

Melbourne Workflow & Approvals:

Prior to FY21:

Day to day promotions and comms:

- Gaming marketing work up the promotion – mechanic and reward
- Gaming brief for studio in a written brief (except for very small, standard comms)
- Studio create the collateral and pass back to gaming marketing for review
- All promotions go to legal and compliance for review
- All comms go to legal for review
- Multiple marketing team members on comms seed list to check what ends up going to customers

Major new promotional type or significant changes to existing:

- Legal, compliance and RG review
- Regulator sign-off for <insert here> promotional mechanics which are used for: <insert promotional examples here>

Workflow management:

- A formal workflow management tool started to roll out in early 2019
- Currently covers marketing workflow and approvals
- Plan is to roll legal, compliance and RG into this workflow management system in FY22

FY21 Onwards:

- As before but all promotions and comms go to RG as well as legal and compliance for review
- Re-reviewed targeted offers framework with legal, compliance and RG and got sign-offs

Breaches:

- Over the last five years there have been a handful of breaches of this process, all of them involving minor errors (T&C's, promotional dates, etc.) – Joe, do we have a number from the scan you and Joses did?
- These were largely picked up through marketing seed lists or operations but there have been instances where customers have identified them
- There have been no breaches we are aware with regards to RG