



MARKET CHALLENGES

With changes to the LCCP on the horizon, it's apparent that the gaming markets will need to prepare for age verification.

Many gaming & gambling businesses already have identity verification processes in place but often this isn't as good as it could be as it can involve a lengthy manual process & allow underage gambling.

- ✗ Traditional data is poor in growth territories
- ✗ Inconsistent global user experience
- ✗ Lengthy manual age verification processes

MARKET KNOWLEDGE

14%

14% of 11-16 year olds that have gambled in the last week.

6%

6% of young people have gambled online using a parent's account.

50,000

50k children in the last 2 years have been classed as having a gambling problem.

KEY BENEFITS

Enhanced & Faster
KYC Checks



Reduction in
Labour Costs



Consistent Global
Verification



15% Uplift in
Customer Acquisition



KEY RESULTS



70%
REDUCTION

Reducing the number of manual reviews by up to 70%.



30%
UPLIFT

Delivering a 30% uplift in ID & age verification, and reducing fraud by 20%.



0:00:05
VERIFICATION

Instantly verifying gaming customers in sub 5 seconds.

HOW IT WORKS

At Hello Soda we use a range of data points to help build the profile of an individual. These data points are used to both verify and authenticate a user. Our methods for profiling include;



Social Authentication

Connected through **Profile iD**, Hello Soda's engine analyses thousands of data points contained within an individual's digital profile.



Document Verification

Personal documents are upload via **Profile iD**, these images are analysed for any inconsistencies and indications of falsification.



Biometric Matching

Using any device an individual takes a short 'selfie' video that is cross-checked with the photo on their ID document.

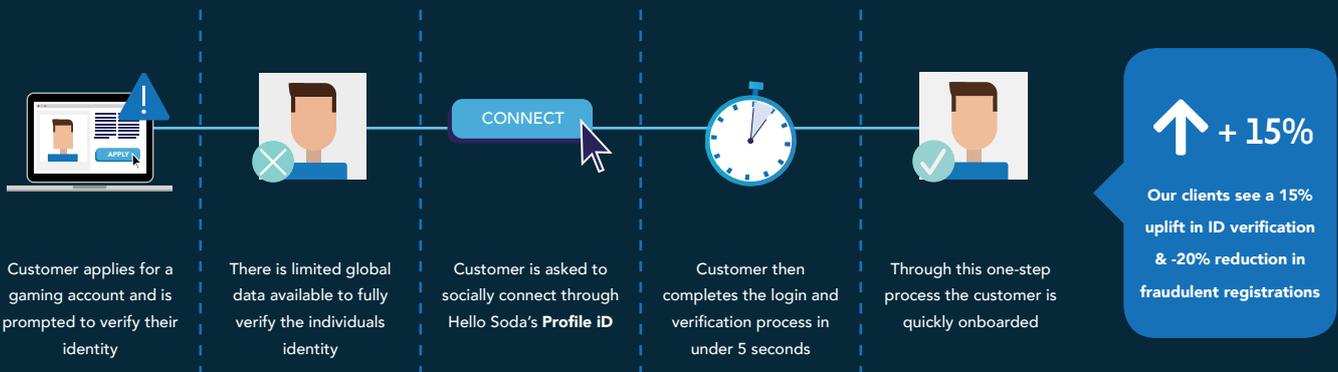


Utility Connect

Via **Profile iD**, individuals are able to verify their address or identity by connecting with their utility providers.



WHERE WE FIT



A typical user journey of a new gaming customer.

OUR SECTOR EXPERT



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