



Implementing gambling limits by affordability



100% owned by the Swedish State
3 licenses operated
1400 employees
3 million customers
8 billion SEK in gross gaming revenue

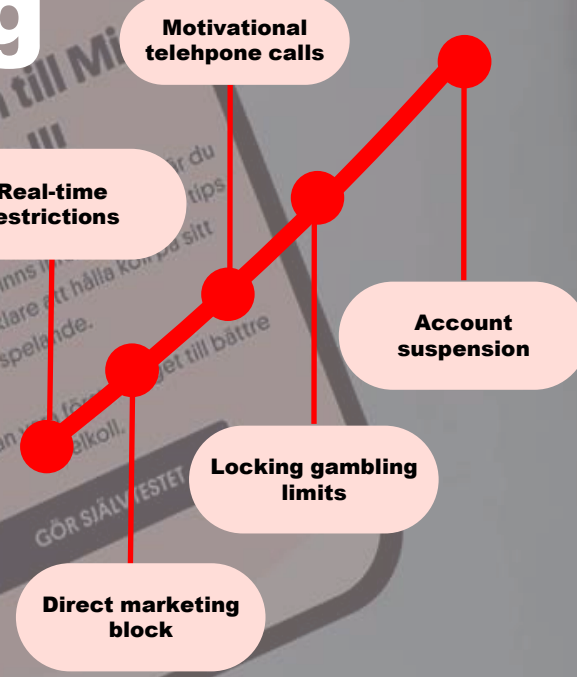
Supporting sustainable gambling



ALL CUSTOMERS



CUSTOMERS WITH ELEVATED RISK

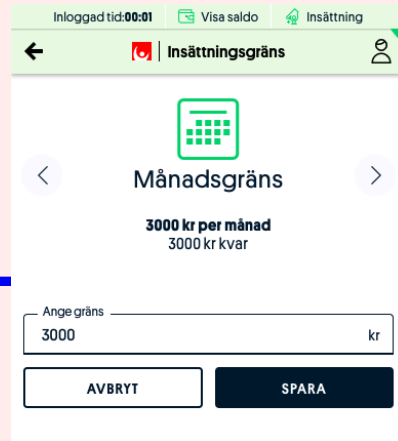


CUSTOMERS WITH HIGH RISK



Our limits by affordability approach

Setting limit or changing limit

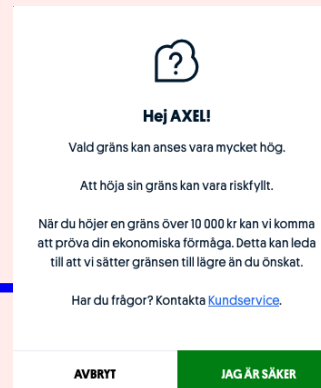


Choosing limit between 0 – 10 000 SEK / month

Limit confirmed (waiting period if higher than previous)

10 SEK
≈ €1

Choosing limit over 10 000 SEK / month

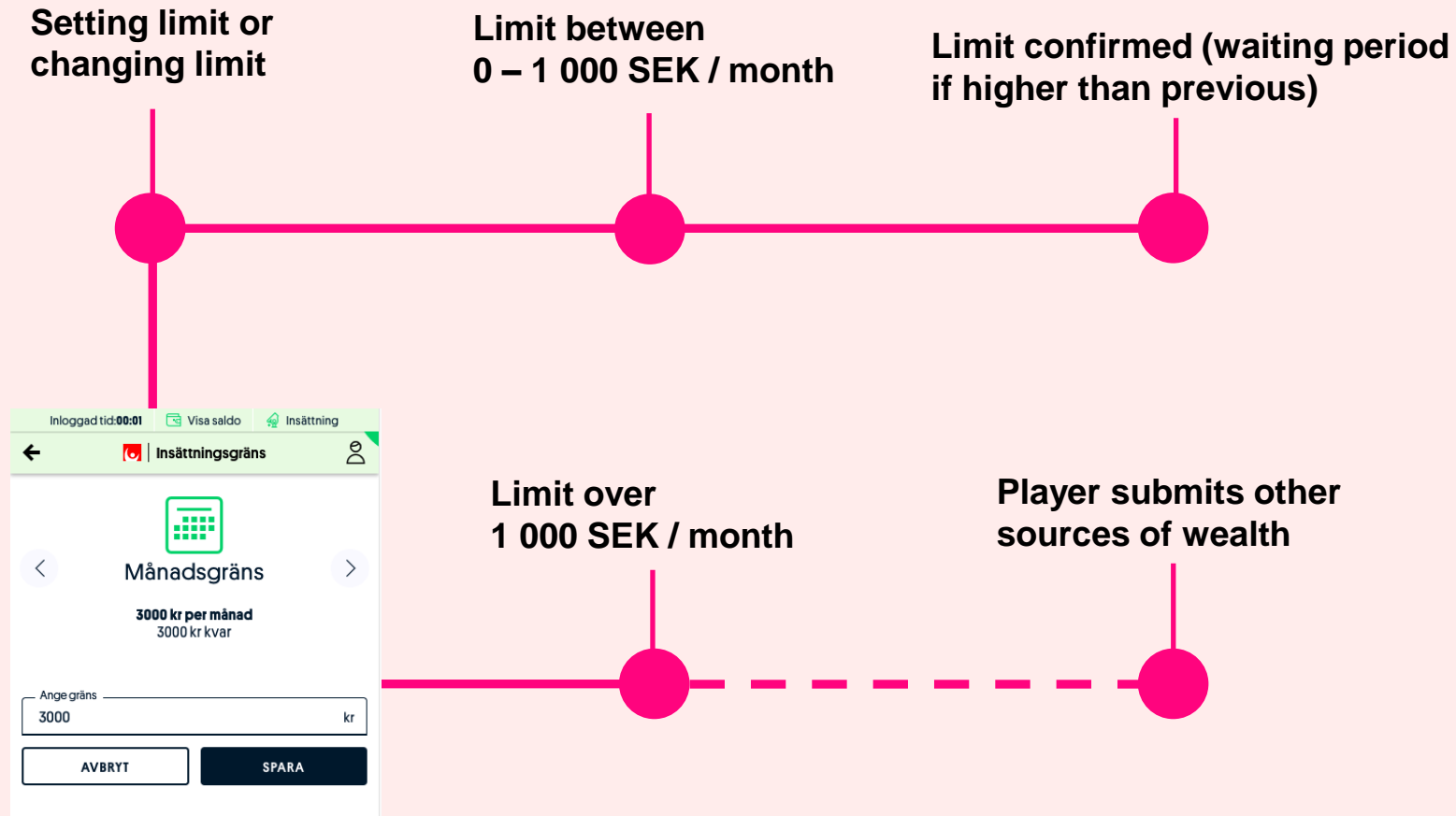


Adjust maximum limit according to income

Player submits other sources of wealth

Applies to monthly deposit limits for customers 20 years or older and consequently monthly loss limits on VLTs

Our new teenager limits



Applies to monthly deposit limits for customers 18-19 years old and consequently monthly loss limits on VLTs

Why have we done this?

1

No lazy belt
buckling behind
the back

2

Player's choice
is important

3

We need to
know our high
risk players

4

The extra mile
against
gambling on
credit

5

Stricter limits
for younger
makes sense

Public reception

- Few negative reactions by affected customers
 - Criticism in regards to individual freedom
 - Criticism in regards to being underinformed
 - Criticism towards some use cases
- Overwhelming positive attitudes in general
 - The public 90% positive and 2% negative
 - Gamblers 91% positive and 2% negative
- Positive attitudes from support groups



Critique on Twitter of limiting 18 – 19 year olds to 1 000 kr/month.



An attitude survey asked the question “What’s your attitude about these new limits that Svenska Spel has introduced?”. (N = 1 366)

Effects of introducing affordability limits

Aged 18 – 19 lowered to 1 000 kr/month

- High risk gambling heavily reduced
- A portion keep reaching the new maximum limit
- Almost no teenager have asked for a higher limit

Adults lowered to 10 000 kr/month

- No reaction or notable effect by the *behind the back bucklers*
- No large effect on rate of high risk gambling
- A minority chose to re-increase their limit

Adults lowered to affordability limit

- High risk gambling rate reduced
- Around 2% chose to ask for a higher limit
- Most kept playing, but for less



JOIN US IN THE NEXT STEP OF LIMITS