

TO WHOM IT MAY CONCERN

This is to attest that Koa Health, a world-leader in digital mental health services and research, has been collaborating with DigitalEjis to develop an innovative tool designed to predict and mitigate the risk of problem gambling. Elements of the tool utilise Koa Health IP and technology expertise which are provided exclusively for DigitalEjis. The first version of this pioneering tool has been created in collaboration with some of the world's leading academic research institutions who have formally endorsed the resulting tool.

Koa Health has consistently demonstrated a commitment to innovative research in computational psychology and psychiatry, and to a successful transfer of this cutting-edge research for practical application at scale. This is evidenced by Koa's numerous top-tier publications (including *Nature Medicine*, *Nature Scientific Reports*, *British Journal of Psychiatry*, *JMIR*¹), by transfer of our AI algorithms to our products (such as Recommender Systems in Koa Foundations), and by rigorous development and evaluation of our digital mental health therapies in clinical trials (led by the Massachusetts General Hospital, Boston, USA – see Wilhelm et al 2022, Wilhelm et al 2019). We have channelled our expertise, knowledge, and know-how into the creation of a solution that aims to mitigate a significant and long-standing societal issue – pathological sports-betting.

The tool leverages a review of decades of research into personal traits commonly associated with gambling addiction, particularly in the context of sports-betting. With input on psychological and behavioural science, provided by a world-leading professor in behavioural science, we applied advanced statistical and machine learning methods to transform these traits into insightful questions designed to distinguish patterns in the responses of individuals more and less susceptible to problem gambling. This work was combined with the computational neuroscience research, distilled by a laboratory with the best reputation in the field, into a “mini-game” methodology which DigitalEjis moved to a form factor that is engaging for people in the gambling community. As such, Koa Health and DigitalEjis were able to combine different modalities, namely gold-standard questions and an engaging game-like user-interface, to robustly capture personal characteristics associated with problematic gambling. This not only ensures optimal and engaging tool use but also contributes to a more accurate and comprehensive risk analysis.

The results of two trials that Koa Health and DigitalEjis conducted with active gamblers strongly highlight the promise and feasibility of the technology; specifically, they demonstrate a high degree of fidelity in predicting the risk of problem gambling. The potential impact of this technology is significant. It moves beyond *reactive* measures (i.e., picking-up problem gambling after the event), to offer a *proactive* approach to risk identification and thus enabling risk mitigation. This heralds both individual benefits and broader societal benefits, contributing to public health and wellbeing.

¹ <https://www.koahealth.com/legal/complete-research-papers>

We are committed to the continued collaboration with DigitalEjis to refine, enhance and maintain the methodologies behind the tool as part of DigitalEjis' wider product set.

We endorse DigitalEjis' mission to provide state-of-the-art digital tools for the sports-betting and gambling industries to reduce risk and monitor the wellbeing of its customers, and by extension, to improve mental health.

Yours faithfully,

Dr Oliver Harrison

CEO and Managing Director Koa Health