

# CMJ CEO Shares Mixed Reaction to the Ban on Bonus Buy Features in Slots in the UK

The CEO of CMJ, [Mattias Frobrant](#) has recently made his mark in the UK gambling market with his online casino comparer website.

As the platform focuses on reviewing and rating the fastest payout online casinos licensed by the UK Gambling Commission, Frobrant has expressed his thoughts on the ban of the Bonus Buy feature in slots, implemented by the UKGC in 2019.



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The UKGC's decision to ban the same stemmed from concerns about its potential to encourage reckless gambling behaviours, such as chasing losses or increasing stakes impulsively. Consequently, UKGC-licensed casinos were required to remove

the Bonus Buy option from their games to comply with the regulations.

Frobrant acknowledges the [Gambling Commission's](#) intentions behind the ban, as they aimed to promote responsible gambling practices. However, he shares mixed feelings about the absence of the Bonus Buy feature in slot games.

While he recognises the risks associated with impulsive spending, he also understands the allure and excitement that this feature can bring to the gaming experience.

In Frobrant's words, "While the ban on the Bonus Buy feature seems to be a step in the right direction, it's important to strike a balance between taking measures to promote responsible gambling and being so aggressive that it robs slot players of the excitement they seek."

Further commenting on the ban, Frobrant states, "Change can be met with mixed reactions, but it's crucial for the industry to adapt and evolve. Alternative features like the 'Feature Drop' option provide a middle ground, allowing players to gradually accumulate credits and experience the excitement of bonus rounds without impulsive spending."

Indeed, alternative features have emerged as a result of the ban. Game developers have risen to the challenge offering similar levels of excitement to captivate players while maintaining responsible gambling standards and encouraging a more measured approach to gameplay.

The industry has witnessed an influx of fresh, creative ideas that can help sustain the excitement of slot games. Frobrant recognises the value of these ideas that have the potential to redefine online slot gambling in the UK for seasoned players and newcomers alike.

[Fastestwithdrawalcasino.co.uk](#) entry into the UK market may not be revolutionary in itself. But the visionary CEO's

perspective on the ban is insightful and could help industry experts shape the evolving landscape of online gambling in the UK in a way, the fun factor isn't diluted and responsible gambling still gets priority.

He stated, "As an industry, we must consistently evolve and adapt to meet the changing needs and expectations of players." Indeed, as players and industry experts navigate this shifting landscape, Frobrant's views serve as a reminder of the ongoing dialogue surrounding responsible gambling and the pursuit of a balanced and enjoyable gaming environment.

His forward-thinking approach highlights the importance of collaboration between regulators, game developers, and operators to create an environment that ensures both enjoyment and responsible gambling practices.