



Veikkaus Group's Game Development Ethical Principles

1. We design games that are entertaining and allow players to be confident that their draws are fair and accurate.
2. We design, create and communicate our games in a way that does not mislead players and explain how gaming products work.
3. We design and develop our games so that they comply with the regulatory requirements of each market and the principles set out in these ethical principles.
4. We encourage our players to play safely. The functionality and rules of the games are easy to find and presented clearly to players.
5. We develop games that align with the Veikkaus brand. Our games are exclusively for adults, and we intentionally avoid creating games that specifically attract minors.
6. When developing games and game features, we engage in continuous ethical discussion and evaluate the game as a whole throughout the product development process.
7. When developing new game ideas and updating existing games for consumers, we always carry out an ethical review.
8. We actively strive to enhance our customers' knowledge and understanding of our games to ensure safer play. We provide our products with clear product information, game rules, mathematical probabilities, associated risks, and chances of winning.
9. In order to identify and verify characteristics that correlate with a higher risk of gambling harm, we cooperate with the gambling industry, authorities, researchers and customers who have experienced gambling harm.
10. These principles are considered by applicable parts in the context of portfolio management.

These principles have been updated by Veikkaus Executive Team 14.11.2024.