

## **Mindway AI Partners with ATG to Enhance Responsible Gambling with GameScanner**

Mindway AI, a leading provider of artificial intelligence and neuroscience-based software solutions for the gambling industry, is proud to announce its partnership with ATG (AB Trav och Galopp), Sweden's foremost betting company. This collaboration marks a significant step towards fostering responsible gambling and enhancing player protection through the integration of Mindway AI's GameScanner technology.

Sweden is considered a challenging landscape when it comes to responsible gambling regulation, and Mindway AI is poised to support ATG in navigating this complex environment. GameScanner, a sophisticated tool developed by Mindway AI, leverages innovative AI and expert human assessment to deliver real-time, individualised and full player base detection of at-risk or problematic gambling behaviours, offering a "Virtual Psychologist" experience. This technology will now be integral to ATG's efforts in promoting safer and more sustainable gambling practices.

"Responsible gambling is our most important sustainability issue. With GameScanner, we are further strengthening our commitment to responsible gambling and enhancing the safety of our customers" states Sophie Linghag, Head of Fair Play at ATG.

"We are thrilled to partner with ATG, a company that shares our commitment to responsible gambling and player protection," said Rasmus Kjaergaard, CEO of Mindway AI. "By integrating GameScanner, ATG can provide their customers with a safer gambling experience, supporting not only individual players but also the broader Swedish horse racing industry."

ATG, with a legacy of supporting the Swedish horse industry since 1974, is dedicated to offering exciting and fair gambling experiences on horses, sports, and casino. Through this partnership, ATG aims to lead the way in enhancing safety and sustainability in the gambling industry, ensuring that their patrons enjoy betting in a secure and responsible environment.

### **For more information, please contact:**

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**About ATG AB Trav och Galopp (ATG)** is owned by Sweden's trotting and thoroughbred racing industry. We offer exciting betting experiences in a fair and convenient manner at nearly 1,500 retail outlets and digitally, primarily via our website [atg.se](https://atg.se). In 2024, ATG reported SEK 6.2 billion in revenue and contributed about SEK 2.3 billion of surplus to our owners: The Swedish Trotting Association and the Swedish Horseracing Authority. For more information: <https://omatg.se/en/start/>

#### **About Mindway AI**

[Mindway AI](https://www.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 14.7 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](https://www.mindway.ai)