

Mindway AI Partners with Amelco to Enhance Compliance and Licensing Services Globally

Mindway AI, a leader in AI-driven responsible gambling solutions, is proud to announce a strategic partnership with Amelco, a renowned B2B platform provider known for building bespoke trading and sportsbook solutions for the gambling industry's leading operators, including Fanatics, Hard Rock Bet, Entain, and Flutter Entertainment. This collaboration aims to extend Amelco's compliance and licensing services globally, enhancing player protection and regulatory adherence across multiple markets.

Founded in 2006 by veterans of the global financial sector, Amelco has positioned itself at the forefront of the industry through its advanced modular end-to-end solutions and harnesses the best technical talent to deliver innovative solutions to top-tier global partners.

Mindway AI will integrate its pioneering RG technology with Amelco's robust platform, bolstering the compliance toolkit available to operators. This partnership underscores a shared commitment to responsible gaming practices and sets new benchmarks for regulatory compliance and player safety worldwide.

"Partnering with Amelco aligns perfectly with our mission to promote safer gambling environments globally," said Rasmus Kjaergaard, CEO at Mindway AI. "Amelco's in-depth industry expertise and innovative solutions create the perfect synergy for integrating our AI-driven compliance tools, helping operators navigate the complex landscape of global gambling regulations."

Brandon Walker, Head of Business Development at Amelco added, "At Amelco, we pride ourselves on delivering the industry's most advanced technology - and partnering with Mindway AI reinforces that commitment.

"By providing our tier-one operators with these market-leading AI tools, we are ensuring that the world's biggest brands have the best-in-class protection they need to lead the way in responsible gaming."

For more information, please contact:

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About Amelco

Founded in 2006 by veterans of the global financial sector, Amelco is the supplier of choice for the industry's leading tier-one operators, including Fanatics, Hard Rock Bet, Entain, and Flutter Entertainment.

Born out of a history of building high-performance software for pricing, trading, and execution platforms in the fintech sphere, Amelco utilises the best technical talent available to deliver the most advanced, modular end-to-end solutions in iGaming. Live across four continents, Amelco is headquartered in London with offices in Poland and Hungary. For more information visit www.amelco.co.uk

About Mindway AI

[Mindway AI](http://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 65 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