Mindway AI Partners with SportsBroker to Elevate Responsible Gaming in UK Market

Mindway AI, a leader in neuroscientific and AI-driven responsible gambling solutions, is excited to announce a strategic partnership with SportsBroker, an innovative platform redefining sports betting in the UK.

This collaboration aims to integrate Mindway AI's advanced technology into SportsBroker's unique betting model, focusing on enhancing user experience and promoting player safety. SportsBroker offers a groundbreaking pool betting system that prioritises performance and social interaction over traditional odds.

With a UK license secured last year, SportsBroker is on an impressive trajectory, emphasizing player-centric, sustainable growth. Mindway AI's expertise will support this vision by ensuring a secure and engaging environment for all users.

"We are delighted to partner with SportsBroker," said Rasmus Kjaergaard, CEO of Mindway AI. "Our shared commitment to responsible gaming and innovative solutions makes this partnership an ideal fit as we support their exciting growth plans."

Paul Jarczynski, COO, SportsBroker said "From the very beginning the collaboration with Mindway has been exceptional. From the initial discussions, through integration and then support, the team has not only delivered time and again, but by far surpassed our expectations. The same can certainly be said of their Gamescanner product. Our Responsible Gaming team have been empowered with insights that allow them to effectively work in a truly proactive manner with our customers, addressing potential harm before it becomes a problem. The product helps us reinforce our RG first message inhouse, and is truly both an effective and impressive product. We look forward to a long and successful partnership with Mindway!"

SportsBroker is redefining the betting landscape with a peer-to-peer, engagement-driven platform that removes the house advantage, creating a truly player-led market. Rooted in traditional pool betting, SportsBroker fosters community and competition, driving deeper user engagement and retention. With no reliance on odds traders or algorithms, their scalable model offers a fresh, complementary alternative to traditional sportsbooks. By prioritising social interaction and ease of play, they are tapping into the growing demand for innovative, community-led betting experiences - unlocking new revenue streams and long-term customer value.

As SportsBroker aims to broaden its horizons and venture into new areas, Mindway AI's involvement highlights the importance of safe and sustainable expansion within the betting industry.

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About SportsBroker
SportsBroker is a UK based sports pool betting company that is looking to disrupt the gambling sector with innovative and sustainable products that encourage safer play, driven by a volume of low yield customers with a longer lifetime value. With game changing social betting based products about to come to market, SportsBroker is aiming to be a name within the industry that is synonymous with innovation and responsible play, driven by products that deliver engaging, fun experiences for the customer. With their own in-house development team the company is going to be a force to reckon with. Currently on the UK market with their first licensed product, SportsBroker is looking to further grow by expanding into new territories.

About Mindway AI
Mindway AI is a Danish award-winning software company that creates innovative and advanced tech solutions for fully automatic detection and monitoring of at-risk and problem gambling behavior. Based on neuroscience and artificial intelligence, Mindway AI works with gambling operators, platform providers, regulators, and governments to supply state-of-the-art early detection and intervention solutions to enhance player protection. Mindway AI has a strong market position in Denmark and the Netherlands and currently sees growth in Germany, UK, Sweden, Australia, Malta, Spain, Switzerland, and the US. At present, Mindway AI's solutions detect more than 8.9 million active players monthly and is translated into 14 different languages. Better Collective A/S is a majority shareholder of Mindway AI.

Mindway AI's solutions:

- *GameScanner: State-of-the-art detection software based on the combination of AI and human expert assessment. A "Virtual Psychologist" providing individualized and earlier detection of at-risk or problematic gambling behaviour.*
- *Gamalyze: Neuroscience-based gamified self-test of decision-making when gambling. More engaging, proactive, and actionable than typical self-test questionnaires.*

For more information, go to www.mindway.ai