

Mindway AI and Crown Resorts Partner to Launch Revolutionary Player Protection

Mindway AI, a leader in player protection solutions for the gaming industry, is pleased to announce a partnership with Crown Resorts to introduce GameScanner to their Australian operations. This partnership marks the largest global implementation of Mindway's technology in a physical setting and is the first land-based application in Australia, setting a new industry standard and aligning with Crown's commitment to safe and sustainable gaming.

GameScanner is an award-winning AI solution, trained by gambling harm experts, researchers, and psychologists, to better enable effective checks, with a focus on player well-being and preventative measures. GameScanner's highly advanced technology enables operators to understand the risk distribution among their guests, allowing these risks to be identified and addressed to enhance player protection.

"The introduction of this technology at Crown is yet another example of our commitment to continuous safety improvements and harm minimisation," said Dr Jamie Wiebe, Group EGM of Crown PlaySafe. "This will greatly assist in identifying risks and preventing harms from occurring in the first place, which is a major focus for us at Crown. In collaboration with our Crown PlaySafe initiatives, technology plays a critical role in helping us provide a safe environment and uphold our industry-leading standards for our guests."

This partnership marks a new era for the growing Mindway AI, as the company expands its application of AI solutions into land-based settings. GameScanner currently engages with just over 12.8 million active players in 64 global jurisdictions each month.

"We are thrilled to partner with Crown Resorts in this significant initiative," said Rasmus Kjaergaard CEO at Mindway AI. "Our shared vision for player welfare is the foundation of this collaboration. Our move into land-based applications signifies a significant milestone for Mindway AI. With GameScanner, we are reinforcing our commitment to player welfare across all gaming platforms, creating an environment where care and safety are paramount."

The implementation of GameScanner marks a pivotal enhancement to Crown Resorts' harm minimisation framework and reiterates the company's dedication to industry-leading standards.

For more information, please contact:

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About Crown Resorts

Crown Resorts is Australia's largest hospitality employer and a leading operator and developer of integrated resorts in Australia. Crown Melbourne is Australia's leading integrated resort, featuring luxury accommodation, award winning dining, world-class casino, conferencing, shopping and entertainment facilities. Crown Perth is one of Western Australia's largest tourist destinations, featuring three hotels, world-class convention and gaming facilities, restaurants and bars, a 2,300-seat theatre, and shopping and entertainment facilities. Crown Sydney is on the foreshore of Sydney Harbour and offers a luxury hotel, prestigious apartments, signature restaurants and spa facilities.

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 established a strong global presence and is rapidly expanding into new markets, with solutions live in over 64 jurisdictions, including the US, UK, Brazil, Australia, and Malta. At present, Mindway AI's solutions detect more than 12.8 million active players monthly and are 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