

## 01 OPERATOR-LED COMPLIANCE CONSULTANCY

### Compliance that works in the real world – not just on paper

The regulatory environment is tightening. Operators are under increasing pressure to demonstrate that safer gambling, AML and compliance frameworks are not only in place, but effective in practice.

Better Change helps gambling operators turn regulatory expectation into practical implementation – building safer, commercially sustainable operations that stand up to scrutiny. We connect compliance, operations and commercial reality to create safer gambling that works for everyone.



#### THE GAP WE CLOSE

Most operators do not struggle because they lack policies, they struggle because compliance, safer gambling, AML, training and operational reality are often disconnected.

We help operators close that gap through practical implementation support, governance maturity and long-term partnerships.



#### WHY BETTER CHANGE?

✓ **Built inside the industry**  
Real operational understanding from within regulated gambling businesses

✓ **Focused on implementation**  
We move businesses from policy on paper to compliance in practice.

✓ **Commercially grounded**  
Compliance support designed for real operational and commercial environments.

✓ **Embedded over time**  
We stay involved long enough to support meaningful change.

### THE BETTER CHANGE MATURITY PATHWAY

#### Education and Engagement

Training workshops and awareness



#### Diagnostic & Insight

Assessments, gap analysis and reviews



#### Implementation Support

Frameworks, governance and regulatory readiness



#### Retained Advisory

Ongoing strategic guidance and support



#### Maturity & Impact

Evidence effectiveness and drive improvement



**A structured pathway to operational maturity**

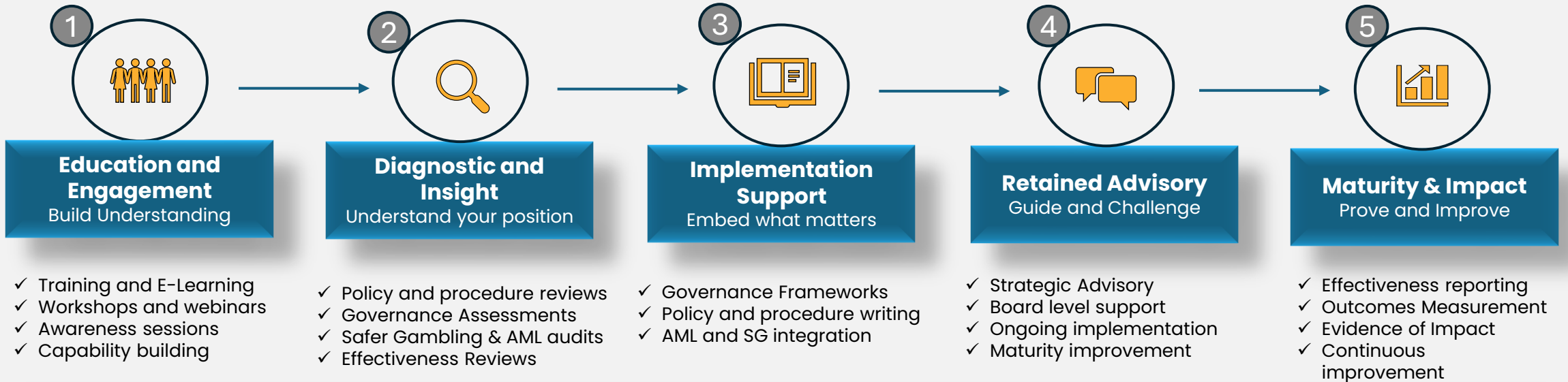
Our five-stage model provides a clear, practical pathway for building stronger compliance and safer gambling frameworks and achieving measurable, lasting impact



**Designed for operators**

Each stage builds on the last, allowing us to meet you where you are today and support you as you grow

**THE BETTER CHANGE MATURITY PATHWAY**



**Work in partnership to deliver measurable business value**

- | Stronger governance
- | Reduced Regulatory Exposure
- | Safer Customer Environments
- | Commercially Sustainable Operations
- | Demonstrable Impact and Outcomes