

STATEMENT ON RESPONSIBLE GAMING AND ADVERTISING

At MTG, we understand that making great games also comes with responsibility. As a global mobile gaming group with millions of players, we are dedicated to making sure our games and marketing are safe, transparent, and provide enjoyable experiences for everyone.

Protecting children and vulnerable groups

We adhere to international age-rating systems, such as the International Age Rating Coalition (IARC), Google Play, and the Apple App Store guidelines. Our studios implement safeguards to protect minors' data and apply features that encourage healthy engagement.

Responsible marketing and advertising

All of MTG's advertising and promotional activities follow principles of honesty and clarity. Third-party advertising is managed through exclusion lists, ad-blocking filters, and user-reporting channels to safeguard players. In several titles, users also have the option to remove ads entirely through purchase. These measures help ensure that the advertising environment remains consistent with MTG's brand values.

Safe and inclusive communities

We are committed to ensuring that all our games foster safe, respectful, and inclusive environments. In games featuring live chats or in-game forums, our studios implement a comprehensive set of measures including age-appropriate access controls, clear community guidelines, automated moderation systems, banned-word filters, and manual enforcement actions when needed. These safeguards are designed to protect every player, with particular care for younger players and individuals from underrepresented groups.

Player well-being and healthy play

Our games include engagement-oriented features such as progression rewards, streak mechanics, and notifications that are standard across the industry and designed to enhance player enjoyment. To promote a balanced and responsible player experience, we implement platform-based age verification systems, provide account deletion options upon request, and maintain full compliance with platform regulations.

Digital responsibility and data ethics

Our data practices apply strict limitations on personal data collection and comply fully with global regulations such as GDPR. We continuously strengthen our data protection processes, with a particular focus on safeguarding minors' information