

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 contributes positively contributing to personal interactions. However, although 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 very aware that there

is a certain minority of users who, for different reasons, may experience some problems. In Spain, for example, this figure remains around 0.3% of the total population of legal age over the last few years. Source: 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 our customers.





Playing responsibly and safely is a key part of the sustainability of our activity. To achieve this, it is of utmost importance to empower and protect our customers and train our employees on the subject of Responsible Gaming

Preventive actions measures to promote Responsible Gaming

- We are continuing with our campaign "**At CIRSA We Are Responsible Gaming**", incorporating new elements in different media (digital QR).
- **Training and awareness** campaigns, to promote safer games of chance and offer our staff appropriate training.
- With regard to online gaming, we are making large investments in **artificial intelligence systems** 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 are working 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 Gambling communication plan**.

Active actions taken to help 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 del Ordenación del Juego, DGOJ*).

Continuing with our commitment to Responsible Gaming, our traditional casinos in Spain have obtained the Responsible Gaming Certification from the European Casino Association (ECA) and the international entity G4.



Actions and results

OUR PREVENTIVE MEASURES TO FOSTER RESPONSIBLE GAMING

Responsible Gaming Certifications by the ECA and G4 entities

In 2022, we obtained Responsible Gaming certification at the corporate level from the international certifying entity G4. This certification recognised the policies and action plans regarding Responsible Gaming.

Continuing with our commitment, in this year 2023 all our casinos in Spain have obtained certification in Responsible Gaming by the **European Casino Association (ECA)** and by the entity **Global Gambling Guidance Group (G4)**.

These certifications demonstrate:

- Our firm commitment to Responsible Gaming policies and action plans.
- Our strong commitment to society, believing that people are more than just customers or consumers.
- Our tireless work so that playing continues to be part of entertainment, always defending the culture of Responsible Gaming through communication campaigns prepared exclusively for them.

Responsible Gaming training for our employees

At the end of 2023 **we have achieved our goal of training all our employees, both in Spain** (1,842 already in 2022) **and in the rest of the countries**, with a total of **9,078** employees in our gaming halls receiving training during this year 2023 (*).

In this last quarter of 2023 we have started a second training for employees in Spain with a more dynamic course with simulation of real situations and going deeper into certain subjects. This course has been completed by **1,738** employees. It is planned to extend this training during 2024 for the rest of the countries.



(* Personnel included mainly from professional category 4 (indirect gaming hall), 5 (direct gaming hall) and to a lesser extent 3 (Marketing)

Responsible Gaming Committee

The Corporate Responsible Gaming Committee, **in charge of validating the policies, strategy and culture regarding Responsible Gaming** and made up of those responsible for the various lines of business, as well as HR, Legal, Communication and ESG, has been working this year 2023 specifically on the following projects:

- Specific actions for the Young-Adult segment (18-25).
- Voluntary adherence of customers to our Responsible Gaming programme.
- Preventive measures for our Staff.
- Update of the new Responsible Gaming policy.
- Preparation and supervision of the new training course on Responsible Gaming.
- Implementation of QR's in communication items (brochures, tickets...).



CIRSA obtains the award for the Company with the best actions in Responsible Gaming and CSR awarded by InfoPlay

At CIRSA We Are Responsible Gaming

We continue with the global campaign, in all the countries where we have a presence, of both internal and external communication with the objective of informing and empowering both our customers and our employees.

This has been implemented in a visible way in all of our gaming halls. We also make other responsible gaming tips available, including pamphlets, screens and information panels, self-assessment tests and explicit prohibition of access to children under 18. Additionally, we have implemented the use of QR's to make our recommendations more accessible.

Below are some of the elements implemented:

Client campaign brochure



Employee campaign flyers



Reverse TITO customer ticket



Stickers on machines and entrances to gaming halls



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

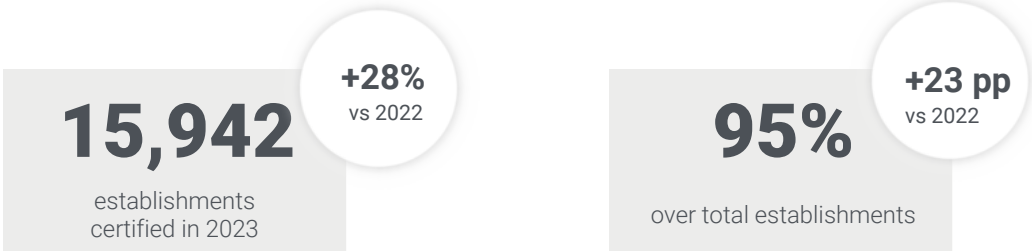
We make available to those customers who request it

RESPONSIBLE GAMING TEST AND THE PREVENTION OF ADDICTIVE GAMBLING BEHAVIOUR

1. 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
2. Have you ever played with more money than you had intended?
Si
No
3. Do you try to control, interrupt, or stop the game?
Si
No
4. Does the attempt to interrupt or stop the game cause you to be restless or irritable?
Si
No
5. Do you gamble to get away from any problems?
Si
No
6. When you gamble your money away, do you play again to make up the lost money?
Si
No
7. Do you think you have any problems with gambling?
Si
No
8. Do you fund your gambling activity through family money, loans, counterfeit, fraud or theft?
Si
No
9. Have you ever lost work or class time because of gambling?
Si
No
10. Have you ever gone to someone to help you with your financial problems caused by gambling?
Si
No

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.



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.



The correct application of the programme was validated by the **SGS** entity in 2022.

Collaboration agreement between the Universitat Autònoma de Barcelona and CIRSA

It should be noted that in this year 2023 we have signed a collaboration agreement with the **Universitat Autònoma de Barcelona** in order to promote research in the field of games of chance, sports betting, addictions and associated psychosocial processes.

The **Universitat Autònoma de Barcelona** is an entity of recognised prestige that provides quality, diversified, multidisciplinary and flexible teaching, adjusted to the needs of society and adapted to the new models of the Europe of knowledge, with interest and sensitivity for the social reality that surrounds us.



Episteme, a third sector entity dedicated to applied social research and the evaluation of social policies and programmes, and a regular collaborator of the UAB, has also joined this agreement.



The objectives of this agreement are:

- To carry out applied research in the social sciences on recreational games, gambling, sports betting, uses of gambling, addictions and associated psychosocial processes.
- To promote the reciprocal exchange of information on research topics, publications and other materials of interest.
- To promote the transfer of knowledge from the University to society in the field of gambling, sports betting, uses of gambling, addictions and associated psychosocial processes.
- To offer ongoing advice on recreational and gambling matters.
- To promote debate and exchange of experiences on all those topics that can benefit these institutions.

Use of 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:

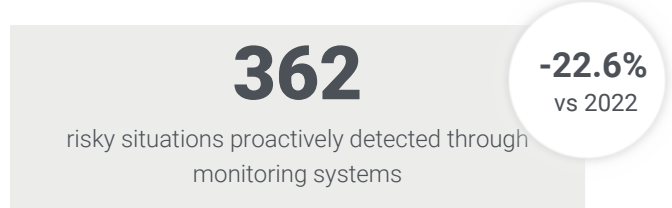
- **Frequency/time:** The individual's hourly time spent on gambling-related activities. Among others, their days of activity, times between deposits, average hours between logins, etc. are taken into consideration.
- **Activity/volume:** style of play and amounts of bets and casino sessions of the player, as well as weekly deposits, withdrawals, among others.

- **Economic:** monetary amounts spent on the activity. It includes, for example: totals deposited, weekly average, number of logins in which there was a zero balance, etc.

- **Other factors:** several additional qualitative factors. For example, if the person is of an at-risk (young adults), 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 gambling patterns.

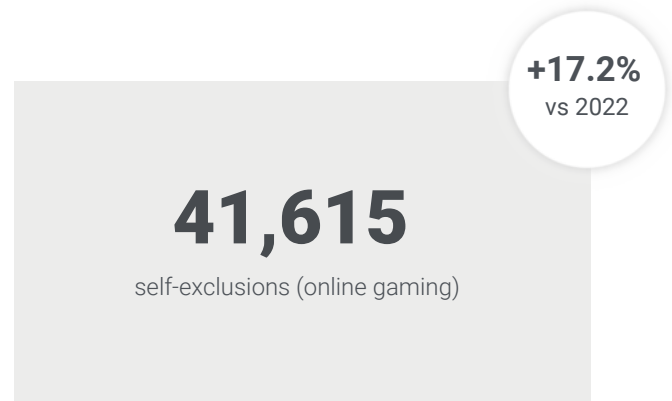
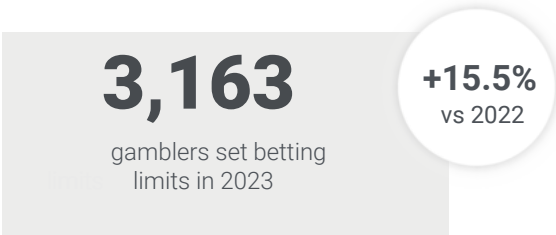
If we detect that our customers are beginning to exhibit undesirable gaming behaviours, we communicate with them through four phases, through which we can offer tools to bring themselves under control and even temporarily suspend their accounts.



We have set ourselves the goal of incorporating AI technology and the experience obtained in online gaming into 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 2023, for example 3,163 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 items that advise our customers to only bet the amount of money they can afford, while, in online play, we

notify them by text message 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 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.

New in 2023, 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 leaflets.

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.



Grants to treat compulsive gambling

Finally, we 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.

