



MEMORANDUM

June 9, 2026

TO : ALL LICENSEES, SUPPLIERS, GAMING SYSTEM ADMINISTRATORS, GAMING VENUE OPERATORS, AND OTHER CONCERNED PARTIES

FROM : THE ASSISTANT VICE PRESIDENT
Gaming Licensing Development Department

SUBJECT : PROMOTION OF THE 24/7 NATIONAL PROBLEM GAMBLING HELPLINE

In line with PAGCOR's commitment to strengthening its Responsible Gaming program and addressing the growing concerns associated with problem gambling, PAGCOR officially launched the 24/7 National Problem Gambling Helpline (NPGH) on May 26, 2026.

The NPGH provides immediate assistance, intervention, referral services, and support to individuals affected by gambling-related harm through a dedicated hotline manned by certified para-counsellors.

To ensure the effective dissemination and success of this initiative, all concerned parties are hereby directed to undertake the following:

1. Replacement of Existing Billboards and other Out-of-Home (OOH) Signages

All existing Responsible Gaming-related advertisements, including but not limited to billboards, wallscapes, and other Out-of-Home (OOH) advertising materials, shall be replaced with the 24/7 National Problem Gambling Helpline (NPGH) advertising template (Annex "A").

The replacement materials must be displayed in the same advertising space currently occupied by the said advertisements.

Said NPGH advertisements shall not require approval from the Ad Standards Council (ASC), however, an Exemption Certificate will be issued by them. You may request for said Certificate by emailing the following addresses, and attaching the layout or video of the proposed NPGH advertisement, and the approved GLDD Form 1036 (Request for Advertising Approval):

- Robbie.Aligada@asc.com.ph
- Erwin.Furagganan@asc.com.ph
- Inquiry@asc.com.ph

All replacements must be completed **on or before July 15, 2026 (Wednesday)** and shall remain in place **until September 15, 2026 (Tuesday)**.

2. NPGH Advertising Template

A soft copy of the approved NPGH advertising template may be requested from GLDD through Mr. Francis Michael M. Beato, Regulatory Officer II, at FrancisMichael.Beato@pagcor.ph.

Minor modifications, such as, color adjustments, typography, and translations, may be allowed, subject to prior review and approval by GLDD. The inclusion of influencers, personalities, or any other additional images or characters in the advertisement shall not be permitted, unless otherwise expressly authorized.

All NPGH-related advertisements, with or without modification/s, shall require GLDD approval, as this will form part of your submission to the ASC for the request for Exemption Certificate.

Kindly submit a fully accomplished GLDD Form 1036 and attach a clear copy of your proposed material/s to responsiblegaming@pagcor.ph, for evaluation and approval.

We have attached GLDD Form 1036 (Annex "B") as reference, but you may also download it via www.pagcor.ph/regulatory under announcements.

3. Submission of Status Report

All concerned parties are required to submit a status report on the replacement of advertisements using the prescribed report template (Annex "C").

The accomplishment report shall be submitted to **info.GLDD@pagcor.ph** **on or before July 16, 2026**.

4. Advertisements in Other Media and Platforms

Advertisements in other media and platforms (e.g., television, radio, digital, social media accounts) whether gambling-related or non-gambling promotional materials, may continue to be implemented, subject to the existing review and approval process of PAGCOR and the Ad Standards Council (ASC).

Effective immediately, to ensure a streamlined PAGCOR review and approval process, all advertising requests shall be coursed through GLDD, using GLDD Form 1036, and submitted through responsiblegaming@pagcor.ph. Please note that proposed advertisement of specific marketing promotion/s must be accompanied with the corresponding marketing promotion approval, otherwise, it shall not be processed.

For reference on advertising content restrictions, we have attached as Annex "D" the Prohibition of Misleading Presentations, which will form part of the proposed Implementing Rules and Guidelines (IRG) on Advertisements.

Non-compliance with these directives shall be subject to the corresponding regulatory sanctions and penalties by PAGCOR and/or the ASC.

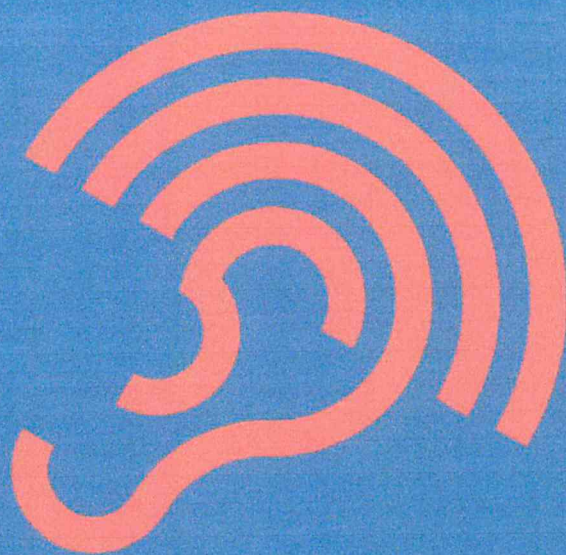
Further updates and guidance relative to this advisory shall be issued as may be necessary.

Thank you for your continued cooperation.


MA. VINA CLAUDETTE P. OCA

Want to quit?

Somebody is ready to listen.



NPGH

NATIONAL PROBLEM
GAMBLING HELPLINE



(02) 824 89568



www.NPGH.ph



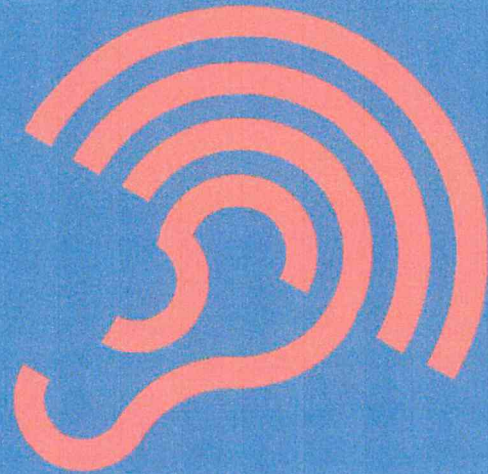
GAMBLING CAN BE ADDICTIVE
KNOW WHEN TO STOP

ResponsibleGaming@pagcor.ph



Want to quit?

Somebody is ready to listen.



NPGH

NATIONAL PROBLEM
GAMBLING HELPLINE



(02) 824 89568



www.NPGH.ph



GAMBLING CAN BE ADDICTIVE
KNOW WHEN TO STOP

ResponsibleGaming@pagcor.ph



GAMBLING CAN BE ADDICTIVE KNOW WHEN TO STOP

**Want to Quit?
Somebody is ready to listen.**

**NATIONAL PROBLEM GAMBLING
HELPLINE (NPGH)**



(02) 824 89568



www.NPGH.ph



**GAMBLING CAN BE ADDICTIVE
KNOW WHEN TO STOP**

ResponsibleGaming@pagcor.ph



**GAMBLING CAN BE ADDICTIVE
KNOW WHEN TO STOP**

Want to quit?

Somebody is ready to listen.

NPGH

**NATIONAL PROBLEM
GAMBLING HELPLINE**



(02) 824 89568



www.NPGH.ph



**GAMBLING CAN BE ADDICTIVE
KNOW WHEN TO STOP**

ResponsibleGaming@pagcor.ph



Other questions:

Want to break the cycle?

Want to regain control?

Want to make a change?

Does it feel impossible to stop?

Chasing losses and losing peace?

Is gambling costing you more than money?

**Can also be translated to other local languages or dialects,
or you can also propose other alternative questions.**



REQUEST FOR ADVERTISING APPROVAL

Page No. Page 1 of 1
Form No. GLDD-1036
Revision No. 0
Effectivity March 6, 2025

APPLICATION TYPE : ☐ New
☐ Renewal

LICENSEE
TRADE NAME :

MEDIA TYPE : ☐ TV ☐ Print ☐ Signage/Poster/Streamer
☐ Movie ☐ Billboard ☐ Digital Media (internet,
☐ Radio ☐ Vehicle social, mobile, mobile apps)
☐ Others

DESCRIPTION :

PERIOD : From: To:

LOCATION/S AND
ADDRESS/ES :
(attach separate list if necessary)

MARKETING
PROMOTION REF.
NO. (if applicable) :

ATTACHMENT : For static advertisements: provide a colored copy of the proposed material in A4 size.

For videos and/or other moving graphics: email the copy of proposed material/s on the same day of form submission to ResponsibleGaming@pagcor.ph or eGaming_Compliance@pagcor.ph with subject: Request for Advertising Approval of (Trade Name) dated

REQUESTED BY:

AUTHORIZED BY:

SIGNATURE OVER PRINTED NAME

DATE

SIGNATURE OVER PRINTED NAME
(AUTHORIZED SIGNATORY)

DATE

----- FOR PAGCOR USE ONLY -----

FINDINGS : ☐ Approved
☐ Disapproved
☐ For Return

REMARKS:

REF. NO :

RECEIVED BY:

CHECKED BY:

SIGNATURE OVER PRINTED NAME

DATE

SIGNATURE OVER PRINTED NAME

DATE

APPROVED BY:

ASC REF. NO:

SIGNATURE OVER PRINTED NAME

DATE

[illegible]

PROHIBITION OF MISLEADING PRESENTATIONS:

Advertising messages should not:

1. Primarily appeal to underage individuals, i.e. below 21 years old. Therefore, advertisements shall avoid featuring settings, music, games, language, characters or personalities, or other pop culture triggers, that are primarily appealing to minors. This does not preclude advertisements directed to a wider adult audience that may have incidental or unintended appeal to persons under the legal age.
 - a. Feature children or persons who are under 21 years old or who look or made to appear like minors.
 - b. Exploit the susceptibilities, aspirations, credulity, inexperience, or lack of knowledge of people who are under 21 years old or other vulnerable persons such as, but not limited to those who are:
 1. in financial need or despair
 2. wanting a better or more financial stability
 3. wanting to become immediately rich
 4. not discerning enough as to the possible implications or outcome of gaming
2. Imply that a player's skill can influence the outcome of a gambling activity;
3. Give the impression that gambling is a money-making activity and that it solves financial problems;
4. Include misleading statements about odds and prizes and ensure winnings if not guaranteed.
5. Include sexual and violent undertones, indecent exposure of intimate body/parts, similar subjects, or executions (as per ASC guidelines)
6. Present gambling as something positive or good
7. Exploit cultural beliefs, traditions or superstitions about gambling or luck
8. Avoid using language or copy that directly exhorts or explicitly encourages the public to engage in gambling

9. Portray, condone, or show peer pressure to encourage participation or engaging in gambling
10. Present abstention or non-participation in a negative light.
11. Promote that gambling enhances sexual prowess or appeal
12. Give the impression that gambling is an acceptable solution to financial concerns, an alternative to employment or a way to achieve financial security
13. Include inaccurate, misleading, or deceptive statements about odds and prizes
14. Suggest that repeated use of the service will increase the chances of winning
15. Condone or encourage criminal or anti-social behavior
16. Suggest an illusion of control, leading the public to believe that they can in some way control or predict the outcomes
17. Show casino games and equipment, such as, but not limited to, roulette, baccarat, blackjack, slot machines and other gambling paraphernalia.