

# LIGHTHOUSE HELPLINE

Instant Responsible Gaming Support

**In Partnership with Kauban Psychological Center**

Clinical Excellence • Institutional Credibility • Turnkey Deployment

LIGHTHOUSE HELPLINE

# THE CRISIS

**32 million Filipinos** now gamble—a **291% surge** in one year.

**PAGCOR mandates helplines & CSR.** But casinos lack proven, scalable solutions.

**Result:** Reputational risk, compliance gaps, fragmented messaging.

# THREE BARRIERS

## COMPLIANCE RISK

PAGCOR mandates helpline + referral pathways. Non-compliance = **license penalties**.

## REPUTATIONAL CRISIS

Rising addiction crisis + media scrutiny. Need demonstrable **CSR credibility**.

## OPERATIONAL COMPLEXITY

Building clinical infrastructure is expensive, specialized, and operationally **complex**.

# TWO REFERRAL PATHWAYS

1

## CASINO CSR REFERRAL

CSR staff identify → Warm handoff → Clinical triage & intervention

2

## PLAYER SELF-REFERRAL

Player contact (phone, chat, Messenger) → Clinical support → Triage & intervention

**Both pathways → Brief intervention, escalation if needed, or longer-term support**

# 2-WEEK DEPLOYMENT

## **WEEK 1: KICKOFF & TRAINING**

Your CSR team receives identification training. Lighthouse Helpline protocols established.

## **WEEK 2: GO LIVE**

Lighthouse Helpline receives first referrals. Clinical support operational.

## **ONGOING: MONTHLY REPORTING**

Referral volume, outcomes, PAGCOR compliance metrics on your dashboard.

# OPERATIONAL STRUCTURE

## LIGHTHOUSE HELPLINE

- ✓ All operations & staffing
- ✓ Clinical protocols
- ✓ Referral management

## KAUBAN

- ✓ Clinical oversight
- ✓ Research & evidence
- ✓ CSR credibility

# BUILT-IN CREDIBILITY

## ANNUAL RESEARCH STUDIES

On Filipino gambling addiction patterns. Published in peer-reviewed journals.

## YOUR CSR ADVANTAGE

Demonstrate that your responsible gaming measures, backed by Kauban research, are **effective and evidence-based**.

**Licensed for casino use in CSR narratives**

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# MASSIVE ADDRESSABLE MARKET

**400+**

**LICENSED LAND-BASED CASINOS**

**50+**

**MAJOR ONLINE OPERATORS**

**₱410B Annual GGR** – Growing 25% YoY

All are PAGCOR-mandated to maintain compliant helplines. Most lack turnkey, instant-startup solutions backed by institutional credibility.

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# FOUR KEY BENEFITS

## **PAGCOR Compliance**

Documented referral pathway. Audit-ready. License protection.

## **Instant Startup**

No build-out. No staffing delays. Operational in 2 weeks.

## **Institutional Credibility**

Kauban partnership. Clinical excellence visible in your CSR narrative.

## **White-Label Discretion**

Your brand leads. Clinical infrastructure managed by Kauban.

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# IDENTIFICATION TRAINING PACKAGE

**Developed and delivered by Lighthouse Helpline** with clinical oversight by Kauban Psychological Center.

## TRAINING CONTENT

Risk identification, referral protocols, compassionate communication

## AUDIENCE

Your CSR staff, managers, responsible gaming officers

# RESEARCH & INSTITUTIONAL VALUE

## ANNUAL STUDIES

On Filipino gambling addiction patterns. Published in peer-reviewed journals.

## YOUR CSR NARRATIVE

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# **THE ADVANTAGE**

**Lighthouse Helpline + Kauban**

**Your Competitive Advantage**

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# NEXT STEPS

**Ready to discuss implementation?** We can begin your training and deployment within weeks.

Contact us to schedule a detailed walkthrough of the referral process, compliance framework, and ongoing support structure.

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# NEXT STEPS

**Lighthouse Helpline + Kauban.**

**Your competitive advantage.**

# READY TO DISCUSS IMPLEMENTATION?

Questions?

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