



WINBET555 RESPONSIBLE GAMBLING CHARTER

Welcome to WinBet555's Responsible Gambling customer charter, which aims to guarantee that our professional conduct and business behaviors are upheld to the very highest standards ensuring a fair and safe gambling experience to protect you when gambling.

As an industry leader with a long and proud heritage, and working closely with organizations dedicated to your gambling well-being, it's important to know that WinBet555 will be proactive in making sure that you know and understand every aspect of betting and playing responsibly and how to get help

RESPONSIBLE GAMBLING

Retail bookmaker and a leading provider of online gambling products, Ladbrokes WinBet555 understands and places real value on the importance of responsible gambling. We want to lead the industry whenever we can when it comes to promoting responsible gambling to our customers.

Our betting and gaming brands have a great heritage and are amongst the most trusted and respected in the industry. Our business has grown by always trying to give our customers the best experience we can, no matter when, where or how they choose to interact with us. We understand our customers and the vast majority of them enjoy their gambling in a safe and responsible manner.

However, for a small number of people, we know that gambling can cause personal, social, financial or health problems. We are committed to doing all that we reasonably can to encourage customers to gamble responsibly and to ensure those who develop gambling problems get the help they need. Key to this is being a company customers can trust.

This policy sets out how we, as an organization, have committed to operate.



At the heart of our responsible gambling policy are three guiding principles that underpin our activity:

INFORM

We provide clear information and tools that allow customers to take informed decisions when gambling.

SAFEGUARD

We endeavour to help customers to keep control of their gambling and away from harm.

INTERACT

We interact with our customers when we believe there is the possibility of harm, encouraging them to reflect on their behaviour and moderate it where necessary.

Just as it's important for our customers to enjoy their gambling, so too is it important for all our colleagues to understand their responsibilities when it comes to helping every customer have the best betting experience. At Ladbrokes WinBet555 Group we believe being responsible is about:

- ensuring our shops are well managed and safe;
 - having websites that are secure;
- ensuring our gambling products are easy to understand;
- providing the information and tools needed to gamble responsibly;
- keeping young and vulnerable people away from gambling and not targeting them with our products;
 - advertising in a responsible manner;
 - managing our partners effectively;
- watching out for customers that may be losing control of their time or money;
 - interacting with customers who may be experiencing harm;
- working with relevant stakeholders to reduce gambling-related harm; and
 - **keeping gambling FUN.**

To ensure we deliver against our promises, we have put in place a number of performance measurements and are setting targets for responsible gambling that we must deliver. To demonstrate the importance of this at Ladbrokes WinBet555, all of our senior leaders have remuneration linked to these targets, something that is unique in our sector.

The greatest protection, particularly for vulnerable people, is achieved when the industry acts together. Therefore, whenever we can, we promote dialogue and seek to build consensus around opportunities to raise standards of player protection and minimise the risk of gambling-related harm. That's one of the reasons why we aim to be leading participants in relevant trade bodies wherever we operate, in order to improve industry-wide approaches to advertising and promote responsible gambling.



Firstly, let's be straight here. Gambling should be an exciting and enjoyable form of entertainment for all our customers.

But as is the way in any walk of life, there are some situations which don't always go to plan.

winbet555 WANTS TO MAKE SURE THAT YOU GET THE MOST FROM YOUR EXPERIENCE BY BETTING AND PLAYING RESPONSIBLY.

We are committed, therefore, to providing tools to help you manage your play.

For our account customers, this includes providing access to transactions you've made with us. You will also have access to industry-leading tools both online and in our shops to help you while you're playing with us.

Problem Gambling

- WinBet555 would like you to enjoy your gambling experience and we recommend that you follow these guidelines:
- Start by establishing limits for purchasing, wagering and even losses before you gamble and regularly check how much time and money you're spending.
- Only gamble with money you can afford to lose – gamble within your weekly entertainment budget, not with your phone bill or rent budget.
- Think of gambling as a form of entertainment, not as a way to make money.
- Don't gamble when you're depressed or upset – decision making can be more difficult when you're stressed or emotionally upset.
- Don't play if you are in recovery for any dependency or are under the influence of alcohol or any other substance.
- Don't play if it interferes with your daily responsibilities
- Balance gambling with other activities. When gambling becomes your only form of entertainment, it's unlikely that you're still just gambling for the fun of it. Make sure gambling isn't your only pastime.
- Don't play if your primary aim is to just win back your losses.



If you believe that your gambling is becoming an issue in your life rather than a form of entertainment, we will do all we can to help you.

Keeping Track Of Your Play

You should always keep track of the time and money you spend on betting and gaming wherever you play and whoever you play with – and not just with us!

KEEPING TRACK OF YOUR ACCOUNT:

Full playing history on WinBet555 accounts is easy to access;

- For online enabled accounts, records of transactions, withdrawals and deposits can be found in the 'My Account' section when logged in. Your balance will always be available through the My Account menu and can also be seen at the top of all WinBet555 web and mobile pages.
- History on In Shop Connect or Telebet accounts can be requested from our Support@Winbet555.com Team.

KEEPING TRACK OF YOUR WINBET555 SHOP GAMING MACHINE PLAY:

You can keep track of your gaming machine play when signed in with a WinBet555 Connect account or WinBet555 Key.

A statement can be viewed on the machine showing how much you've won or lost in your current session, the last 7 days and last 28 days. A statement over a longer timeframe, showing up to 12 weeks of net win or loss information, can be requested by contacting our Support@Winbet555.com.

A WinBet555 Key can be created in any WinBet555 shop by providing and verifying your email address and/or mobile phone number. Ask staff for more details about our WinBet555 Connect accounts and WinBet555 Key.

