

## **Playtech and TruNarrative join forces on safer gambling**

**Online gambling technology giant and risk and compliance specialist to deliver global compliance platform to gaming industry.**

**London, 17 December 2019:** TruNarrative, the global market disruptor in risk compliance and transactional monitoring solutions, today announces a new partnership with Playtech, the world's leading gambling technology company, in which they will deliver a global compliance platform to the gaming industry.

The partnership is formed in the context of increasing global regulatory requirements and challenges faced by the industry to build cost-effective compliance capabilities, whilst remaining adaptable to changing regulations and risks in multiple jurisdictions.

Playtech's customers can now benefit from a single platform to manage customer risk, which includes: Age & Identity Verification, Document Validation, Safer Gambling Services, PEP & Sanctions Screening and Ongoing Monitoring.

Operators using Playtech's IMS platform can now use the TruNarrative solution via a direct integration and multi-brand risk management strategies can now be built from within a single platform.

**Ian Ince, Head of Regulatory Affairs and Compliance at Playtech,** said "The increasingly complex regulatory framework is the single biggest challenge facing gambling businesses operating in regulated markets. This partnership will help operators answer this challenge."

**Anthony Evans, VP of Product Strategy at Playtech,** said "In linking Playtech's core gaming products and its BetBuddy safer gambling analytics software with TruNarrative's compliance platform, we are enabling operators to access a unique safer gambling solution."

**Adam Doyle, Head of Gaming at TruNarrative,** said: "We are excited to be working with Playtech and are looking forward to delivering truly innovative customer onboarding, safer gambling and risk management solutions to its partners."

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### **About TruNarrative:**

TruNarrative was founded with a single mission: to make safe commerce simpler. With its head office in Leeds, TruNarrative also has offices in London, New York, Hong Kong, Beijing and Singapore.

TruNarrative is transforming the fraud, identity, KYC and AML process by continually providing products built on state-of-the-art technology, bringing the best of data science to ambitious companies of all sizes.

TruNarrative – We Make Safe Commerce Simple

[www.trunarrative.com](http://www.trunarrative.com)

### **About Playtech:**

Founded in 1999 and premium listed on the Main Market of the London Stock Exchange, Playtech is a technology leader in the gambling and financial trading industries.

Playtech is the gambling industry's leading technology company, delivering business intelligence-driven gambling software, services, content and platform technology across the industry's most popular product verticals, including casino, live casino, sports betting, virtual sports, bingo and poker. It is the pioneer of omni-channel gambling technology through its integrated platform technology, Playtech ONE. Playtech ONE delivers data-driven marketing expertise, single wallet functionality, CRM and responsible gambling solutions across one single platform across product verticals and across retail and online.

Playtech partners with and invests in the leading brands in regulated and newly regulated markets to deliver its data-driven gambling technology across the retail and online value chain. Playtech provides its technology on a B2B basis to the industry's leading retail and online operators, land-based casino groups and government sponsored entities such as lotteries. As of June 2018, through the acquisition of Snaitech, Playtech directly owns and operates the leading sports betting and gaming brand in online and retail in Italy, Snai. Snaitech operates a B2B2C model as a service provider, allowing franchisees to utilise the Playtech technology stack in in the retail environment while operating the leading brand, Snai, directly online as a B2C business.

Playtech's Financials Division, named TradeTech Group, is a technology leader in the CFD and financial trading industry and operates both on a B2C and B2B basis.

Playtech has in total c.5,900 employees across 18 countries and is headquartered in the Isle of Man.

[www.playtech.com](http://www.playtech.com)