



## 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**

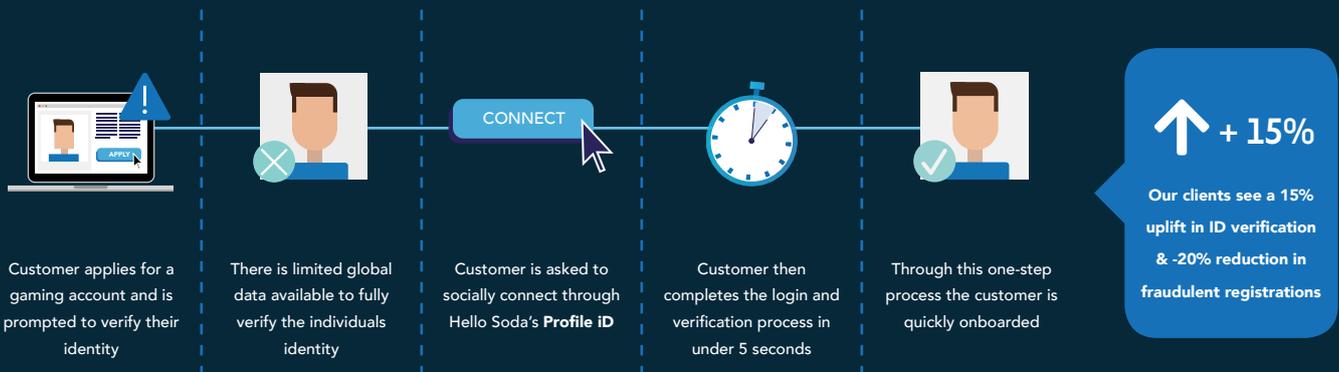
Using any device an individual takes a short 'selfie' video that is cross-checked with the photo on their ID document.

 **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



Charles is currently Sector Head of ID & Fraud for big data & text analytics business, Hello Soda. Charles is responsible for growing new business across the gaming verticals with a particular focus on providing verification and AML solutions. Joining Hello Soda from GBG, Charles brings over 5 years' experience to the team when it comes to ID & fraud solutions.

Charles Mott - Sector Head of ID & Fraud

Email: charles.mott@hellosoda.com

Mobile: 07827 322 697