
RESPONSIBLE GAMING POLICY

KING ENTERPRISES N.V.

POLICY OWNER: KING ENTERPRISES N.V.

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DATE APPROVED: MAY 10, 2026

REVIEW FREQUENCY: ANNUALLY

NEXT REVIEW DATE: MAY 10, 2027

SECURITY CLASSIFICATION: CONFIDENTIAL

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COMMITMENT TO RESPONSIBLE GAMING

King Enterprises N.V. is fully committed to providing a safe, fair, and responsible gaming environment. Our goal is to prevent gambling-related harm by implementing robust tools, procedures, and staff training, in line with the regulatory expectations of the Curaçao Gaming Authority (CGA).

RECORD KEEPING.

King Enterprises N.V. maintains complete, accurate, and auditable Responsible Gambling records.

Records retained include, but are not limited to: Players risk assessments; RG alerts and monitoring results; RG interactions and communications; Cooling-off requests; Self-exclusion requests; Account restrictions; Limit changes; Escalation actions; Marketing opt-outs; Vulnerable player reviews; Internal compliance reviews; Staff training records.

King Enterprises N.V. records, stores, and maintains all Responsible Gambling (“RG”) records within the Player Account Management System (PAMS) and other authorized compliance systems. King Enterprises N.V. protects all records in accordance with applicable data protection, privacy, and information security laws and regulations, and retains such records for the minimum retention period required by the applicable regulatory and licensing obligations.

PREVENTIVE MEASURES AND CUSTOMERS PROTECTION TOOLS.

King Enterprises N.V. implements preventive measures, continuous monitoring procedures, and Responsible Gambling (“RG”) tools to promote safer gambling behavior and protect players from gambling-related harm.

King Enterprises N.V. provides players with access to deposit limits, loss limits, wagering limits, time and session limits, temporary cooling-off periods, and self-exclusion options.

Players may configure these tools directly through their account settings or request assistance through the Customer Support team.

In addition, King Enterprises N.V. continuously monitors player behavior through automated systems and manual reviews to identify indicators of potential problem gambling. Monitoring indicators include:

- Deposit behavior, deposit frequency, and affordability indicators;
- Wagering behavior, betting patterns, and wagering frequency;
- Gambling frequency and intensity of gameplay;
- Session duration, prolonged gameplay, and extended or unexplained gambling sessions;
- Loss patterns and loss-chasing behavior;
- Use, modification, and frequent changes to Responsible Gambling (“RG”) tools or player limits;
- Financial indicators, including repeated failed transactions caused by insufficient funds, credit card max-out behavior, and other affordability concerns;
- Withdrawal reversals and repeated cancellation of withdrawals;
- Customer Support interactions, including excessive communication, repeated bonus requests, or concerning behavioral disclosures;
- Attempts to create multiple accounts to bypass restrictions, limits, or Responsible Gambling measures;
- Previous RG alerts, interventions, cooling-off periods, or self-exclusion history.

When King Enterprises N.V. detects concerning behavior, the internal team flags the account within the Player Account Management System (PAMS) performs a risk assessment, assigns an appropriate customer’s risk level, applies intervention measures where necessary, and records all actions, assessments, and communications within the PAMS and authorized compliance records.

King Enterprises N.V. applies an internal player profiling and risk assessment process to identify, evaluate, classify, monitor, and escalate potential gambling-related risks. The process combines automated (or manual) monitoring tools, behavioral analytics, transactional reviews, and manual compliance assessments to determine the appropriate player risk level and corresponding intervention measures.

King Enterprises N.V. evaluates player activity continuously using the indicators of the points 2 of this policy.

All monitoring alerts generated through automated systems or manual reviews are recorded within the PAMS and reviewed by the Responsible Gambling and Compliance teams.

STEP 1 – AUTOMATED MONITORING, DETECTION AND PLAYER NOTIFICATION

The Operator uses automated monitoring systems to detect predefined behavioral and transactional indicators associated with gambling-related harm. When the system identifies concerning activity, it generates an internal alert and flags the player account for review by the Responsible Gambling or Compliance team.

In response to concerning behavior, the Operator may issue automatic or manual pop-up notifications to the player. These notifications are designed to increase player awareness, encourage safer gambling decisions, promote the use of Responsible Gambling tools, and recommend breaks, cooling-off periods, self-exclusion, or other protective measures where appropriate.

The Operator records all alerts, account flags, notifications, reviews, and follow-up actions within the Player Account Management System (“PAMS”) and authorized compliance records.

STEP 2 – INITIAL RISK REVIEW

The Responsible Gambling or Compliance team reviews the flagged account by analyzing the player activity, behavioral patterns, transaction history, account interactions, and previous RG records. The reviewer determines whether the behavior represents isolated activity or an emerging pattern of risk.

STEP 3 – RISK CLASSIFICATION

Following the review, the Operator assigns the player to one of the following risk categories:

D - LOW RISK:

The Operator classifies a player as Low Risk when the review identifies no significant indicators of gambling-related harm or vulnerability.

The Operator:

- Maintains standard monitoring procedures;
- Provides access to RG tools and educational materials;
- Records the assessment within the Player Account Management System (PAMS)

C - MEDIUM RISK:

The Operator classifies a player as Medium Risk when the review identifies early-stage concerning behavior or moderate indicators of potential gambling-related harm.

The Operator:

- Increases account monitoring frequency;
- Reviews player activity more closely;
- Sends automated or manual Responsible Gambling notifications;
- Encourages the use of RG tools, including deposit, loss, and session limits;
- Records all monitoring actions and communications.

B - HIGH RISK:

The Operator classifies a player as High Risk when the review identifies strong indicators of gambling-related harm, financial distress, compulsive behavior, or repeated RG alerts.

The Operator:

- Escalates the case to senior Responsible Gambling or Compliance personnel;
- Initiates direct contact with the player;
- Conducts an enhanced behavioral and transactional review;
- Recommends cooling-off periods or self-exclusion measures;

- Applies account restrictions where necessary;
- Records all interventions and escalation actions within the PAM system.

A - CRITICAL RISK:

The Operator classifies a player as Critical Risk when the review identifies severe indicators of gambling-related harm, loss of control, extreme financial risk, repeated failed interventions, or behavior requiring immediate protective action.

The Operator:

- Applies immediate account restrictions or suspension measures;
- Prevents further gambling activity where necessary;
- Conducts an urgent compliance review;
- Recommends or applies mandatory protective measures in accordance with applicable regulations;
- Escalates the matter to Compliance Management;
- Records all decisions, restrictions, and communications within the PAM system.

STEP 4 – ONGOING MONITORING AND REASSESSMENT

The Operator continuously reassesses player risk levels based on updated behavioral, transactional, and interaction-based information. The Operator upgrades or downgrades player risk classifications whenever new information or monitoring results justify a reassessment.

The Operator documents all reviews, risk classifications, escalation decisions, interventions, and follow-up actions within the Player Account Management System (PAMS) and authorized compliance records.

COOLING-OFF, SELF-EXCLUSION, AND SELF-ASSESSMENT TOOLS.

King Enterprises N.V. provides players with Responsible Gambling tools to manage or restrict their gambling activity, including cooling-off periods, self-exclusion, marketing opt-out, and self-assessment tools.

Players may request a cooling-off period through their account settings or Customer Support. Cooling-off options include duration, brand, gaming vertical, and marketing preferences. The duration and marketing opt-out are mandatory, and the minimum cooling-off period is twenty-four (24) hours. King Enterprises N.V. may offer longer cooling-off periods, including periods of up to six (6) months.

During cooling-off, the King Enterprises N.V. restricts gambling activity according to the selected scope, blocks marketing communications where applicable, and records the request in the Player Account Management System (PAMS).

King Enterprises N.V. offers self-exclusion for a minimum period of one (1) year and may offer longer or permanent exclusion where permitted. Once activated, self-exclusion automatically applies across all brands and domains operated by the licensee, all gaming verticals, and all marketing and promotional communications.

During self-exclusion, King Enterprises N.V. blocks account access, deposits, wagering, gambling services, and marketing materials. King Enterprises N.V. does not reactivate the account during the exclusion period. Any reinstatement after the exclusion period requires a documented internal review.

King Enterprises N.V. provides a self-assessment questionnaire on its platform to help players review their gambling behavior and identify potential signs of gambling-related harm.

CONSUMER ADVERTISING AND MARKETING.

King Enterprises N.V. conducts all advertising, marketing, sponsorship, affiliate, ambassador, influencer, and promotional activities in a responsible, transparent, and socially responsible manner. The Operator does not engage in irresponsible advertising or any marketing practice that may increase gambling-related harm.

King Enterprises N.V. ensures that all advertising and marketing materials:

- Do not target minors, vulnerable persons, or vulnerable groups;

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- Do not portray gambling as an investment, income source, financial solution, or guaranteed way to make money;
- Do not misrepresent the role of skill versus chance;
- Do not create false expectations of winning;
- Do not use emotional manipulation, pressure, urgency, or distress-based messaging;
- Do not feature minors or depict minors engaging with gambling content;
- Do not include explicit, offensive, or inappropriate content;
- Do not encourage unrelated harmful behaviors;
- Do not promote excessive gambling;
- Include a clearly visible Responsible Gambling message, slogan, or link to RG information and tools.

King Enterprises N.V. communicates all bonuses and promotions clearly, accurately, and transparently, including all material terms and conditions. King Enterprises N.V. does not use bonuses, incentives, or promotions to encourage excessive gambling or to target players showing signs of gambling-related harm.

The Compliance team reviews promotional and advertising materials before publication. The Operator remains responsible for all marketing materials and communications distributed by affiliates, representatives, sponsorship partners, ambassadors, social media influencers, agencies, or any other contracted third party. The Operator informs all contracted third parties of this Responsible Gambling Policy and requires their compliance before they promote or represent the Operator's brands, domains, products, or services.

UNDERAGE GAMBLING PREVENTION AND INTERNET FILTERING TOOLS POLICY.

King Enterprises N.V. strictly prohibits gambling by individuals under the age of eighteen (18). The Company implements identity and age verification controls during player registration and before processing withdrawals to confirm that players meet the legal age requirement.

If King Enterprises N.V. identifies or confirms that an account belongs to, or is being used by, an individual under the age of eighteen (18), the Company immediately suspends or terminates the account, blocks access to gambling services, and takes any additional action required by applicable law, regulation, or licensing obligations.

King Enterprises N.V. also reminds adults to take precautions when sharing devices with minors. Adults should safeguard usernames, passwords, account credentials, and payment details, and should avoid saving login or payment information on shared devices.

Where appropriate, King Enterprises N.V. encourages adults to use parental controls, device restrictions, and internet filtering tools to help prevent minors from accessing gambling websites or gambling-related content.

REALITY CHECK. POLICY.

The Operator implements Reality Check measures to help players remain aware of their gambling activity and make informed decisions while using the platform. These measures are designed to support Responsible Gambling without unnecessarily disrupting the user experience and must be fit-for-purpose, clear, visible, and easy to understand.

Where Reality Check measures are enabled, the Operator provides players with:

- A real-time session timer that remains visible at all times while the player is logged in;
- A real-time clock displayed in the player's local time zone;
- Periodic pop-up reminders or prompts showing the player's session duration;
- Player-activated Reality Checks that allow players to select customized time intervals for reminders.

Custom Reality Check messages clearly inform the player how long they have been playing and display the player's winnings and losses during the relevant period. These messages encourage players to review their gambling activity, take breaks, and use Responsible Gambling tools where appropriate.

The Operator records the configuration and activation of Reality Check tools within the Player Account Management System (“PAMS”) or other authorized compliance systems where technically available.

STAFF TRAINING AND RESPONSIBILITIES.

All customer support and compliance personnel receive mandatory training on:

- Identifying signs of problem gambling.
- Responding appropriately to customer concerns.
- Promoting responsible gaming tools.

Training is reviewed annually and updated in line with regulatory developments.

SUPPORT RESOURCES.

The Operator encourages players to seek independent support if they experience gambling-related difficulties or feel they may be losing control of their gambling activity. The Operator provides players with access to information, links, and referrals to independent support organizations, including:

- Gambling Therapy (www.gamblingtherapy.org).
- Gamblers Anonymous (www.gamblersanonymous.org).
- Local counseling services as applicable.

The Operator may also provide links to third-party website-blocking software that helps players restrict access to gambling websites. Examples of available blocking tools include:

- BetBlocker; www.betblocker.org
- GamBlock; www.gamblock.com
- Gamban; www.gamban.com

These external organizations and tools operate independently from the Operator. The Operator provides this information as an additional player protection resource but does

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not control, endorse, or guarantee the availability, effectiveness, or functionality of any third-party service or software.

REVIEW AND OVERSIGHT.

This policy is reviewed at least once per year or when significant regulatory changes occur. Oversight is the responsibility of the Compliance Officer, who ensures staff adherence, recordkeeping, and implementation of updates.

CONTACT INFORMATION.

For inquiries or concerns related to responsible gaming, please contact:

Compliance Office – King Enterprises N.V.

Email: info@kingenterprisesnv.com.