



Bonus Buy Finland – our position

March 2024

Play'n GO has been a consistent and vocal advocate for a sustainable, regulated, and thriving global gaming industry that is based around an 'entertainment-first' mindset for many years.

We believe that game suppliers also have a duty of care to players, alongside operators and regulators. We exercise this duty of care in many ways, but the most visible is by evaluating the types of games that we choose to make, and those that we don't.

We firmly believe that so-called 'bonus buy' games are in contravention to a sustainable industry, and they should be excluded from a regulated Finnish market.

So called 'Bonus Buy' games allow players to buy directly into the bonus or free spins round of a slot game, in many cases for hundreds of times more than their initial stake for a single spin.

The controversial game type is banned by some of the world's leading regulators including KSA of the Netherlands and the UK Gambling Commission, who reiterated their stance in a reminder to all online casino operators back in January 2020 that stated '*Gambling products must not actively encourage customers to increase their stake or increase the amount they have decided to gamble.*'

[Games warning for online operators \(gamblingcommission.gov.uk\)](https://www.gamblingcommission.gov.uk)

Play'n GO believes that 'Bonus buy' games are harmful to players, and threaten the success of regulated markets in the medium to long term. And even players agree.

In a recent study commissioned by Play'n GO, the general public and slot players in Sweden overwhelmingly agreed that Bonus Buy games should be banned.

<https://www.playngo.com/news/swedish-slot-players-think-bonus-buy-games-should-be-banned>

55% of Swedish slot players think 'Bonus Buy' games should be banned

Exclusive Swedish polling conducted by Play'n GO today also reveals overwhelming general public support for the prohibition of Bonus Buy slot games

28 February 2024 –Play'n GO, the world's leading casino entertainment provider, has today revealed exclusive polling conducted in Sweden that shows overwhelming support for the prohibition of the controversial slot mechanic featured in 'Bonus Buy' games.

The results of a nationally representative survey in Sweden are stark:

- Seven out of ten members of the general Swedish public (69%) support changing the regulation to ban 'Bonus Buy' games
- Incredibly, more than half of Swedish slot players (55%) want the game type prohibited too

Among the respondents who want to see the controversial slot game banned, two-thirds of the public (66%), and more than half of slot players in Sweden (52%), believe 'Bonus Buy' games exploit vulnerable gamblers.

Further, nearly two-thirds of slot players themselves (63%) think that 'Bonus Buy' games result in higher losses for players.

The findings by Play'n GO also reveal today that Swedish slot players overwhelmingly think that:

- changing the regulation to align with the UK and the Netherlands regarding 'Bonus Buy' games is the 'responsible thing to do' (61%)
- a change in the regulation shows that 'the Swedish government are taking gambling issues seriously (63%)
- they would be proud if the gambling regulator prohibited 'Bonus Buy' games (53%)

Play'n GO are pleased that UK Gambling Commission in the UK – often seen as the leading regulator of online gambling in the world – as well as the KSA in the Netherlands agree with us and have banned this dangerous slot game type. We strongly encourage the Finnish regulators to do the same.

The CEO and Co-Founder of Play'n GO, Johan Törnqvist, went on the record in a public forum as early as 2021 to warn the industry about Bonus buy games and announce that Play'n GO would never make these harmful game types.

Speaking at the Kindred Sustainable Gambling Conference in 2021, Johan said:

"We can make any game we like, with any feature or mechanic, but we choose to focus on entertainment, fun and quality – that's in our DNA. As an example, you won't see Play'n GO release a game where you can buy into a bonus round, for example.

"We know we're turning down revenue with that decision, and we know we're fortunate to be in a position to make that decision, but as an industry, we should always take decisions that make sure the games we produce are good for the players."

As Finland is in the process of regulating the country's gaming market, we would strongly encourage the regulators to look beyond the usual focus on advertising and promotional rules, though important. The specific mechanics within slot games are essential to monitor as well, to ensure that players are able to enjoy a fun and sustainable gaming experience.

'Bonus buy' games have no place in regulated gaming and should be banned from Finland.