



## Paf wins responsible gaming prize in Spain

The Åland-based gaming company Paf has been awarded the prize for the Best Initiative in Responsible Gaming 2016 by the Spanish gaming industry organisation Jdigital.



The prize was awarded for the responsible gaming system "Radar", developed by Paf, which identifies online customers who are at risk of developing gaming-related problems or gambling addiction. The customers identified by the software are contacted and offered help and support. The system is active on all of Paf's gaming sites.

"We are extremely proud to receive this prize and we see it as proof of Paf.es being a leader in the industry in responsible gaming and social responsibility. Responsible gaming is at the heart of our activities, and we believe that it is something that will help us establish long-term relationships with our customers and create loyalty among our players," says Albin Tiusanen, Paf's Country Manager for Spain.

Jdigital (Asociación Española de Juego Digital) is an interest group that represents the operators, suppliers and players in the Spanish gaming industry. Since 2014, the organisation has awarded prizes within the Spanish gaming industry in a dozen categories at the yearly Premiosegaming.es gala. This year's event took place on 10 March in Madrid, where Paf received the prize for the category of Best Initiative in Responsible Gaming.

"The prize shows that we are on the right track. However, we are not going to just settle for this. We want to become even better and continue our steady and focused work within responsible gaming and social responsibility," says Daniela Johansson, Chief Responsibility Officer at Paf.

Find more information at [www.premiosegaming.es](http://www.premiosegaming.es) and [www.jdigital.es](http://www.jdigital.es).

**About Paf**

Paf was founded on Åland in 1966 with the clear purpose of creating profit to support the public good. This purpose is still the company's principle reason for being. Today Paf.com is an international full-service online gaming site with over 150 games. Paf also maintains a large physical gaming operation on land and sea with about 1,300 gaming machines, 40 gaming tables on ships, Paf Casino on Åland and Casino Sunborn in Gibraltar. Paf offers safe and socially responsible money games that give players pleasure and entertainment. In 2014 the Paf group had a total revenue of 98.1 million euros producing a profit of 17.2 million euros and the contribution to the public good was 21 million euros. The group has nearly 400 employees, is headquartered in Mariehamn on Åland and serves players from countries including Finland, Sweden, Estonia, Spain and Italy. Paf is licensed and controlled by the local Åland government. More information can be found on [www.paf.com](http://www.paf.com).

**For more information please contact:**

Mattias Lindquist  
Communications Manager  
Tel: +46 729 75 23 26  
E-mail: [mattias.lindquist@paf.com](mailto:mattias.lindquist@paf.com)