



PRESS RELEASE
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Newbury, 6th May 2026

Bettor Empowered

GamScore announces its plan to launch a first-of-its-kind, consumer-focused, betting-wellbeing app in October 2026

GamScore is a real-time platform that gives bettors a clear, dynamic view of their gambling health with their own personalised dashboard and score. It helps individuals understand, manage and improve their betting behaviour, in one place, while enabling a safer and more transparent betting ecosystem.

A bettor's GamScore is derived through an algorithm, using data that shows they are betting responsibly and within their means. It will also identify any early-stage risk with proprietary AI driven behavioural science insights and educational tips when flagged, guiding users towards healthier betting behaviour.

Most existing compliance tools rely on static, point-in-time financial risk checks. GamScore provides a consumer controlled, live, continuously updating view of a bettor's gambling activity.

The GamScore dashboard will flag black market activity and offshore operators.

It has been well published that black market turnover has risen three-fold over the last five years. Thousands of UK consumers are unaware that they are staking bets with the black market or the risks associated.

The GamScore app will identify behavioural patterns consistent with unregulated betting, educate users on the risks of offshore and unlicensed operators and provide regulators with aggregated insights into market trends.

Current financial risk checks are creating friction for consumers and operational challenges for bookmakers.

In its second phase, GamScore will provide a modern, data-driven alternative that balances consumer experience with operator compliance and regulatory objectives. It will give bettors clarity, control and confidence without the need for repetitive document requests. Better data combined

with better tools lead to better outcomes. By improving the regulated experience, GamScore will help reduce the incentive to move offshore.

Given its potential to support both consumer protection and market sustainability, GamScore has answered the UKGC's call for innovative technical solutions that the whole industry can support. They would welcome the opportunity to work with policy makers, regulators and operators to find a way to provide the app, free at the point of consumption, to every UK bettor. GamScore believes this will support the Government's aims of balancing consumer protection with the long-term health of the domestic betting and gaming industries.

Chair Josh Apiafi, explains: *"The UKGC's Financial Risk Pilot and increased compliance measures have been with us for a number of years. It looks likely that they are here to stay. We fully support British Racing in communicating the effect that these checks have had on the sport's revenues.*

Over the last year, the team at GamScore have proactively worked on a solution with the consumer at its heart. Innovation is key and GamScore utilises technology designed to showcase, educate and protect the consumer, through a personalised dashboard and scoring system.

A bettor's GamScore is a live feed that can update three times a day, identifying adverse activity quickly and efficiently with educational nudges and content. For operators, GamScore offers a lower-friction, user-controlled alternative to traditional static, point in time credit checks.

Our aim is to launch the consumer app in October this year with phase two's operator compliance tool rolling out early next year. Further information and a demonstration video are available on [GamScore.com](https://www.gamscore.com)"

For further information, photos or an interview with Josh Apiafi please contact Ed Pownall on 07825 064776 or Ed.Pownall@GamScore.com

Further Information

Josh Apiafi – Chair – Josh has been part of the founding management team of two multimillion user base businesses in the shape of Betfair.com and Rewards4Racing.com, the award-winning loyalty program for which he remains chair of. A leading champion of diversity and inclusion in sport. Josh can be seen regularly as a presenter and pundit on Sky Sports.

Phill Adams – CEO - Founder and executive with over 20 years' experience in international betting, AI and media rights. Creator of the first AI powered UKGC-licensed B2C esports tote (Punttt). Proven track record in startup fundraising, board management, international expansion and data-driven innovation.