

## **Finns to use Swedish Responsible Gaming tool. PlayScan important as RAY moves into online gambling sector**

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FINLAND -- Raha-Automaattiyhdistys, the Finnish state-owned gambling monopoly which will be moving into the online gambling sector this year is to use the Svenska Spel-developed responsible gambling tool PlayScan, says the company's gaming operations executive Janne Perakyla.

PlayScan is owned by Swedish gaming monopoly Svenska Spel and provides online players with an accurate analysis of their gaming behaviour based on mental, cognitive and predictive data.

“PlayScan is a strategically important decision for RAY as we are now entering the online market and meeting our customers in a new environment,” said Perakyla. “By offering this tool, we will provide our players with the best way of controlling and tracking their own gaming activities.”

PlayScan was developed in 2006 by Svenska Spel in partnership with ICU Intelligence and the Swedish Gaming Institute and provides a player safety net by increasing awareness, at the same time giving operators a channel to communicate directly with their gamblers.

“We are very proud to begin our cooperation with RAY's online gaming,” said Anders Hagg, acting chairman for PlayScan AB. “It shows that responsibility is not only something to talk about, it is part of the core business strategy. RAY is an excellent example of this.”

