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ALeRT™ BETTOR PROTECTION SYSTEM PREVENTING GAMBLING RISK AND HARM IN OVER 400+ LOCATIONS ACROSS THE GLOBE

Halifax, NS: August 15th, 2022– Focal Research Consultants Limited announced today that the ALeRT™ BETTOR Protection System is now in over 400+ locations worldwide.

CEO of Focal Research, Tony Schellinck says, "Regulators are increasingly looking to operators to actively prevent gambling risk and harm among those who choose to gamble. That's where ALeRT comes in. ALeRT™ is an agile solution and can be easily adapted to conform with product changes and compliance protecting a business's return-on-investment."

He continues, "This announcement is a testament to the more than 30+ years of gambling research and proof of concept behind the ALeRT™ system."

"This world-class technology is customizable and scalable. Safeguarding customers, communities, corporate reputation, and business interests," Says President of Focal Research, Tracy Schrans, "This flexibility enhances a business's resiliency during a time of unprecedented disruption in the gambling industry, ensuring they will be ready for whatever may come next."

ALeRT is currently deployed in land-based locations across Australia, New Zealand and the United Kingdom to help prevent gambling risk and harm in casinos and the wide-area hospitality space.

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About ALeRT BETTOR Protection

ALeRT™ offers a powerful solution to fully manage safer gambling and customer interaction initiatives, including precise dashboard and player analytics, interaction reporting and management reporting. In addition, ALeRT provides broad coverage of a full suite of products, including pokies, video lottery, slots, electronic roulette, table games, sports betting, racing, etc.

The ALeRT™ System is based on 20+ years of peer-reviewed research and industry testing. Developed in collaboration with operators, regulators and public health providers in Europe, Canada, NZ, and the UK, it helps gambling operators deliver consistent day-to-day customer care over all their properties.

The system integrates corporate social responsibility best practices and technologies across a modern enterprise, helping move operators into an active prevention role. It does this by identifying at-risk players, supporting effective customer interactions, and evaluating the impact of such interactions in reducing customer risk and harm.

ALeRT™ is an agile solution that can be easily adapted to product changes and compliance, protecting an operator's return on investment.

About Focal Research Consultants Limited:

Focal Research, a Canadian data analytics company, uses data science and information technology for social policy, corporate social responsibility, and consumer protection purposes. For three decades, Focal has worked with stakeholders worldwide, setting responsible gambling standards for player protection with international recognition in developing algorithms to help operators identify and assist at-risk gamblers.

For more information:

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