Edition one

EPIC Global Solutions

Activity Report 2024/25



The trusted partner for gambling harm prevention.

EPIC©
GLOBAL SOLUTIONS

We exist to make gambling safer and more sustainable for everyone.

We work in partnership with gambling operators, sports, education and other at-risk sectors to reduce harm.

An introduction from our CEO and founder

Over the past 12 years, the global gambling landscape has evolved significantly - and EPIC Global Solutions has played its own role in driving that transformation. Through data-driven partnerships and industry leadership, we have helped make gambling safer, more sustainable, and commercially responsible worldwide and all by harnessing the insight, innovation and grounding of lived experience.

Founded on the mission to reduce gambling-related harm and promote positive play, EPIC has evolved into a strategic partner equipping operators, sports bodies, and other high-risk sectors with the tools, knowledge and insights to minimise risk, protect wellbeing, and enable gambling to thrive as a safe, sustainable form of entertainment.

This inaugural Activity Report highlights the measurable impact achieved across 2024 and 2025 - from strengthening regulatory partnerships to expanding education and prevention initiatives - while reflecting on more than a decade of EPIC's leadership across the global gambling ecosystem.

The gambling sector now stands at a pivotal point, as regulatory reform and rapid technological advances redefine how operators, sports bodies, and governments address risk and responsibility. EPIC is not merely keeping pace - we are shaping the next phase of safer gambling through innovation, research, and global collaboration.

This report outlines how those efforts are setting new benchmarks for our clients and partners worldwide.

Paul Buck
CEO and Founder
EPIC Global Solutions



"...we have helped make gambling safer, more sustainable, and commercially responsible worldwide..."

Headline statistics: 2024/25

109k+*
People Reached
Global audience engagement

47+*
Clients Served
Trusted partnerships

24*
Countries
International presence



*NB: Figures cover September 2024 – August 2025 inclusive.
Only non-confidential partnerships and clients are referenced in this report.

EPIC's global reach

EPIC Global Solutions operates across multiple continents, with established hubs in Europe and North America - including the UK, where the organization was founded and continues to shape best practice in gambling harm prevention.

EPIC is expanding into emerging markets such as Brazil and the UAE, where evolving regulations are reshaping the gambling landscape. As these opportunities grow, EPIC partners with regulators and operators to embed safer gambling principles from the outset, ensuring long-term sustainability and consumer protection.

Since our founding in 2013, EPIC has maintained an active presence in more than 30 of the world's leading gambling jurisdictions. The accompanying map illustrates our global footprint throughout that period – from mature regulated markets to fast-developing regions where we are helping shape safer gambling standards.

England
Scotland
Wales
Northern Ireland
Republic of Ireland
USA

Canada
Austria
Australia
Antigua
Philippines
Malta
Gibraltar
Kenya

Switzerland
Isle of Man
Italy
Norway
Sweden
Belgium
Spain
Bulgaria

India
Nigeria
New Zealand
Israel
Hungary
Romania
Zimbabwe
France

Slovakia
Cyprus
Uruguay
Portugal
Greece
Brazil
UAE
South Africa



The data behind the impact

EPIC's impact is defined by measurable outcomes achieved through trusted partnerships across the global gambling ecosystem. The following data illustrates the scale, reach, and effectiveness of our education, consultancy, and training programmes during 2024 and 2025 — evidence of how collaboration with operators, sports organizations, and regulators continues to deliver meaningful, sustainable change.

68k **68,435 US college students engaged with Know Your Play** within its first eight months — a pioneering digital education portal created by ROGA, with EPIC, Kindbridge, and RGC, equipping students to recognize and manage gambling risks more effectively.

1st **First-ever responsible gambling training delivered to professional athletes in Puerto Rico**, through collaboration with BetMGM and Casino del Mar — setting a new benchmark for athlete welfare and integrity in the Caribbean region.

18 **18 leading global gambling operators partnered with EPIC** in 2024–2025 to strengthen player protection strategies, workforce education, and regulatory compliance — underscoring growing industry confidence in EPIC's proven approach.

8 **Eight consecutive years** of EPIC's education programme with Sky Bet/Flutter and the English Football League — an enduring partnership supporting player welfare, integrity, and informed decision-making across the professional game.

95% **95% of U21 players** in a major European football league reported increased confidence in knowing where to seek support after participating in EPIC-led education sessions.

92% **92% of NCAA student-athletes and staff** rated EPIC's education sessions 8/10 or higher, reflecting the quality and relevance of our evidence-based training content.



Stevin 'Hedake' Smith in conversation with Carlos Arroyo, NBA legend and BetMGM brand ambassador in Puerto Rico.

99% **99% of Entain staff** rated EPIC's facilitator-led sessions 8/10 or higher, reinforcing our reputation for professional, high-impact training delivery within leading global operators.

100% **100% of Australian professional athletes** completing EPIC's 2024–2025 training reported confidence in how and where to access support for gambling-related risks — a model now being replicated across additional sports codes.

Partner voices:

Proven impact through collaboration

"Over the past year, we engaged EPIC to assist our customer-facing teams in navigating complex and sensitive issues, drawing on lived experiences to deepen understanding and improve response strategies. **EPIC's expertise helped us clarify and enhance our customer interaction procedures while strengthening our overall risk management framework**. Their support was important in refining our practices to better support our staff and, consequently, more effectively protect our customers."

Taina Grech, RG Quality Assurance Manager, FDJ United

"Recognising the range of addiction issues and challenges that can affect academy players, **we wanted to educate our staff on the signs of addiction, awareness of addictive behaviours, the impact this can have on them and others**, as well as to build upon previous sessions of a similar nature to our U18s, U21s and Host Families.

"Marc, who was our recent deliverer, is always flexible, never says no, and is eager to get in front of our players, parents, and/or staff. You can also tell this from the way he delivered, with passion, with purpose and a little humour for good measure. As a result, his messages get across loud and clear, his audiences are bought into what he is saying from the off and we will be inviting him back as many times as he would like to come back."

Lee Wood, Player Care Manager, Wigan Athletic FC

"Over the past 12 months, we engaged EPIC to help us raise awareness of gambling-related harms and embed a culture of safer gambling across our organization. Incorporating EPIC's lived experience into our training has been crucial in providing authentic, practical insights to our teams and supplementing our existing responsible gambling practices.
By partnering with EPIC, we aimed to empower our staff to prevent, recognise, and address gambling risks more effectively, creating a more informed, supportive, and proactive workplace committed to player protection and wellbeing.

"EPIC fully met our aspirations by delivering engaging training sessions led by lived experience speakers, which had a profound impact on our organisational culture. Staff at all levels, including front-line teams, Marketing, and even our Senior Leadership Team, undertook training that greatly increased their knowledge and empathy around gambling-related harms. **Overall, the integration of lived experience has fostered a more informed, open, and responsible culture throughout Bally's**."

Alexandra Whittaker, Responsible Gambling Manager, Bally's Interactive



EPIC's Marc Williams after presenting to Wigan Athletic FC.

> "Incorporating EPIC's lived experience into our training has been crucial in providing authentic, practical insights to our teams and supplementing our existing responsible gambling practices."

Partnering for safer gambling

Our core services empower the sectors at greatest risk of gambling-related harm to mitigate its potential impact. With partnerships and contracts serving the foremost gambling territories around the world, a cross-section of our impact is evidenced by these key relationships, active during 2024-2025.

North American Gaming Sector

Bally's
FANDUEL
PRIZEPICKS
BETMGM THE KING OF SPORTSBOOKS
Kindbridge Behavioral Health
RGA Responsible Online Gaming Association
OLG LOTTERIES
DRAFTKINGS
UNDERDOG
YSI

UK and European Gambling Operators

Entain
Flutter
intralot
evoke
THE HIPPODROME CASINO LONDON
FDJ UNITED
infiniza
kaizen GAMING

Elite Sports

ACC
NCAA
SYDNEY 1874
BHA BRITISH HORSERACING AUTHORITY
PAF PROFESSIONAL ATHLETES FOUNDATION
RACINGWELFARE
EFL
PAC
RFU
EUROPEAN ATHLETES & PLAYERS ASSOCIATION
PREMIERSHIP RUGBY EFL PROFESSIONAL GAME MATCH OFFICIALS
RUGBY PLAYERS ASSOCIATION
MLS PLAYERS ASSOCIATION
PREM RUGBY
William HILL SPFL
PCA
RUGBY PLAYERS IRELAND
PRESTON NORTH END F.C. PP ESTABLISHED 1880

Worldwide Reach

Genius SPORTS
imatta
SIGA SPORT INTEGRITY GLOBAL ALLIANCE
Signify
GIS
mindway AI
UCFB UNIVERSITY CAMPUS OF FOOTBALL BUSINESS

Consultancy

Following the repeal of PASPA, which legalized sports betting across many US states, the NCAA faced an urgent need to safeguard student-athletes and staff from new integrity and welfare risks, with considerable increases in wagering on collegiate sport across most US states.

EPIC Global Solutions partnered with collegiate sports authorities to develop and implement a comprehensive responsible gambling framework — supporting policy design, communication strategies, and risk education.

Our consultancy has included state-specific awareness campaigns, contributions to the national Draw The Line initiative, and delivery of a lived experience–driven education programme that has reached nearly 100,000 student-athletes and staff over four years.

Today, EPIC continues to advise NCAA stakeholders on sports wagering issues and is recognized in official communications as a key contributor to keeping collegiate competitions free from gambling-related harm.

"As gambling continues to emerge as a growing concern across college athletics, it's critical that we address it at every level — with student-athletes, coaches, and staff. EPIC did an excellent job of sparking meaningful conversations within our department and creating awareness around this important issue.

"Patrick delivered an authentic and impactful session that resonated deeply with our student-athletes and acknowledged the unique challenges they face. His honesty and willingness to share his personal story brought the realities and consequences of problem gambling into sharp focus."

University of Oregon



96% of NCAA student-athletes reported **good or excellent** awareness of harmful gambling behaviours **after EPIC sessions** — up from **71%** pre-session.

EPIC Global Solutions delivers its mission through three interconnected pillars — consultancy, training, and education — each designed to enable safer gambling cultures and sustainable growth across sports, gaming, and regulatory sectors. The following examples across pages 10-15 demonstrate how our expertise translates into measurable outcomes, long-term partnerships, and sector-wide improvement.

Consultancy outcomes

"**EPIC has been an incredible partner** in advancing responsible gaming education and raising awareness of problem gambling support resources. Their expertise in creating trainings and educational resources has strengthened our ability to reach and support our customers, partners, and the industry as a whole."

Cameron Zuckert, Senior Manager, Responsible Gaming, FanDuel

"As legalized sports wagering continues to expand across the U.S., **it is critical that our student-athletes and coaches/staff are equipped to recognize risks and protect both themselves and their teammates**. EPIC Global Solutions' session did this and more. Patrick captivated our student-athletes and staff by sharing his powerful lived experiences and connecting them to current events. His engaging and authentic approach made the message deeply relevant and memorable, providing an impactful way to educate our community on the risks and realities of gambling harm."

San Diego State University



27,801 NCAA student-athletes and staff engaged with **our impactful education sessions**, delivered on campus to support more informed choices around wagering and **promote sporting integrity**.



Jordan Spencer presenting to FanDuel employees in New York.

Training

EPIC's training programmes empower organizations to build confident, knowledgeable teams who can identify and address gambling-related risks effectively. Drawing on lived experience and behavioural science, each session translates policy into practical action.

Across 2024–2025, EPIC collaborated with major operators across North America and Europe to strengthen internal frameworks, enhance cultural awareness, and elevate standards of player protection across the employee spectrum.

BetMGM partnered with EPIC to address a critical need: giving their employees and stakeholders meaningful exposure to the human impact of problem gambling. They believed traditional training lacked emotional resonance, so they turned to EPIC's lived experience facilitators to bring real stories to life.

Consequently, they say that "EPIC's approach transformed our responsible gambling education from abstract policy into a human-centered experience that truly connects with our teams".



Richard L. Taylor Jr and Stevin 'Hedake' Smith at a historic RG event in Puerto Rico.

"EPIC met our aspirations by delivering powerful, human-centered education that significantly increased awareness and empathy around problem gambling. **Their facilitators – sharing lived experiences – brought authenticity and emotional depth that traditional training lacked**. This approach not only improved knowledge retention but also sparked meaningful conversations across departments.

"Procedurally, EPIC helped us embed lived experience into our responsible gambling framework, enhancing our training strategy and stakeholder engagement. The Puerto Rico event [see page 6] was a standout example, demonstrating how **storytelling can drive cultural change and reinforce our commitment to responsible gambling**."

Richard L. Taylor Jr, Responsible Gaming, BetMGM

> "EPIC's approach transformed our responsible gambling education from abstract policy into a human-centered experience that truly connects with our teams."

BETMGM
THE KING OF SPORTSBOOKS

100%
of BetMGM employees responded positively

8+/10
quality of delivery

9+/10
session satisfaction

100% of BetMGM employees surveyed gave a minimum **8/10** quality of delivery score and **9/10** session satisfaction score following sessions built to meet BetMGM's bespoke training requirements, demonstrating our ability to excel at meeting client needs.

Training outcomes

"We worked with EPIC to enhance our responsible gambling training programme to better equip internal and external employees with the knowledge and confidence to support players across the full player spectrum.

"We wanted to strengthen the training framework across all lines of business to ensure consistency, relevance, and impact, and align training content with evolving industry standards and player needs to maintain a proactive and player-centric approach.

"**EPIC delivered high-quality, expert-led training that significantly elevated staff understanding and engagement**. Their subject matter expertise and integration of lived experience were instrumental in enhancing the credibility and effectiveness of the training.

"The collaboration contributed to meaningful improvements in how player-facing roles are supported and developed."

Canadian gaming operator

"Our aim was to enhance our Responsible Gaming practices by focusing more strongly on the personal dimension of problem gambling. **We wanted our teams, across all Divisions, to hear and connect with real experiences, moving beyond compliance requirements to build genuine understanding and empathy**. EPIC's ability to bring personal stories into a professional context offered exactly the type of engagement we were seeking.

"EPIC's sessions were impactful and resonated deeply with our people. The presenters' openness in sharing their lived experiences created authentic engagement and interaction with our people and **delivered insights that standard training approaches cannot easily achieve**. This not only raised awareness but also inspired a stronger sense of responsibility and empathy across our teams, while inspiring us to strengthen our Responsible Gaming framework."

Chryssa Amanatidou, Group Director of Corporate Affairs, INTRALOT

intralot

96%
of staff provided a score of at least
8/10
for satisfaction

Across every gambling operator in Europe, **96% of staff** provided a training satisfaction score of at least **8/10**, confirming a consistent quality of service from EPIC.

> "This not only raised awareness but also inspired a stronger sense of responsibility and empathy across our teams"

Education

As the new title sponsor of Scottish football's premier competition from the 2024/25 season, William Hill sought to embed player and fan wellbeing into the heart of its partnership with the Scottish Professional Football League (SPFL).

EPIC was engaged to design and deliver a comprehensive education programme across all four divisions - reaching 37 clubs in its first season through lived experience presentations led by former professional players Dom Matteo and Marc Williams.

The programme's second season expands to include women's and academy teams, alongside supporter-facing initiatives. EPIC also enhanced programme visibility through coordinated media outreach, enabling William Hill to communicate the importance of responsible gambling as part of its landmark sponsorship via print and digital platforms.

"These figures show **the real impact that EPIC's gambling harm awareness programme has had** with SPFL clubs and its players, which is great to see."

Neil Doncaster, Group Chief Executive, SPFL

"**The education programme is a fundamental element of our sponsorship**. It's really important that we balance the passion of players and fans with gambling responsibly, and I am delighted to see such good progress made during our first year of sponsorship."

Per Widerström, CEO, evoke (parent group of William Hill)

"I think **this is an invaluable piece of work** that's being taken forward and it's great that all 42 clubs in Scotland are benefiting."

Richard Baker, MP, Glenrothes and Mid Fife

93%
reported good or excellent awareness after EPIC sessions

70%
pre-session

93% of SPFL players reported good or excellent awareness of gambling vulnerability after EPIC sessions — up from **70%** pre-session.

Education outcomes

"We needed to monitor and check in on a second-year scholar who was demonstrating red flags of potential gambling behaviours within the club environment. **A workshop for the U18s was delivered by EPIC with expertise and a real sense of realism and emotion**, which laid the foundation. I then spoke to the deliverer after about some concerns. Advice and guidance [was provided] for me to follow up and monitor behaviours. Once I gathered and observed more behaviours that alarmed me, I reached out to EPIC who got into contact with the player and has maintained contact since."

British professional football club player care manager

93%

93% of EFL academy players who engaged with EPIC education sessions during the 2024/25 football season found them extremely impactful, demonstrating the relevance of the content to the target audience.

90%

90% of attendees from the British horse racing ecosystem reported a good or excellent level of awareness of gambling and professional integrity after through session participation – up from just 59% beforehand.

100%

Every elite Australian athlete confirmed they had been empowered with good or excellent awareness of professional athletes' vulnerability to gambling harm after working with EPIC, compared to 56% before the session.

Dominic Matteo – part of the team delivering our SPFL x William Hill education programme – at the official launch of the concept.



Across consultancy, training, and education, EPIC's integrated model combines lived experience, data insight, and behavioural science to create measurable and lasting impact. Each partnership reinforces our commitment to shaping safer gambling environments globally — enabling industries to grow responsibly while protecting those at risk.

EPIC making global headlines – 2024/25

Independent coverage across global media reaffirmed EPIC Global Solutions' influence in advancing safer gambling and performance integrity across sport, corporate, and regulatory sectors.

Leading titles including BBC Sport, ESPN, Gambling Insider, and European Gaming highlighted measurable outcomes from EPIC-partnered programmes – from the SPFL education initiative achieving 96% player confidence in seeking help, to PrizePicks becoming North America's first iCAP-accredited fantasy operator.

These features reflect external validation of EPIC's consultancy and training models, recognised for combining data-driven harm prevention with sustainable partner outcomes.

EPIC worked closely with PrizePicks to enhance its responsible gaming initiatives, contributing to this historic milestone. With the certification, PrizePicks becomes the first and only daily fantasy sports operator in North America to achieve this level of recognition.

From 'EPIC Global Solutions highlighted as a key element in PrizePicks' iCAP Accreditation', iGaming Radio

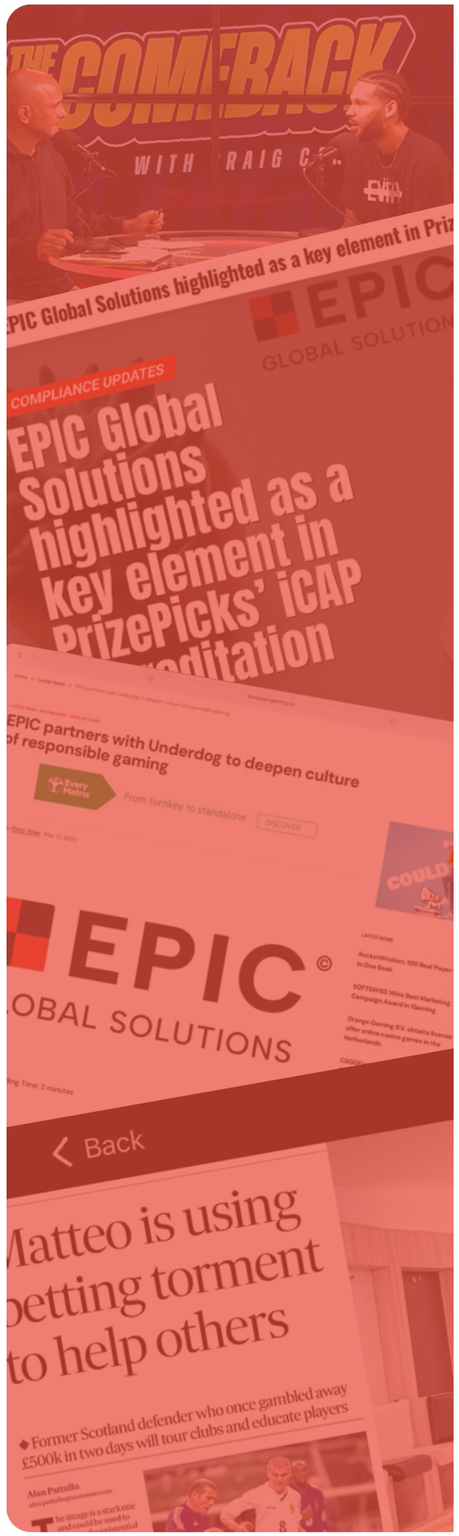
---

The training and workshops promoted business sustainability and customer protection by exploring communication techniques and best practices to foster healthy customer relationships.

Attendees noted positive anecdotal outcomes, such as learning 'the nuances of messaging' and how to 'dive deeper to get to the bottom of what messaging could be problematic' and taking the message of 'direct experiences to help understand how people are impacted'.

From 'EPIC partners with Underdog to deepen culture of responsible gaming', European Gaming

---



Both companies said they share a desire "commitment to create safer and more enjoyable gaming environments" for players.

From 'EPIC Global Solutions teams up with Bally's for RG standards', Gaming America

---

A new evaluation of the Scottish Professional Football League's (SPFL) gambling harm prevention programme has revealed that **96% of participating players now feel confident about where to seek help** for gambling-related concerns.

The findings follow the first full season of educational sessions delivered in partnership with William Hill and EPIC Global Solutions.

From 'William Hill and EPIC report strong first-year impact of SPFL gambling awareness programme', Gambling Insider

---

In addition to becoming league sponsor, **the company becomes the SPFL's official betting partner and will work with EPIC Global Solutions** – a global consultancy focused on gambling harm prevention – to launch a multi-year, "first-of-its-kind" programme on gambling harm awareness for SPFL players, staff and supporters.

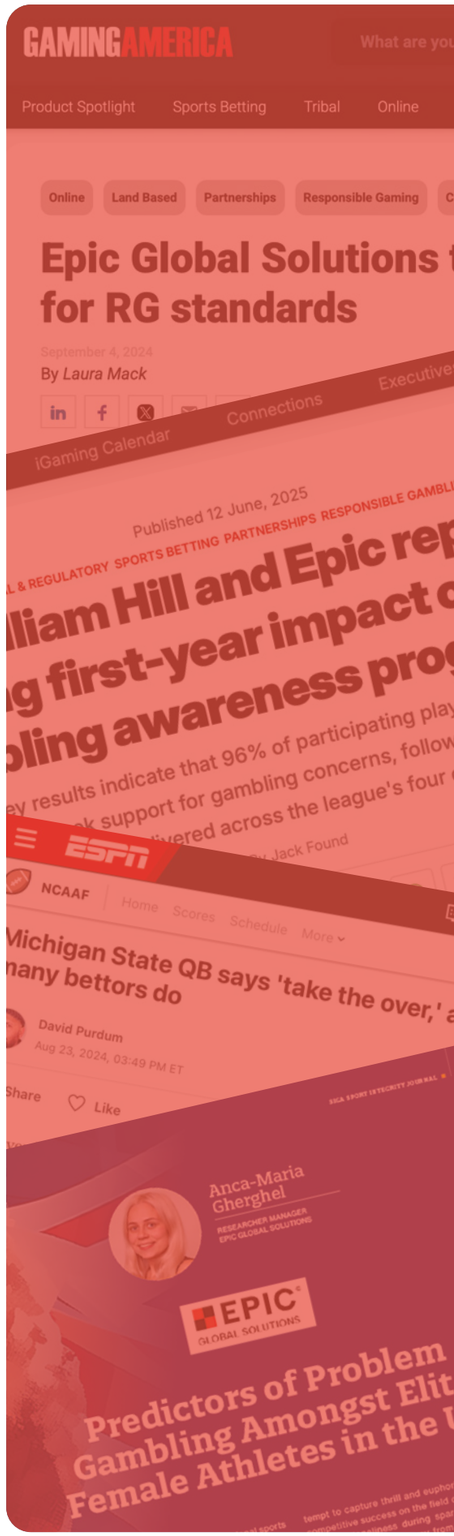
Workshops will be held across all 42 SPFL clubs to educate players and backroom staff on the dangers of gambling harm in the elite sports environment along with sessions for supporters and community groups.

From 'SPFL announces 'record-breaking' title deal with bookmaker', BBC Sport

---

A spokesperson for the NCAA said student-athletes receive training on its sports betting policy and the potential dangers through its partnership with EPIC Global Solutions, a firm that works to prevent gambling-related harm. The training includes discussion on the sharing of inside information with peers, family or media "that could be used to influence betting".

From 'Michigan State QB says 'take the over,' and many bettors do', ESPN



Pilots and research

EPIC continually pilots new approaches to gambling harm prevention — combining data, lived experience, and academic research to understand and address emerging risks. By engaging diverse audiences across sectors and jurisdictions, we ensure our methods evolve alongside the industries we serve.

A key example is a first-of-its-kind PhD study led by EPIC's senior research manager, **Anca-Maria Gherghel**, examining the effects of gambling on women's elite sport. Early findings, presented at major sports science conferences in New York and Finland in 2025, call for gender-specific approaches to gambling education - reinforcing EPIC's leadership in evidence-based policy and programme design.



Anca-Maria Gherghel regularly presents her PhD findings to international audiences.

Innovation and insight define EPIC's forward-looking strategy. We continually invest in research and digital development to extend our impact, enhance accessibility, and future-proof gambling harm prevention for an evolving global audience. Through pioneering studies and scalable digital platforms, EPIC is shaping how prevention is designed, delivered, and measured across sectors.

Digital products

Technology is transforming both gambling behaviours and the way prevention education is delivered. EPIC's digital innovation strategy ensures that safer gambling learning remains accessible, scalable, and personalized - without compromising the lived-experience authenticity that defines our approach.

We are currently developing two complementary streams of digital learning delivery:

- **Digital Learning Websites:** Interactive platforms offering dynamic, user-driven experiences.
- **eLearning Modules:** Fully interactive and accessible courses available through EPIC's learning management system or integrated into client platforms.

Our flagship example of a digital learning website is **Know Your Play** (www.knowyourplay.org). This first-of-its-kind portal was created for **Responsible Online Gaming Association (ROGA)** to deliver essential information to US college students on responsible gaming best practices, the risks associated with problem gambling, available support services, and fundamental financial literacy, addressing a critical gap in student-focused resources. Supported by **Kindbridge and Responsible Gaming Council (RGC)**, the platform's visual content translates complex concepts into relatable scenarios, helping learners identify early signs of harm and support peers effectively.



EPIC's eLearning products also include **scenario-based video learning**, which promotes behaviour change through real-world simulations and user-centred storytelling.

Every digital product can be delivered as an off-the-shelf EPIC solution or co-branded in partnership with clients, with full language translation capability — enabling reach across territories where English is not the primary language.



Digital delivery to AFL team Sydney Swans.

Voices of leadership:

Taking harm prevention to the world stage

EPIC's influence extends beyond programme delivery — we actively shape the global dialogue on gambling harm prevention, policy innovation, and industry responsibility. Across international forums and media platforms, our leaders are trusted voices guiding how regulators, operators, and sporting bodies collaborate to create safer gambling environments.

Global Policy Engagement

In 2025, EPIC took centre stage at two of the world's most high-profile policy gatherings.

- **Paul Buck, CEO**, addressed the Better Gambling Forum — an initiative of the Brain Capital Alliance at the UN Brain Economy Summit, held in parallel with the 80th UN General Assembly. Speaking to more than 100 senior executives from gambling-related sectors worldwide, he urged global stakeholders to prioritise prevention and responsible gaming at least on par with treatment, and to embed lived experience at the heart of policy development.
- **Dan Spencer, EPIC's principal consultant**, spoke at the G7 Canada Brain Economy Summit — linked to the G7 meeting of world leaders in Calgary. He called for consistent, cross-sector collaboration and "whole-system" approaches to mitigating harm in high-risk sectors, reinforcing EPIC's commitment to integrated prevention models.



Dan Spencer speaking at the G7 Canada Brain Economy Summit.

Ongoing Influence and Advocacy

Beyond the global stage, EPIC contributes regularly to thought leadership podcasts, blogs, and media features. Recent commentary has explored:

- The case for greater education in sport, following the clearing of West Ham's Lucas Paquetá of spot-fixing allegations.
- The integration of human and artificial intelligence to detect markers of gambling-related harm.
- The replication of proven harm-prevention models — including those showcased in this report — across other high-risk industries.

Through these platforms, EPIC continues to advocate for evidence-based policy, innovation, and cross-industry accountability — ensuring that safer gambling remains a central topic in both global and local discourse.

> "Prevention must carry equal weight to treatment — and lived experience must guide every policy decision."
>
> **Paul Buck** CEO

How research drove our eLearning provision for EAPA

2025 marked a breakthrough in EPIC's partnership with the **European Athletes & Players Association (EAPA)** - expanding gambling harm prevention and awareness across Europe's elite player associations through the launch of a multi-lingual eLearning programme.

Developed as part of EAPA's PROtect Integrity campaign, the initiative provides on-demand access to education on betting integrity, athlete wellbeing, and gambling risk in **five languages** — English, French, Spanish, Italian, and Danish.

Guided by EPIC's own research into athlete behaviour and vulnerability, six interactive modules were created by our learning and development team. Topics range from The Gambling Spectrum© and Mental Health & Performance to Recognising Risk and Building Support Pathways. This evidence-based design ensured that the learning content addressed the most urgent needs identified among European athletes.

The research also informed in-person engagement, including a Train the Trainer session in Madrid, where representatives from multiple associations were equipped to cascade best practice within their own teams. Supporting materials such as infographics and decision guides — including EPIC's Gambling Spectrum© model — further help athletes identify their relationship with gambling and seek early support when needed.

Partner Reflections

"The eLearning module is an extremely valuable tool for players, complementing in-person education. It's free, easily accessible, and helps raise awareness about gambling-related harm by identifying existing issues and preventing future ones."

Sergio Alonso, General Secretary, Asociación de Jugadores de Fútbol Sala (EAPA Member)

"By basing the development of the eLearning products on research instead of developing a more 'off-the-shelf' product, EPIC responded to the direct needs of European athletes. This also helps us refine how future products for similar audiences can be delivered."

Anca-Maria Gherghel, Senior Research Manager, EPIC Global Solutions

> "The eLearning module is an extremely valuable tool for players, complementing in-person education. It's free, easily accessible, and helps raise awareness about gambling-related harm."



EPIC with EAPA members in Amsterdam to launch PROtect Integrity's 2025 campaign.

Impact Snapshot

- **8** player associations involved in the research process
- **5** nations represented across the project
- **5** languages delivered via eLearning

What we've learned this year

The gambling industry continues to evolve at pace — and so must the ways we prevent harm and protect wellbeing. Working across dozens of jurisdictions has reinforced one key lesson: prevention must be adaptive, evidence-led, and grounded in collaboration.

This year has shown that lasting change happens when research informs design, digital tools scale access, and lived experience gives context and authenticity. EPIC's learning approach — combining these three elements — will continue to guide our partnerships and innovation in the year ahead.



Regular client feedback, such as this post-education session discussion, enables us to proactively shape programmes to meet the needs of our audiences.

Coming up on a global scale

EPIC's future global intention remains simple and unequivocal: to equip every at-risk organization with the tools to prevent gambling harm.

Focusing on how we'll achieve that in specific markets, we have grown organically from origins as a UK-based company, and in our home territory, it remains a period of regulatory reform following the Gambling Act Review and 2023 White Paper. The measures resulting from implementing the recommendations of these reports will increase operator costs, but strengthen consumer trust and create demand for harm prevention expertise. We envisage opportunities in digital innovation, Gen Z engagement and corporate social responsibility in the UK.

We are already positioning ourselves as a thought leader in responsible gaming and harm prevention regarding the controlled opening of the United Arab Emirates market. Online gambling and sports betting are currently unregulated in the UAE, but would be the next logical steps for potential legalization following the first licences issued for lottery and casino resort operations in 2024.

North America merits its own discussion, as my colleague Teresa Fiore picks up on the next page. We are optimizing the packaging of products for compliance and regulatory readiness in these priority markets and beyond.

We also believe in positioning community education as part of operators' social impact. Partnering with schools or NGOs enables the optimum opportunity for trusted delivery.

Sports leagues continue to require tailored offerings, in which we will highlight integrity risks, duty of care, and social responsibility. Co-branded programmes for sport provide compliance and reputational opportunities for operators that continue to partner with EPIC. Aligning with sport's community outreach and youth development goals engenders long-term fan engagement, talent development, and positive brand association.

Collaboration with regulators and public health advocates to design scalable, policy-aligned youth programmes is another priority for prevention and data-driven outcomes.

The global need for our services continues to grow as regulation evolves, and we are ready to lead the development of safe and sustainable gambling markets.

John Millington
Director of Commercial and Strategic Partnerships

"The global need for our services continues to grow as regulation evolves, and we are ready to lead the development of safe and sustainable gambling markets."



What's next in North America?

EPIC's North American strategy is built around two complementary verticals designed to deliver measurable impact in alignment with our global mission:

- **Sport** — encompassing programs that serve youth, collegiate, and professional athletic organizations.
- **Safer Gambling** — providing education, consultancy, and player protection services to gambling operators, regulators, and private organizations in high-risk sectors.

As professional sports across the continent continue to navigate increasing exposure to gambling-related challenges, the importance of safeguarding athlete performance, wellbeing, and integrity has never been greater. With deep expertise in both prevention and education, EPIC is helping teams, leagues, and governing bodies implement proactive frameworks that balance commercial opportunity with player protection.

The sporting and gaming ecosystems are now more interconnected than ever — sharing audiences, technologies, and commercial interests. With this convergence comes shared responsibility: to ensure growth is achieved responsibly, sustainably, and in ways that protect all participants.

EPIC anticipates significant growth in its sports partnerships, underpinned by our proven track record in safer gambling education and integrity-focused programme design. We are actively guiding the industry through this evolution, working collaboratively with operators, leagues, and third-party partners to deliver the next generation of prevention and wellbeing strategies.

EPIC Global Solutions is uniquely positioned to enable the safest and most sustainable gambling ecosystem in the world. Our pioneering player protection models and thought leadership continue to unlock the potential of the post-PASPA market — ensuring that innovation and integrity advance hand in hand.

Teresa Fiore
SVP North America



"The importance of safeguarding athlete performance, wellbeing, and integrity has never been greater."

Our CSR activity

EPIC's commitment to making a difference extends beyond our client partnerships. Our corporate social responsibility initiatives connect our people, partners, and communities through shared purpose and measurable impact.

A local passion with global reach, the **EPIC Global Solutions Man of the Match initiative with Preston North End Football Club (PNE)** has transformed a traditional sporting recognition into a platform for giving. Instead of receiving a post-match award, each selected player chooses a charity close to their heart — with EPIC donating **£500 on their behalf**.

Now in its **fourth season (2025/26)**, the initiative has donated nearly **£50,000** to causes across the UK and abroad, supporting local hospices, family services, and global charities in players' home nations including Canada, Iceland, Ireland, and Montenegro.

EPIC's community ethos extends through our ongoing partnership with the **B1G1 (Business for Good) Movement**, supported by regular voluntary contributions that enable B1G1 to direct funding toward projects addressing social and environmental priorities worldwide. This partnership reflects EPIC's broader purpose – to ensure our global footprint contributes meaningfully to equitable opportunity and positive change, independent of commercial performance.

15 charities supported via the EPIC Global Solutions Man of the Match Award during the 2024/25 football season, extending our global impact beyond our core business services.



The donations support numerous international charities, including enabling Derian House Children's Hospice in Lancashire, England, to provide experiences for children and young people who may otherwise miss out.

Our mission and vision

EPIC's purpose is grounded in experience and driven by impact.

Our mission: We share our personal experiences and expertise to educate and empower, helping to navigate the impacts of gambling safely and sustainably.

Our vision: To use our knowledge and insight to enable organizations to reduce gambling harm through sustainable solutions.

EPIC is the trusted partner for gambling harm prevention. Our proven approach is grounded in personal experiences, providing real-world, relatable solutions for making gambling safer and more sustainable.

Recent Awards and Recognition

EPIC's commitment to leadership and impact has been recognised through multiple international awards:

- **Player Protection Service Provider of the Year**, SBC North America Awards 2024
- **Outstanding Individual Contribution to Safer Gambling** (Paul Buck, CEO), Vixio Global Regulatory Awards 2024 (pictured)

2025 nominations include:

- **Socially Responsible Initiative of the Year**, SBC Awards Americas
- **Socially Responsible Initiative of the Year**, SBC Awards Europe
- **Global Entrepreneur of the Year** (Paul Buck, CEO), Allica Bank Great British Entrepreneur Awards



SBC AWARDS 2024

New Certifications For 2025

These certifications reflect EPIC's commitment to continuous improvement, professional standards, and the wellbeing of our people and partners.

- **Executive Masterclass** — CPD Accredited
- **ISO 45003 Certification** — Recognising excellence in managing psychological health and safety at work

CPD CERTIFIED The CPD Certification Service

Citation ISO Certification — Psychological Health & Safety — ISO 45003 — REGISTERED

Our team

Staff directory

Abby Barlow-Lloyd
Events & Marketing Coordinator

Marion Blundell
Finance Associate

Samantha Brooks
Head of Delivery Services

Paul Buck
CEO

Patrick Chester
US Senior Consultant

Craig Cornforth
Senior Business Development Manager

Ian Davey
Senior Sales Consultant

Scott Davies
Consultant

Liam Dyche
Head of Sport & Public Services

Teresa Fiore
SVP North America

Louise Flynn
Head of HR

Neil Foster
Director of Finance

Charlotte Gadsby
Senior Consultant L&D

Anca-Maria Gherghel
Senior Research Manager

Matt Hennessey
Head of Marketing and Communications

Marko Jenkins
Consultant

Andy Margett
Programme Manager

Matt Mason
Digital Learning Consultant

Dominic Matteo
Associate

John Millington
Director of Strategic Partnerships

Julie Murtagh
Office Manager

Meg Popovic
North America Sports Consultant

Nathan Quarless
Associate

Pippa Robson
Head of Operations

Jake Sanford
Associate

Bobby Scales
Associate

Paul Sherrington
Consultant

Alan Smart
Senior Consultant

Danielle Smith
Director of Corporate Operations

Stevin 'Hedake' Smith
Associate

Daniel Spencer
Principal Consultant

Jordan Spencer
Associate

David Sproson
Head of Industry and Private Sector

Anneke Stols
Research Associate

Elizabeth Thielen
Associate

Megan Vanderson
Consultant

Adrian Ward
Communications Manager

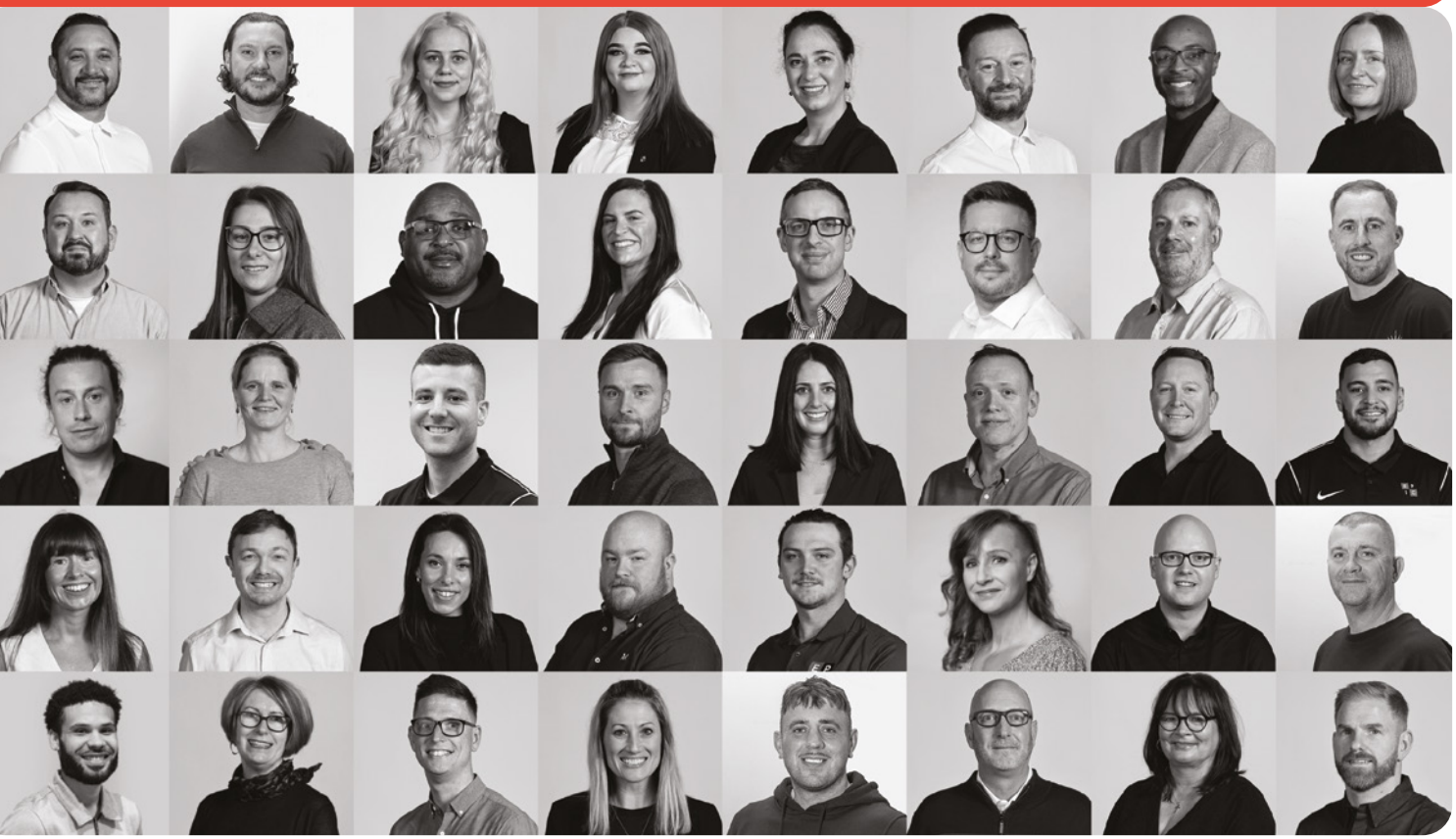
Greg Weber
Associate

Marc Williams
Senior Consultant

Daniel Wood
Facilities Coordinator



Experience-powered prevention.



EPIC©
GLOBAL SOLUTIONS

www.epicglobalsolutions.com
info@epicglobalsolutions.com

EPIC002