ).

CIRSA has obtained the Certification of Responsible Gaming from the international accreditation entity G4



Actions and results

Our preventive measures to foster Responsible Gaming



Certification of Responsible Gaming from the G4 certifying entity

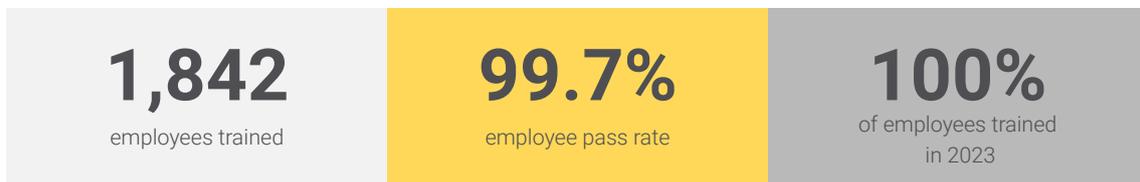
At the corporate level, we obtained a Responsible Gaming certification from the international certifying entity G4 (Global Gambling Guidance Group), becoming the **first group to obtain this accreditation in Spain and in the countries of Latin America** where it is present.

This certification recognises Responsible Gaming policies and action plans for both in-person and online gaming. The Responsible Gaming code of practice for which the CIRSA Group has been certified includes practices and policies that support a Responsible Gaming framework; a specific code for regulating advertising and marketing; and internal Responsible Gaming training plans or customer protection tools to enable the gaming experience to be one of true entertainment, among other matters.

Responsible Gaming training for our employees

At the end of 2022, a total of 1,842 employees of gaming halls in Spain who are in contact with customers **had completed the Responsible Gaming training**, 1,836 of them successfully passed the training, leading to a 99.7% pass rate.

The goal is to be able to train all employees in the rest of the countries by the end of 2023 and to start a second training for employees in Spain, taking a deeper dive into certain subjects.



Establishment of the Responsible Gaming Committee

The Corporate Responsible Gaming Committee is **in charge of validating the policies, strategy and culture regarding responsible gaming**. This committee is made up of the heads of the various lines of business, as well as HR, Legal, Communications and ESG.

The main functions of the committee are:

- Define and periodically review the Company's strategy and action plan on Responsible Gaming.
- Meet periodically to evaluate the actions and/or activities to be carried out within the Company, to keep customers informed about Responsible Gaming.
- Develop information campaigns on Responsible Gaming and design campaigns to generate a culture of Responsible Gaming.
- Be aware of the provisions issued by the Responsible Gaming Control Entities, so that the alerts and controls to be implemented in CIRSA are identified in a timely manner.

At CIRSA, We Are Responsible Gaming

We have launched a global campaign, in all the countries where we have a presence, for internal and external communication with the aim of informing and empowering our customers.

This has been implemented in a visible way in all of our halls. We also make other responsible gaming tips available, including pamphlets, screens and information panels, self-assessment tests and explicit prohibition of access to under 18 years.

Below are some of the elements implemented:

Campaign pamphlet



Placing stickers on slot machines

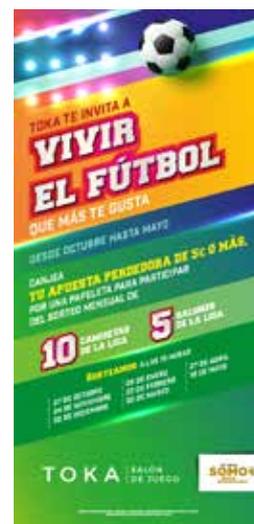


AT CIRSA WE ARE RESPONSIBLE GAMING

Campaign stickers



Promotional items



If it's safe, it's our game
 Have fun! Play responsibly
 Gaming is a playful, fun and social activity
At CIRSA, We Are Responsible Gaming

Awareness-raising actions

**HAVE FUN!
 PLAY RESPONSIBLY**

+18 **If you are a minor or legally incapacitated, you cannot play**

 Depending on your circumstances, calculate the money and time you want to spend on entertainment and keep to that limit for the entire gaming session. **Schedule breaks during games.**

 **The only purpose of the game is to have fun**
 Winning should not be your motivation for gambling

 **Always go to authorised gaming establishments.**

 **Don't play to evade problems** as moments of emotional conflict diminish your self-control.

 **Gaming should not affect your personal relationships** - if it does, it could be a symptom of a gambling problem.

 **Play within your financial means.**

 **Combine gaming with other forms of entertainment.**

Self-assessment test:

We make a self-assessment test available to customers who request it.

RESPONSIBLE GAMING TEST AND THE PREVENTION OF ADDICTIVE GAMBLING BEHAVIOUR

- Do you often find yourself remembering past gambling experiences, planning the next time you're going to play, and/or considering ways to get money to play with?
 Si
 No
- Have you ever played with more money than you had intended?
 Si
 No
- Do you try to control, interrupt, or stop the game?
 Si
 No
- Does the attempt to interrupt or stop the game cause you to be restless or irritable?
 Si
 No
- Do you gamble to get away from any problems?
 Si
 No
- When you gamble your money away, do you play again to make up the lost money?
 Si
 No
- Do you think you have any problems with gambling?
 Si
 No
- Do you fund your gambling activity through family money, loans, counterfeit, fraud or theft?
 Si
 No
- Have you ever lost work or class time because of gambling?
 Si
 No
- Have you ever gone to someone to help you with your financial problems caused by gambling?
 Si
 No



Marbella Casino



Valencia Casino

Responsible Gaming certifications in the bars and restaurants sector

The operation of slot machines in hospitality establishments represents a fundamental asset for our company. For this reason, and as part of our promotion of the culture of Responsible Gaming in the sector, CIRSA and other leading gaming companies in Spain, together with COFAR (Confederación Española de Empresarios del Juego Recreativo en Hostelería [Spanish Confederation of Recreational Gaming Business Owners in Hospitality]) defined a certification programme to ensure that the bars and restaurants sector implemented personalised preventive and proactive measures to ensure safer gaming.

12,425

establishments certified in Responsible Gaming in 2022.

This represents 72% of the total, in line with the goal of achieving 90% by 2024.

+22%
vs 2021

Establishments accredited by this programme publicly show their commitment to providing safe gaming products and ensuring that the activity is conducted under strict regulatory compliance.



SOCIAL
RESPONSIBILITY
ACCREDITATION
PROGRAMME

The correct application of the programme has been validated by SGS, one of the world's leading certification companies, and it has placed us with a rating of **89.02 out of 100**, better than the industry average (86.95).

The methodology used has been to **carry out a questionnaire**, through unannounced audits at the establishments, based on **3 aspects**:

- regulatory aspects
- risk prevention and best practices
- visual and documentary aspects

89.02

rating

The SGS logo consists of the letters "SGS" in a bold, sans-serif font, with a vertical line passing through the right side of the letters.

The purpose of the verification carried out by SGS was to validate that the establishments comply under the three aspects with the following principles:

1. Provide a safe and regulated environment for hospitality customers.
2. Ensure close supervision by experts, who ensure that gaming is carried out within an appropriate regulatory framework.
3. Grant access only to customers of legal age.
4. Protect vulnerable groups from potential gambling problems.
5. Apply responsible measures to help customers who may develop gambling problems.
6. Fully inform customers about what gambling involves.

Use AI to address potential gambling problems

It is clear that the world of online gaming will continue to gain popularity in the near future as technological developments facilitate a more engaging experience. Therefore, we want to ensure a secure online gaming environment so that customers can make the most of their experience.

To achieve this goal, we apply AI technologies, specifically the computational model known as the "supervised artificial neural network" to monitor, detect and profile our customers, allowing us to protect them by identifying potential gambling problems. The control mechanisms are based on a matrix that includes 25 key indicators that refer to different elements present in the user's gaming operations. The system monitors different parameters:

- **Frequency/time:** the individual's hourly dedication to gambling-related activities. Among others, it takes into account their days of activity, times between deposits, average hours between logins, etc.

- **Activity/volume:** game style, betting amounts and player casino sessions, as well as weekly deposits and withdrawals, among others.

- **Economic:** monetary amounts devoted to the activity. This includes, for example: deposits totals, weekly average, number of logins resulting in a zero balance, etc.

- **Other factors:** several additional qualitative factors. For example, if the person is of an at-risk (young adult) age, uses their mobile phone or has been previously excluded (has at one point acknowledged that they have a problem).

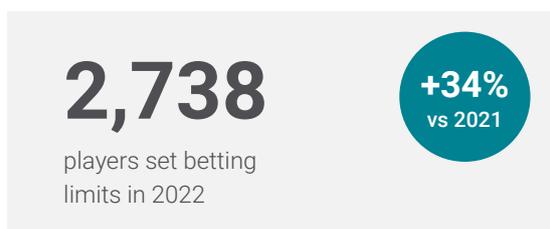
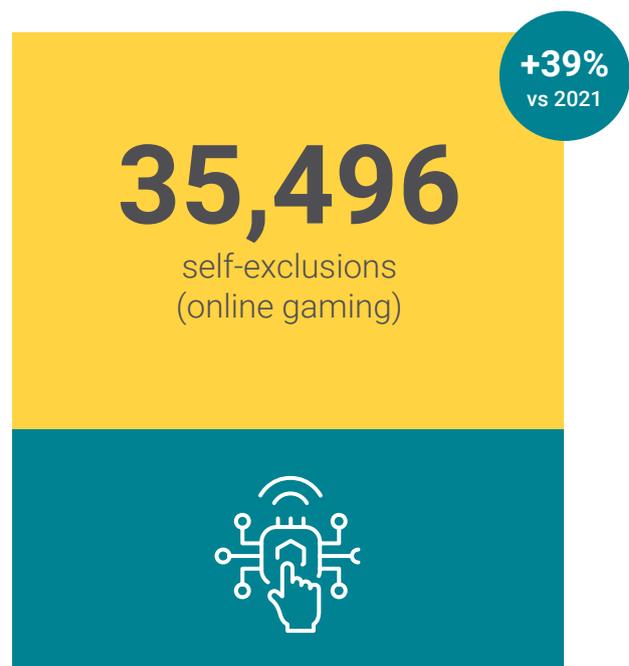
It also offers weekly reports that allow us to identify risky gaming patterns. If we detect that our customers are beginning to exhibit undesirable gaming behaviours, we communicate with them through four phases, through which we can offer them tools to bring themselves under control and even temporarily suspend their accounts.



We are working to incorporate AI technology into everything from online to in-person gaming

Self-exclusion reinforcement

Creating a Responsible Gaming culture largely depends on empowering our customers. In line with this commitment, we want each customer to be able to adapt their circumstances to the game experience. In 2022, for example, 2,738 players set betting limits. In addition, we manage a **self-exclusion programme** that allows customers to opt out of gaming whenever they consider it appropriate.



Social awareness

We must continue to train our customers, through awareness campaigns, to help them make safe and responsible decisions.

In this regard, we are applying the global communication plan **“At CIRSA, We Are Responsible Gaming”** in all our gaming halls, which we adapt to the needs of our customers and employees. As part of this communication plan, we display awareness messages regarding Responsible Gaming throughout our operations. For example, in our gaming halls, we have signs to advise our

customers to only bet the money they can afford, while in online gaming we send notifications via text or email.

In online gaming, we provide our customers with the information they need to feel safe when they interact with us. We also offer tools parents can use to prevent children from accessing online gaming, as well as information about web page self-exclusion.

We also have a dedicated Responsible Gaming call centre that provides guidance to our customers who need help or want to ask for it.

Our help for problem gamblers

Collaboration in therapeutic treatment

A significant proportion of our Responsible Gaming efforts are dedicated to collaborating between different CIRSA professionals and researchers to deal with potential gambling-related harm. This is vitally important when customers develop a difficult relationship with gambling.

We recognise that gambling addiction improves significantly with psychological treatment. That is why we are working to establish a strategic partnership with a relevant healthcare institution to fund a behavioural addiction research study to better understand, help and empower our customers to play in a responsible and safe way.

In addition, since 2016, we have been working closely with **ACENCAS** (Asociación Centro Catalán de Adicciones Sociales [Catalan Centre for Social Addictions Association]), devoted not only to helping those who suffer from gambling-related harm, but also their inner circle.



New in 2022, we signed a collaboration agreement with **FEJAR** (Federación Española de Jugadores de Azar Rehabilitados [Spanish Federation of Rehabilitated Gamblers]), whose common interest is the promotion of active Responsible Gaming policies and principles. This agreement allows us, among other things, to support and participate in Responsible Gaming gestures, as well as to publish the toll-free gambling problem hotline in our Responsible Gaming brochures.



Grants to treat compulsive gambling

Finally, to highlight our agreement with C.A.T. Barcelona, an organisation with which we have been collaborating since 2017 with the aim of enhancing the study and development of **therapeutic programmes for pathological or compulsive gambling**. We also subsidise the treatment for people who require it and meet the requirements established in our collaboration.

