

Mindway AI Partners with Gaming1 to Enhance Player Protection in the Netherlands

GameScanner is now live on Circus.nl, integrating AI-driven insights directly into Gaming1's responsible gambling framework.

Mindway AI, a leading provider of neuroscience-based responsible gambling solutions, today announced a strategic partnership with international gaming operator Gaming1. The collaboration marks a significant milestone in player protection, with Mindway AI's flagship solution, GameScanner, going live on Circus.nl in the Netherlands.

On Circus.nl, GameScanner has been directly integrated into ROBIN (Responsible Online Behaviours Indicators), Gaming1's proprietary responsible gambling framework. By combining GameScanner's independent, AI-powered behavioural analysis built on neuroscientific research, AI and human expert assessments with ROBIN's intervention capabilities, operational teams can detect early signs of risky play and provide timely, tailored support.

For players, this integration delivers relevant guidance and seamless access to self-limitation and play-management tools when they matter most. For Gaming1's operational teams, it provides clear, actionable insights to support informed decision-making while maintaining high privacy standards and robust human oversight.

"Partnering with Gaming1 allows us to provide a 360 holistic behavioural psychology profile of each player in the database to a broader audience across key European markets, not least in NL" said Rasmus Kjaergaard, CEO of Mindway AI. "Gaming1 shares our vision that advanced technology should empower human expertise to create safer, more sustainable gaming environments and we are excited to support their team in delivering next-level protection."

"At Gaming1, we believe technology delivers its greatest value when it strengthens human judgement and translates into meaningful player protection." added Jean-Christophe Choffray, Deputy CEO and Chief Vision & Product Officer at Gaming1. "Integrating Mindway AI's GameScanner into ROBIN provides our teams supporting Circus.nl with an independent layer of behavioural insight, helping them identify signs of risk earlier and provide more timely, tailored support. It is a concrete expression of our ambition that aim to combine Next-Level Entertainment with Next-Level Player Protection."

The collaboration underscores both organisations' commitment to combining technology, ethics, and proactive care to set new standards for responsible gambling in Europe.

For more information, please contact:

Senior Marketing Manager Mindway AI, Niamh Gallagher, +44 7947199208, niamh@mindway.ai

About Gaming1

Gaming1 is a major actor in technology and both landbased and online entertainment (casino, sports betting and poker). The group is a leader on the Belgian game of chance market with the brands Circus and 777. Using its technological platform, Gaming1 has built a portfolio of strong brands in 6 countries in Europe,

including Portugal, the Netherlands and France. The group also has its own casino game studio. In terms of landbased establishments, it has gaming halls, casinos and gaming clubs in Belgium and France and Switzerland. Gaming1 employs 1,650 people, including 1,000 in Belgium. Its technology hub in Liège brings together 500 experts and 50 IT professions, offering a stimulating work environment. Its technological expertise, combining innovation and ethics, fuels its influence in Europe.

About Circus.nl

Circus.nl is a licensed online casino and sports betting operator in the Netherlands, fully owned and operated by Gaming1 group, a Liège-based company with 30 years' of experience in the technology and entertainment field. At Circus.nl, players have access to the largest range of games in the Netherlands. The casino game catalog includes symbolic games categories such as slot machines, video poker and roulette with games from major suppliers. As for sports betting, there are over 50 sports with up to 20,000 sporting events per month, as well as the possibility to place prematch and LIVE bets or take part in tournaments. Circus.nl is 100% legal and authorized by Kansspelautoriteit (Dutch Gambling Authority) and meets all the security conditions and recommendations requested by them. Furthermore, Circus.nl has implemented a strong responsible gaming policy to ensure a safe gaming environment for all its players.

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 73 jurisdictions, including the US, UK, Brazil, Australia, and Malta. At present, Mindway AI's solutions detect more than 16.5 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

