

# RESPONSIBLE GAMING

PROVEN EXPERTISE FOR  
YOUR RG INITIATIVES



**GLI**<sup>®</sup> GAMING  
LABORATORIES  
INTERNATIONAL<sup>®</sup>

 **BULLETPROOF**  
a GLI company



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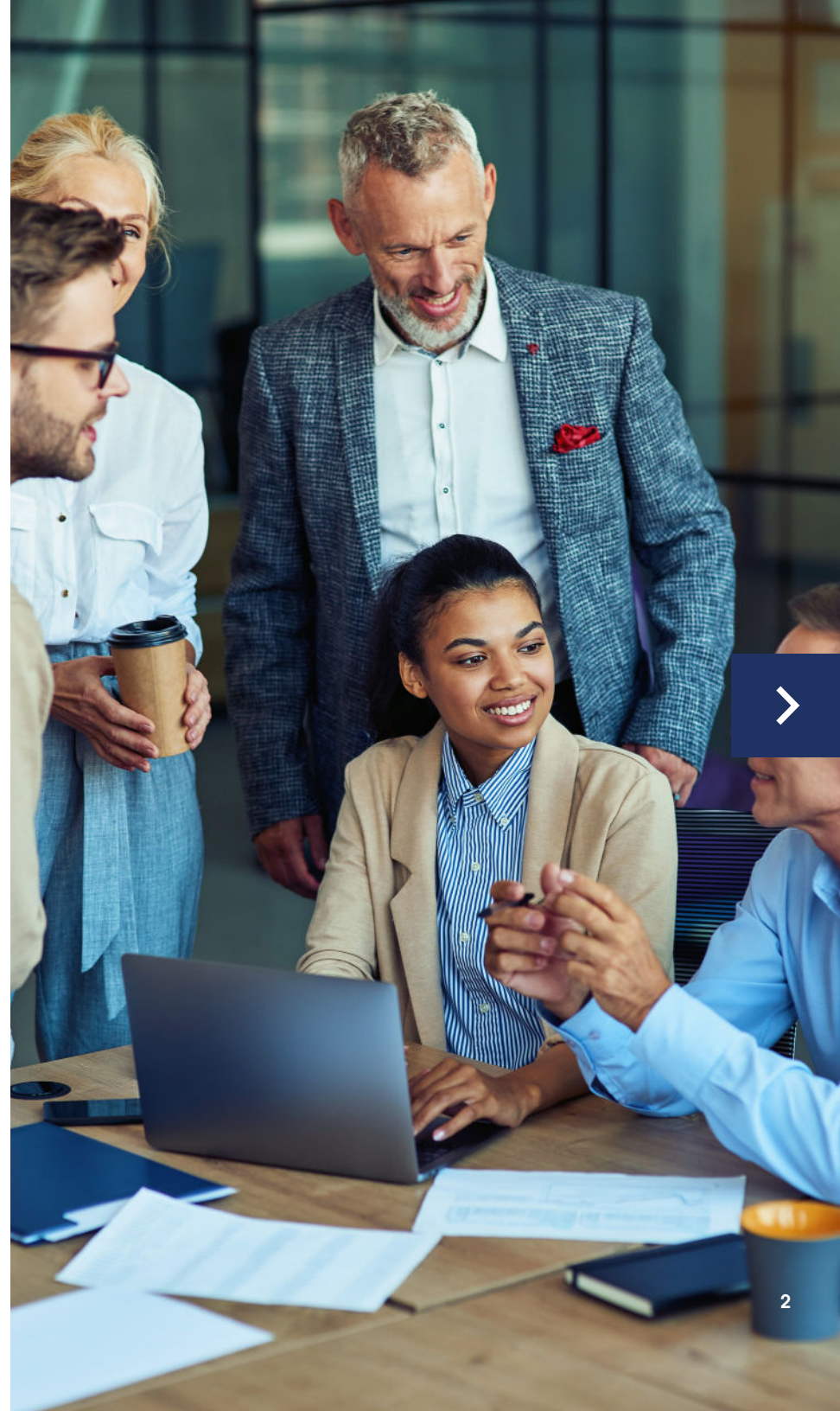
# OVERVIEW

**Responsible gambling is a key priority to suppliers, operators, regulators, and the public. The intent being to minimize potential for harm and promote a mature gaming organization, environment, and industry with harm minimization controls in place.**

Gaming Laboratories International (GLI®) understands that implementing Responsible Gaming (RG) initiatives are essential to maintaining public trust and are the cornerstone to the continued success of the gaming industry.

GLI provides RG project analysis, project management, training and education, and assessment services through its team of subject matter experts. Our findings and recommendations allow stakeholders to address issues before they become big problems, and significantly improve success levels for RG programs to protect vulnerable or at-risk patrons.

To help ensure your land-based, lottery, and online operations implement RG best practices, GLI offers customized services to meet your specific organizational and/or jurisdictional needs. This protects you, your brand, the public, and ultimately helps pave the path for your growth and success.





# WHAT DOES GLI OFFER?





# RG GAP ASSESSMENT & PROGRAM ANALYSIS

GLI begins with a review of your existing RG programs, personnel, resources, and performance metrics to assess how your goals align with associated industry, legal, cultural, and socio-economic conditions. This includes an inventory of all internal and external policies and programs that you may have in place for the jurisdiction(s) you operate in. This important first step is needed to evaluate whether the RG programs in your organization are sufficient and aligned. It is also needed to identify any gaps needing attention and the risk level associated with each gap so we can help you prioritize updates.

For example, a jurisdiction you operate in may have specific mandatory self-exclusion programs. GLI has unique qualifications for analyzing these types of programs. Among our staff we have the author of the first self-exclusion program in the U.S., who has advised regulatory agencies around the world in this area since 1995. Our in-depth analysis of your self-exclusion programs, policies, record-keeping, research, and marketing will explore the details you need to operate a successful program with measurable results.

There are also programs or activities that occur outside the control of a jurisdiction or regulatory agency. It is important to include all RG activities in the analysis to determine if a new stakeholder group needs to be formed within your organization or if changes are needed to your existing stakeholder group already in place. GLI offers full gap assessments and analysis of your programs that cover the following collectively, or we can target individual areas that you appoint us to focus on:



<b>RG PROGRAM / PLAN DEVELOPMENT</b>	<b>SUPPLIER</b>	<b>OPERATOR</b> e.g.: Physical Provincial, State, or Tribal Casino	<b>OPERATOR</b> e.g.: Online iGaming, or Sports Betting, etc.	<b>REGULATOR</b> e.g.: Provincial, State, Tribal Regulator	<b>LOTTERY</b>
• Ownership/Beneficiaries	✓	✓	✓	✓	✓
• Organizational Structure/Business Model (Including High-Level Organogram)	✓	✓	✓	✓	✓
• Key Business Lines and Products Offered	✓	✓	✓	✓	✓
• Overall Revenue and Key Financial Indicators that the Lottery Feels Provide Helpful Context	✓	✓	✓	✓	✓
• RG Program and its Integration Within the Organization	✓	✓	✓	✓	✓
• RG Budget	✓	✓	✓	✓	✓
• RG Tools (including self-exclusion)	✓	✓	✓	✓	✓
• Accountability	✓	✓	✓	✓	✓
• Training	✓	✓	✓	✓	✓
• Treatment	✓	✓	✓	✓	✓
• Research	✓	✓	✓	✓	✓
• Game Assessment	✓	✓	✓	✓	✓
• Reporting	✓	✓	✓	✓	✓
• Marketing and Advertising	✓	✓	✓	✓	✓
• Regulatory/Accountability/Repercussion	✓	✓	✓	✓	✓
• Education	✓	✓	✓	✓	✓
• Reporting and Measurement	✓	✓	✓	✓	✓

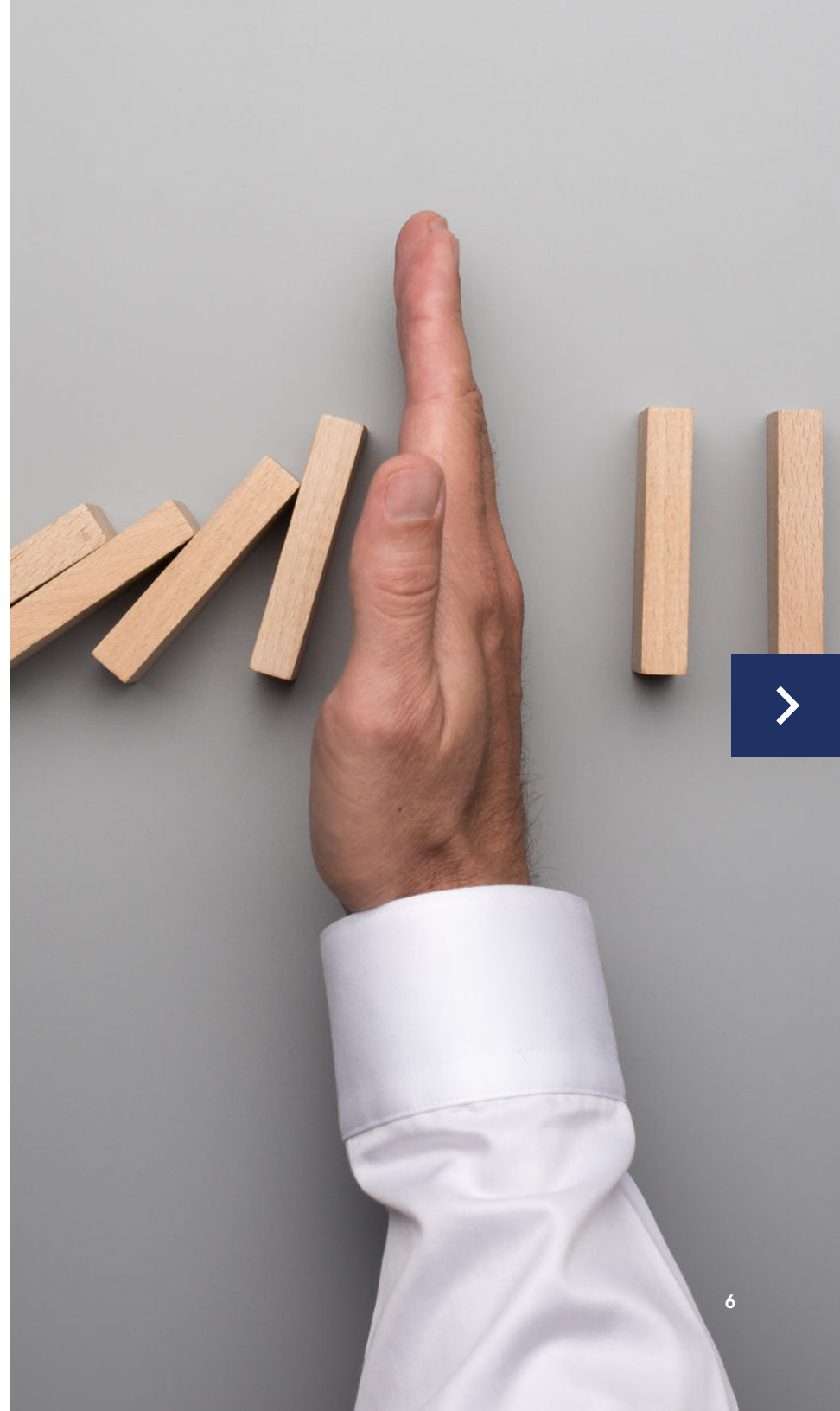


# RG PROGRAM/PLAN DEVELOPMENT

Based on GLI's initial gap assessment and program analysis, or in lieu of it if you are far enough along, GLI will engage in strategic RG program planning and development with you. This may include the development of a customized execution plan. It will outline specific recommendations for how you can fill in any identified gaps, improve your RG program, and earn an accreditation under a variety of different programs. Programs could include all, or portions of, standards from the **National Council on Problem Gambling (NCPG), World Lottery Association (WLA), Responsible Gaming Council (RGC) Check, European Lottery (EL) Responsible Gaming Framework Standards**, or other recognized best practice standards.

In addition, GLI will work with you to tailor program criteria that specifically address industry, legal, cultural, and socioeconomic conditions in the jurisdiction(s) you operate in. GLI will also evaluate your existing training and education programs for each stakeholder group in your organization, and if necessary, make recommendations for additional curriculum.

GLI will provide any remote eLearning or in person training and education necessary to bridge the gaps identified. Lastly, to measure continuous improvement, our RG experts will help you develop performance metrics to measure the effectiveness of your training and education programs, as well as your established RG efforts.



In summary, GLI will work with your organization to develop a comprehensive, best-practice RG program that covers the following collectively, or we can target individual areas that you appoint us to focus on from the list below:

<b>RG PROGRAM/PLAN DEVELOPMENT</b>	<b>SUPPLIER</b>	<b>OPERATOR</b> e.g.: Physical Provincial, State, or Tribal Casino	<b>OPERATOR</b> e.g.: Online iGaming, or Sports Betting, etc.	<b>REGULATOR</b> e.g.: Provincial, State, Tribal Regulator	<b>LOTTERY</b>
• Corporate Policy and Procedure Review, Development, and Commitment	✓	✓	✓	✓	✓
• RG Branding	✓	✓	✓	✓	✓
• Research	✓	✓	✓	✓	✓
• Employee/Staff Training and Engagement to Support RG Program Evolution and Growth	✓	✓	✓	✓	✓
• Game Assessment (Including Social Responsibility Assessment Tool)	✓	✓	✓		✓
• The Marketing of Responsibility (Including Social Responsibility Assessment Tool)	✓	✓	✓		✓
• Retailer Training and Education to Support RG Program Evolution and Growth	✓	✓	✓		✓
• Treatment/Treatment Referral	✓	✓	✓	✓	✓
• Player Education and Awareness	✓	✓	✓	✓	✓
• Self-exclusion Program/Plan Development	✓	✓	✓	✓	✓
• Stakeholder Engagement Strategy	✓	✓	✓	✓	✓
• Reporting and Measurement	✓	✓	✓	✓	✓





# REGULATORY & POLICY DEVELOPMENT

GLI's team of RG experts works with governments, regulators, and operators around the world. Particularly on the development and continuous improvement of gaming policies and regulations that around RG and harm minimization directives.

If you're looking to ensure your region's regulatory environment adequately and professionally addresses all facets of RG and harm minimization, our team is ready to work with you too.



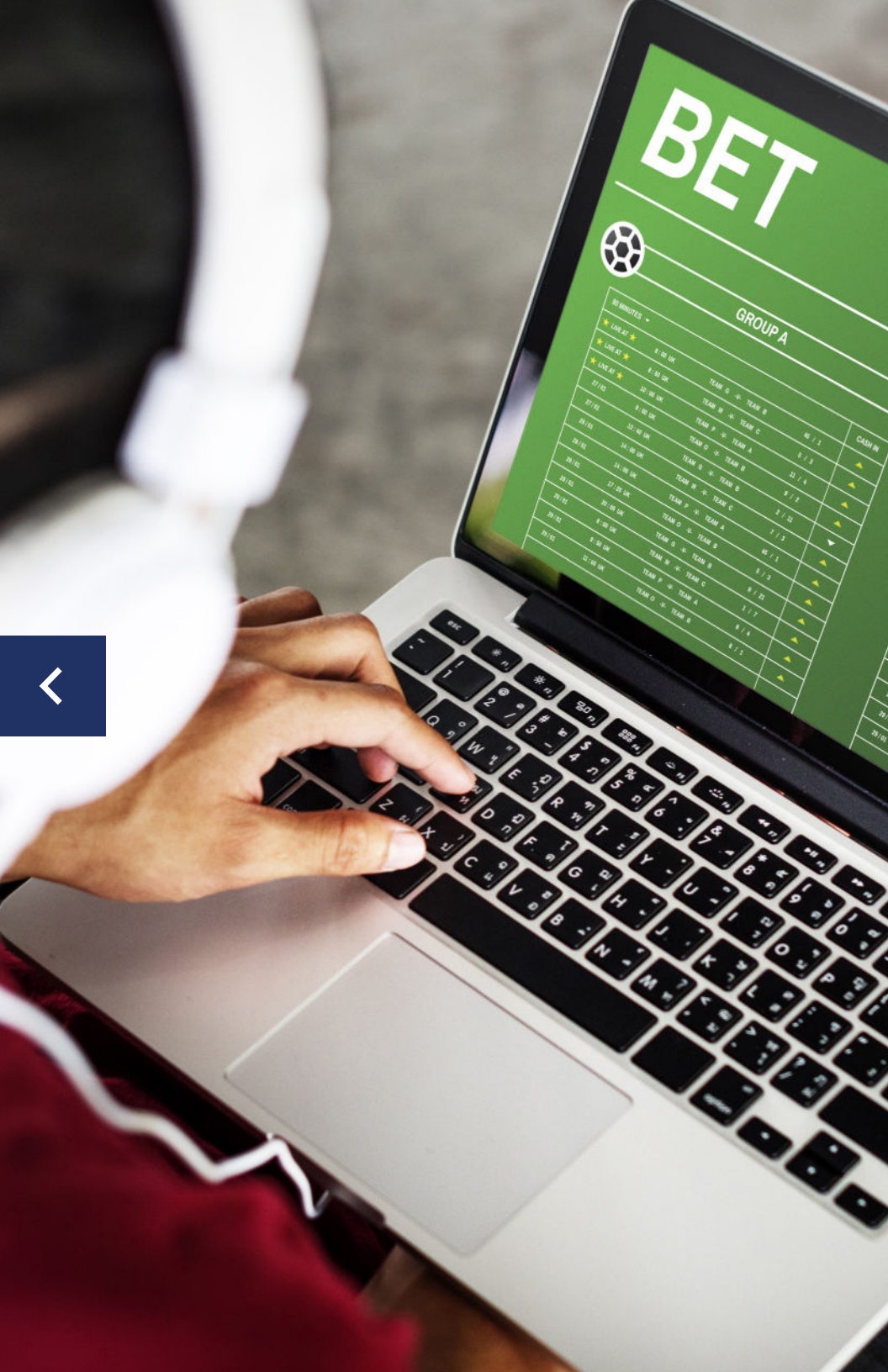
# RG CERTIFICATION/ASSESSMENTS

This final step in the life cycle brings everything together. Our experts verify that all stakeholders in your organization are aligned. Moreover that they are working in a manner to most efficiently and effectively deliver RG and harm minimization programs that meet or exceed the highest standards of excellence.

GLI offers support for a number of RG Certification Assessments utilizing our world-renowned and recognized subject matter experts. These may include all or portions of standards from the **National Council on Problem Gambling (NCPG)**, **World Lottery Association (WLA)**, **Responsible Gaming Council (RGC) Check**, **European Lottery (EL) Responsible Gaming Framework Standards**, or other recognized industry best practice standards.

	SUPPLIER	OPERATOR <small>e.g.: Physical Provincial, State, or Tribal Casino</small>	OPERATOR <small>e.g.: Online iGaming, or Sports Betting, etc.</small>	REGULATOR <small>e.g.: Provincial, State, Tribal Regulator</small>	LOTTERY
RG Certification Gap Assessments	✓	✓	✓		✓
RG Certification Submission Development	✓	✓	✓		✓
RG Certification Assessments	✓	✓	✓		✓





# ONLINE BETTING AND EMERGING TECHNOLOGIES

Going well beyond brick-and-mortar venues housing landbased slots / video lottery terminals (VLT), and lotteries, our RG expertise extends to online gaming, sports and event wagering, historical horse racing, iLottery, kiosks, and systems.

GLI offers insights on your RG goals for all forms of gaming products and delivery channels globally.

Rapidly advancing technology is providing us with a wide array of new tools to evaluate RG programs and providing players with the ability to monitor and set customized personal limits for their gaming activity.

GLI will help you stay at the forefront of RG standards relating to emerging technologies, jurisdictional requirements, and industry best practices. Our technology and RG experts will prepare a detailed analysis of any interactive or remote gaming channels you deploy, and summarize policy, procedure, and technology options that are available for your growth and financial success all the while protecting your most valuable assets – your valued consumers.



# MAXIMIZE YOUR RESPONSIBLE GAMING INITIATIVES





# GETTING STARTED

Ready to elevate your program to the next level?  
Let's talk.

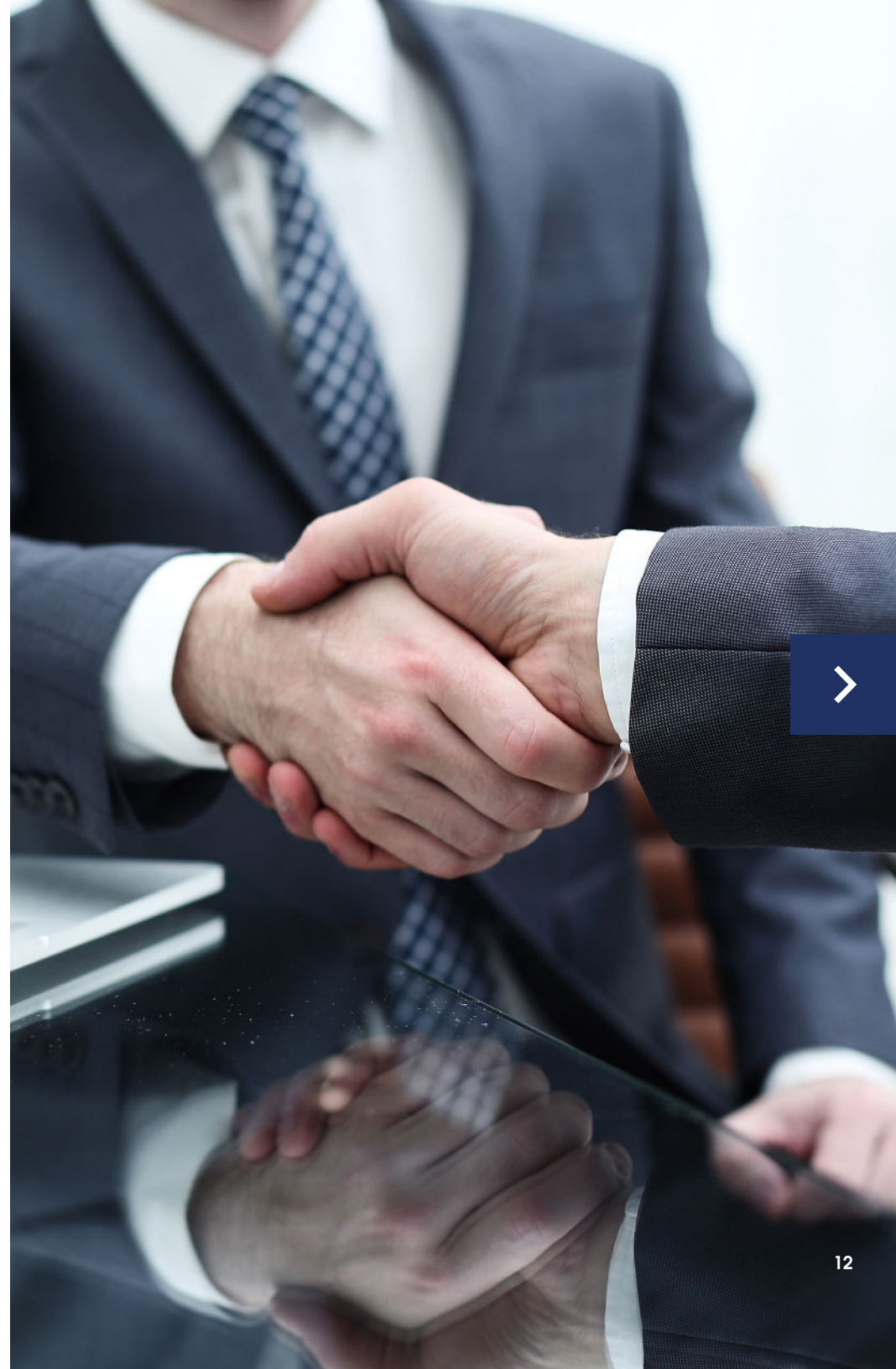
A short initial discussion with you will help to identify where you are in the RG life cycle, and where we can benefit you the most.

Our customized approach is designed to cater to your specific needs; we offer holistic beginning-to-end services as well as partial offerings to help you identify and fill in the gaps.

Whether you are brick and mortar or online, supplier or operator, newly emerging or well-established, pari-mutuel, casino, or lottery, there is much we can offer you. The benefits of healthy and robust RG programs and practices are in your reach.

Work with our RG experts to take your enterprise to the next level. This positively impacts the entire industry and makes for a more healthy and sustainable future for gaming and entertainment.

Contact your GLI representative today and let us help you level up your efforts. We look forward to helping you maximize your RG aspirations and initiatives.



At GLI and Bulletproof, we perform so much more than testing and are committed to helping you develop, deploy, execute, and manage your Responsible Gaming (RG) strategy. We are here to help maximize your success today, while protecting and preparing for tomorrow, so you can achieve all of your goals responsibly.



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