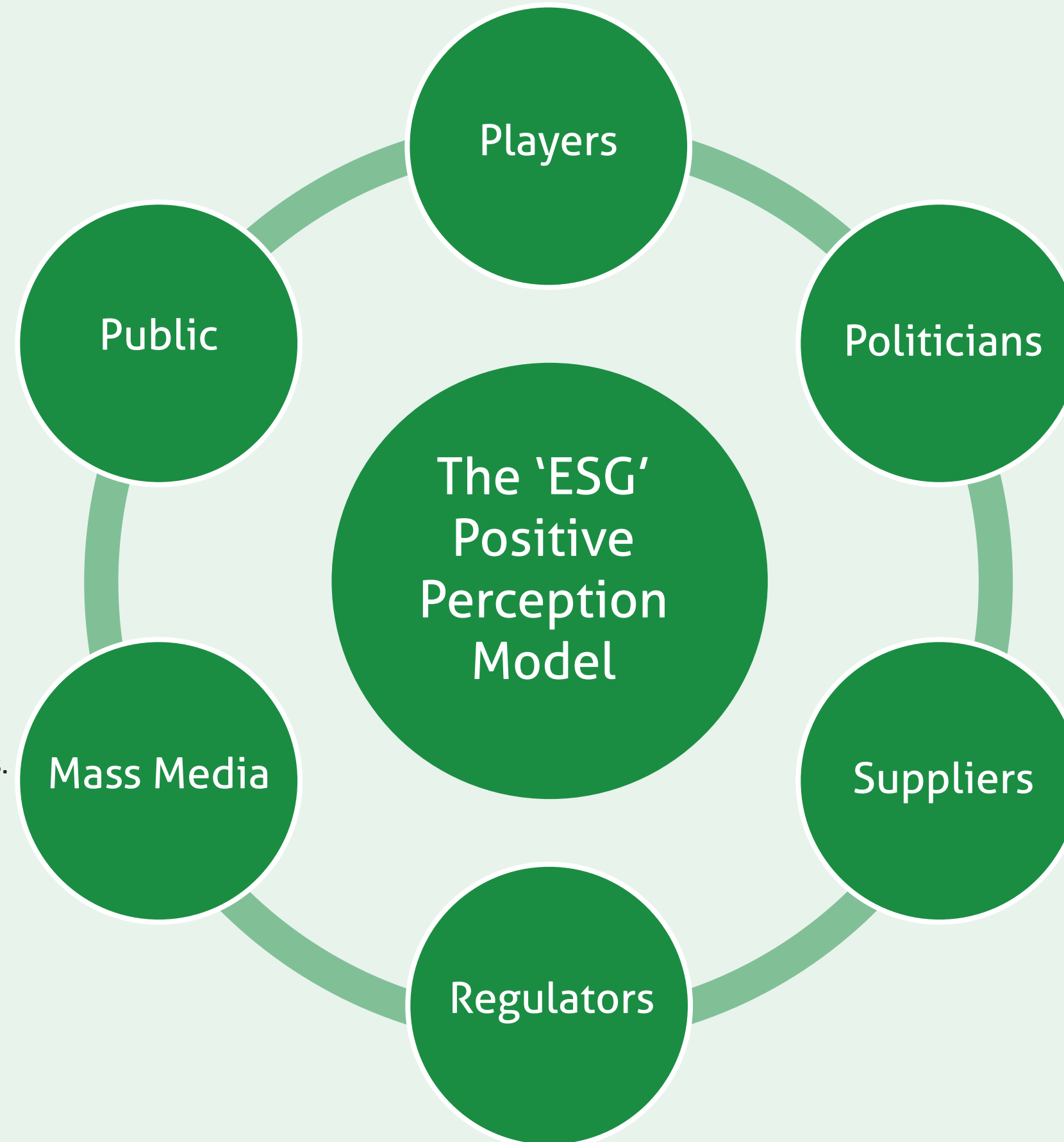


Consumer buying trends are moving towards choosing companies have strong environmental, gender equality and responsible consumption credentials. This is already happening in the gaming sector and will only become more predominant.

Social media can make or break you. Ordinary members of the public can influence others as effectively as a newsroom through social media. Whilst influencers are engaged to promote good stories, the public can amplify a negative message that can go viral and which is picked up by the media, politicians and regulators. Having high ESG rankings can positively reshape public opinion.

Mass media newsrooms are thirsty for bad news knowing that the public in general is inclined towards certain negative opinions. Bad news sells but an ESG framework can, in the long run, diffuse such negativity.



Politics is all about public perception. Politicians typically react to public opinion and if the public has a negative opinion of the gaming sector then politicians will tap into it as a vote winning/preservation exercise. If ESG neutralizes negative public perception on gaming then politicians would not focus on measures such as advertising bans.

Suppliers such as banks and payment institutions are governed by CSRD requirements in the EU (including ESG). They will exclude clients that can negatively affect their ESG ratings showing how important it is for the online gaming sector to embrace ESG and eliminate the negative perceptions that suppliers may attribute to the sector.

Regulators do not want to be associated with licensees surrounded by negative media and when they are, there is pressure on them to be seen to be taking enforcement action. Adopting an ESG culture provides more confidence to regulators and can induce them to boast about their licensees high ESG ranking.