

Play2Keep Associates LLC Develops “The First Ubiquitous” Responsible Gambling Mobile App

A Universal Digital Engagement Platform Uniquely Designed to Address the needs of Responsible Gambling. My Casino Keeper “Where Players Come First.”

The gambling industry continues to be one of the most vibrant entertainment economies in the world. Gambling is strong once again post COVID-19 and should be an enjoyable, memorable, and exciting social experience for all. For some, there is a need for safeguards and conscious awareness tools to be in place prior, during, and after gaming play to minimize and mitigate the harms of excessive gambling. It is estimated that there are **23 million** Americans in debt due to excessive gambling, and at a cost of **\$100+ Billion** lost annually, it is a serious public health concern. As a result, Play2Keep Associates LLC has developed a ubiquitous mobile app called “My Casino Keeper,” with a core mission to “inspire responsible gaming behavior” and add value across all player gaming interactions.

Play2Keep brings a revolutionary gaming engagement platform specifically designed for player responsibility. Users download the free Mobile App “My Casino Keeper” where they can engage with their gaming play and digital money transactions across all gaming payout touchpoints, anywhere, anytime. Players download the mobile app from app stores for their devices, register their account, and begin making responsible gaming decisions wherever they play. My Casino Keeper does not require casino loyalty cards, or integration with Casino Operator Loyalty programs. The goal of Play2Keep’s mobile app and program is for player “Self-Loyalty.”

Play2Keep integrates a unique combination of FinTech services, pre-paid debit card services, cashless digital payment solutions, and budget management tools. The My Casino Keeper experience has been designed to take responsible gaming to a new level by providing a personalized gaming management dashboard. This allows users to easily move all or portions of winnings instantly into their own personal, non-gaming My Casino Keeper FDIC-insured bank account (vault). The vault features cool-down mechanisms to safeguard transferred vault deposits preventing players from (1) continuing to wager amounts they cannot afford to lose and, (2) stop losing it all. We understand it is critically important for players to seamlessly withdraw payouts from games and withdraw those winnings instantly. However,

not without providing tools that facilitate responsible gaming safeguards and awareness, while still allowing for the freedom to spend later.

About Play2Keep Associates LLC

Play2Keep Associates LLC is a group of gaming industry technology professionals and advisors with offices in Las Vegas USA, established in early 2021. The Play2Keep team has worked with leading FinTech companies, casino operators, financial institutions, EGM and kiosk manufacturers, and mobile gaming app development firms. Play2keep Associates is committed to providing gamblers with a mechanism that is safe, secure and offers pathways to better responsible gambling. A mobile app that can fully integrate and interact seamlessly within the fabric of FinTech, casino brick and mortar gaming, online gaming, electronic payments, contactless, cashless, and kiosk solutions to mitigate serious financial consequences of excessive gambling.