

Mindway AI and GamScore Partner to Advance Player Protection and Financial Wellbeing

GamScore and Mindway AI have announced a strategic partnership aimed at enhancing safer gambling frameworks across the global iGaming sector. The collaboration combines user-controlled financial health tracking with advanced artificial intelligence and neuroscientific profiling for player protection.

The partnership unites GamScore's independent, bettor-focused platform, which enables players to monitor, understand and demonstrate their betting health, with Mindway AI's market-leading early detection technology. By integrating individual player insights with automated risk monitoring, the two companies aim to help operators foster player trust, encourage sustainable betting habits, and complement existing safer gambling initiatives.

"We are delighted to be partnering with Mindway AI and strongly believe GamScore aligns perfectly with Mindway AI's mission of using technology to support sustainable gambling and better player outcomes," said Mark Potter, Chief Responsibility Officer at GamScore. "By combining a practical financial wellbeing tool that encourages positive engagement with Mindway AI's sector-leading behavioural profiling expertise, this partnership can complement existing safer gambling initiatives and promote positive play for all."

"Partnering with GamScore allows us to combine neuroscience, human expertise and cutting-edge behavioural analytics with direct, player-led wellbeing tools," added Rasmus Kjaergaard, Chief Executive Officer at Mindway AI. "Empowering bettors with control over their own data while providing operators with deep risk-detection insights is a vital step forward in building a safer, more sustainable gambling ecosystem." As regulations evolve globally, the iGaming industry is increasingly shifting towards proactive, transparent player protection. By bringing together GamScore's privacy-first, consumer-centric data control with Mindway AI's neuroscience-backed player protection solutions, GameScanner and Gamalyze, the joint initiative provides operators with a more holistic view of player wellbeing.

Looking ahead, both organisations plan to collaborate closely on joint educational resources and integrated workflows, setting a new benchmark for how technology and player empowerment can work side by side to reduce gambling-related harm.

For more information, please contact:

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About GamScore

GamScore empowers bettors to monitor, improve and demonstrate their betting health. The platform gives users an independent view of their betting activity, helping them better understand their habits, make informed decisions and build healthier betting behaviours. Customers remain in complete control of their data at every stage, choosing what information they connect and when, with nothing shared without their explicit consent. By combining user-controlled data with behavioural insights and personalised guidance, GamScore helps operators offer a valuable player wellbeing tool that strengthens customer trust, encourages positive engagement and complements existing safer gambling initiatives.

For more information, go to www.gamscore.com

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 73 jurisdictions, including the US, UK, Brazil, Australia, and Malta. At present, Mindway AI's solutions detect more than 15.9 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:** Casino and Sports 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

