

Malta 27 June 2019

Mr Green wins Responsible Gambling Award.

On Tuesday, the “Green Gaming Toolkit” won the EGR innovation in compliance and responsible gambling award at the EGR Marketing and Innovation Awards in London.

For Mr Green’s innovative team of developers and customer service agents, the continuous work to improve player protection and a balanced gaming behaviour was rewarded with the prestigious title EGR Innovation in compliance and responsible gambling.

“We are one of very few operators that offer a predictive tool that helps players assess their own gambling habits. While most operators assess player behaviour in the background, we have decided to make it a natural part of the gaming experience with both automated and human interactions.” said Patrick Jonker, CEO Mr Green and MD William Hill International.

The Green Gaming predictive tool is designed by industry professionals and psychologists to help players assess their gambling behaviour and help them determine whether they are at risk or not. Based on risk level, Mr Green’s Green Gaming team interacts with the customer through both automated messages and human interactions. It keeps the player informed about their gambling behaviour and advises on possible solutions should their gambling become excessive.

Mr Green also won the award for Mobile Marketing Campaign.

“Mobile has becoming the preferred device for many of our players and to win two key categories in offering a superior gaming experience in a safe environment is a very strong sign we are continuing to deliver on our strategy.” said Patrick Jonker.

For further information, please contact;

Patrick Jonker, CEO Mr Green Ltd, MD William Hill International
patrick.jonker@mrgreen.com
+356 99749931

Rikard Rinaldo, Communication Director Mr Green Ltd
rikard.rinaldo@mrgreen.com
+356 99399293



MRG is a fast-growing, innovative iGaming Group with operations in 13 markets. MRG offers a superior experience in a Green Gaming environment. MRG was founded in 2007 and operates the iGaming sites WilliamHill.se, [Mr Green](http://MrGreen.com), [Redbet](http://Redbet.com), 11.lv, [Winning Room](http://WinningRoom.com), [Bertil](http://Bertil.com), [MamaMiaBingo](http://MamaMiaBingo.com), [BingoSjov](http://BingoSjov.dk) and [BingoSlottet](http://BingoSlottet.dk). The Group had a turnover of SEK 1,192.0 million in 2017 and has over 400 employees. MRG has gaming licenses in Denmark, Ireland, Italy, Latvia, Malta, Sweden and the UK. In January 2019 MRG was acquired by one of the world’s leading betting and gaming companies William Hill PLC. Read more at www.williamhillplc.com.