

Mindway AI Partners with Industry Pioneer Will Mace to Solve the 'Second Half' of the Safer Gambling Equation

Mindway AI, the industry-leading provider of AI-powered player protection software, has announced a strategic partnership with Will Mace, former Group Player Safety Director at evoke. Joining as Head of Strategic Programmes, Mace will spearhead an ambitious, research-led initiative designed to revolutionise how the gambling industry conducts, measures and optimises customer interactions.

While identifying player risk has historically dominated the safer gambling narrative, it represents only half of the equation. Equally critical is how operators engage with players to reduce that identified risk. Despite clear regulatory intent globally, existing frameworks often provide limited practical guidance, leaving operators to navigate a complex behavioural challenge with often mixed results.

Mindway AI is uniquely positioned to bridge this gap. By combining its deep analytical capabilities and foundations in behavioural psychology with Mace's operational and regulatory expertise, the company aims to "write the book" on effective interactions, establishing a research evidence-led framework for effective player interactions. This includes identifying the right moment to intervene, selecting the most appropriate interaction approach, developing effective messaging, and creating a robust evaluation framework to measure the impact of interventions against specific risk indicators.

Current academic research on interaction efficacy remains sparse, and few competitive market solutions exist. Mindway AI's new initiative will explore interactions from first principles-examining why people gamble and how to change how they gamble, nudging them toward safer behaviours-before integrating these insights into an actionable capability alongside its flagship *GameScanner* technology. By delivering tailored interactions based on granular behavioural markers, the solution will use focused intensity models to measure outcomes at an individual level. This approach solves a major commercial and regulatory challenge: replacing restrictive, blanket policies with precision safeguards that protect players while enhancing commercial sustainability and customer lifetime value.

To lead this project, Mace brings an extraordinary depth of experience across the safer gambling ecosystem, including roles with Kindred, EQ-Connect, Gamprotect, the Beacon

Counselling Trust, the Armed Forces Gambling Support Network and the Gambling Commission Financial Risk Working Group.

Rasmus Kjaergaard, CEO of Mindway AI, commented: "Identifying harm is a technical triumph we have mastered with GameScanner, but identification is only as good as the interactions and intervention that follows. Operators are crying out for a scientific, measurable way to interact with players effectively. Will Mace's phenomenal track record across major operators, regulatory working groups, and clinical support networks give us the perfect blend of insight to build a full-service safer gambling ecosystem."

Will Mace, Head of Strategic Programmes at Mindway AI, added: "I have long admired the team at Mindway AI and am very excited to start working with them on this fascinating and important initiative."

The partnership marks a vital step in Mindway AI's mission to become a comprehensive, full-service safer gambling provider, further cementing its status as the industry's primary compliance innovator and thought leader.

For more information, please contact:

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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 73 jurisdictions, including the US, UK, Brazil, Australia, and Malta. At present, Mindway AI's solutions detect more than 15.2 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