



**MR GREEN & Co.**

EST. 2013

Stockholm, 11 September 2017

## **PRESS RELEASE**

### **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.**

"It should feel safe to play at Mr Green, and Green Gaming has been a part of our business strategy since the foundation in 2007," says Per Norman, CEO of Mr Green & Co. "We have high ambitions, and want to be the brand you associate with Green Gaming."

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 communicate 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.

"Now, we are asking our customers to put on the seat belt and set the controls," says Per Norman. "With our new tool, we will be able to better understand our customers in so many dimensions, not just in mere financial terms."

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*Mr Green is a leading online gaming company with operations in twelve countries. The business concept is to offer entertainment and a first-class gaming experience in a responsible environment. The business was*

*founded in 2007 and has developed into a well-established online gaming company with a broad customer offer and a strong globally viable brand. In 2016, Mr Green generated sales of SEK 924.5 million and the company has over 200 employees. The headquarters and technical development are based in Stockholm, and operations in Malta. Mr Green has gaming licenses in Malta, UK, Italy, casino license in Denmark and Sportsbook license in Ireland. The company is listed on Nasdaq Stockholm's main market. Read more at [www.mrg.se](http://www.mrg.se).*