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Mr Green launches predictive Green Gaming tool

Mr Green announced the launch today of its predictive Green Gaming tool. This unique tool gives players the ability to gain insight into their own risk behavior. At the same time, the tool's functionality means Mr Green can better detect when healthy playing has moved into the risk zone.

"Gaming should be fun, entertaining and safe. Green Gaming is all about staying in control, not crossing the line between enjoyment and risky behaviour." says Jesper Kärrbrink, CEO of Mr Green Ltd."

The new tool analyzes the actual playing behavior of a customer and combines it with the customer's own impression of their risk behaviors. This way, players can receive personalized insights and analysis about their gaming and when they have gone too fast. Mr Green, in turn, can adjust its offerings and communications based on an individual customer's risk behavior. Players who exhibit increased risk behavior may be asked to set different limits for their playing or to step back from playing for a period of time. Mr Green will also refrain from communicating sales messages to customers with increased risk behaviors.

At the introduction, the new Green Gaming tool has casino model and later Mr Green will implement a sportsbook model.

The tool has been developed together with Sustainable Interaction and Sebastian Gassner. Sustainable Interaction is a company based in Lund, Sweden, and specializes in developing digital products and diagnostic tools in the fields of responsible gaming and psychosocial health. Sebastian Gassner is an expert in responsible gaming technical development.

The United Kingdom will be the first market to implement the Green Gaming tool.
Mr Green will continue to roll out the tool to other markets in the fall.

"With Green Gaming we will be able to support our players making better decisions when playing" says Jesper Kärrbrink. "Green Gaming has been part of our business strategy since the foundation 2007. "We have high ambitions, we want to drive the future for responsible gaming and want to be the brand you associate with Green Gaming."

For further information:

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Mr Green Ltd is an online gaming company that offers online casino, sportsbook and live casino in twelve countries. Mr Green is an award-winning casino operator, named IGA Operator of the Year three consecutive years 2013, 2014, 2015, Mobile Operator of the Year 2016 and Gaming Operator of the Year 2017. Mr Green Ltd is a fully owned subsidiary of the Swedish company Mr Green & Co AB, listed on Nasdaq Stockholm main market since 2016.