

PGRI
LOTTERY EXPO
Transformed

**SPOTLIGHT ON THE LEADERS OF THE
 GOVERNMENT-GAMING INDUSTRY**

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PRODUCERS



SCIENTIFIC GAMES CORPORATION
www.scientificgames.com

As a world leader in gaming entertainment and technology, Scientific Games' mission is to empower our customers by creating the world's best gaming and lottery experiences. Our casino, lottery and digital games reach players wherever they are, whenever they want to play, and in any channel they choose: retail, casino, digital or sports.

For more than 84 years through our acquired companies, Scientific Games has delivered what customers and players value most: trusted security, creative content and innovative technology. Beginning with the world's first slot machine, the "Bally Baby" in 1936, to our development of the world's very first secure lottery instant game in 1974, and our revolutionary SCiQ™ lottery retail

ecosystem in 2018, we are a trusted business partner to more than 1,500 customers around the globe.

Headquartered in Las Vegas, Nevada, with over 9,400 employees worldwide, Scientific Games serves our customers from manufacturing and commercial facilities on six continents. We offer a fully-integrated portfolio of technology, platforms, content, and services for the gaming and lottery industries.

Scientific Games' history of success has been driven by our highly experienced professionals who are committed to excellence. Our products have been developed by some of the world's top game designers, mathematicians, marketing research analysts and product managers.

We are an industry leader in developing and applying market research, analytics and consumer insights to gain a deeper understanding of player demand and preferences. As a result, we continue to generate new ideas and innovative gaming solutions that provide players with exciting experiences – and retailers with operational efficiencies.

Scientific Games is committed to corporate social responsibility, and we work closely with our customers, governments, regulators and industry associations to support healthy play and responsible gaming.

We drive the global lottery and gaming industry forward by maximizing our customers' performance with a proven portfolio of products, technology and services featuring:

- Instant, draw and hybrid games
- iLottery
- Sports betting
- Digital 2nd chance games and promotions
- Licensed brands
- Loyalty programs + online rewards store
- Gaming systems technology
- Retail point-of-sale technology
- Mobile apps
- Internet platform + CRM
- Retail development programs
- Managed services

Visit www.scientificgames.com/lottery

PRODUCERS



INTERNATIONAL GAME TECHNOLOGY PLC (IGT)

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www.IGT.com*

A global leader in lottery and gaming, IGT is uniquely positioned to deliver unrivaled gaming experiences that engage players and drive growth.

To support player-driven innovation and growth for our customers, we leverage a substantial investment in player insights, a wealth of premium content, operator experience, and leading-edge technology. Our Global Lottery and Global Gaming organizations support four key segments:

Lottery – IGT’s pioneering and award-winning solutions encompass all aspects of the lottery business, from the player experience to portfolio optimization

and retail management. We continually refine and optimize our systems and tailor distinctive game content to help our customers strengthen their relationships with the players they serve.

Gaming – We deliver dynamic games, systems, gaming machines, and other growth-driving innovations to gaming venues around the world. IGT’s distinctive systems solutions give operators the control and flexibility they need to optimize their gaming floors, offer cashless gaming, and manage robust loyalty programs.

Digital – IGT PlayDigital is dedicated to delivering growth-driving solutions that advance digital play across lottery, casino and digital operations. From content and systems technologies to critical support services, our PlayDigital portfolio is integrated, modular, and flexible.

Sports Betting – The IGT PlaySports sports betting platform and solutions portfolio was created specifically to meet the needs of U.S. casino and lottery operators. The proven, widely approved platform is versatile and annually processes billions of dollars in wagers through retail, mobile, and self-service technology.

IGT’s commitment to responsible gaming is woven into the fabric of our product development, services, programs, and policies. IGT was the first lottery vendor to receive the WLA’s Responsible Gaming Standards for Associate Members, covering IGT’s lottery and digital operations, and was the first gaming vendor in the world to achieve responsible gaming accreditation from the Global Gambling Guidance Group (G4) for both its gaming and digital operations.

In 2018, IGT joined the United Nations Global Compact network to align strategies and operations with universal principles related to human rights, labor, the environment, and anti-corruption. We also support the United Nations’ Sustainable Development Goals (SDGs).

IGT is dedicated to creating a fair and inclusive culture that values unity, diversity, and belonging in our people, players, customers, and communities. IGT is one of 325 companies across 50 industries selected for the 2020 Bloomberg Gender-Equality Index (GEI).



INTRALOT

www.INTRALOT.com

INTRALOT, a public listed company established in 1992, is a leading gaming solutions supplier and operator active in 45 regulated jurisdictions around the globe, with a global workforce of over 3,800 employees in 2020. Based on its strategic approach “i-shapes the future”, INTRALOT is committed to Modernize Lotteries in a Digital World by delivering innovative lottery and sports betting solutions shaping the future of gaming. The company invests in developing next-generation products focused on players’ experience, the trends of the world-wide gaming ecosystem, and the efficiency of its operators to provide engaging players’ entertainment while

driving its customers’ growth and their contribution to good causes.

INTRALOT has an established presence in the USA market through its subsidiary INTRALOT USA, employing more than 570 employees, and has secured 14 contracts - four of which are sportsbetting - in 13 jurisdictions nationwide to provide online systems and services, warehousing and distribution of instant tickets, and VLT/COAM monitoring. Currently, INTRALOT USA has contracts with the state Lotteries in Arkansas, DC, Georgia, Idaho, Illinois, Louisiana, Massachusetts, Montana, New Hampshire, New Mexico, Ohio, Vermont, and Wyoming.

As member of the UN Global Compact, INTRALOT is a global corporate citizen committed to sustainable development and an active proponent of the principles of Responsible Gaming, awarded with the renewal of the WLA Responsible Gaming Framework Certificate.

INTRALOT is the first international vendor in the gaming sector to be certified under the WLA Security Control Standard in 2012 while has been certified with the ISO 27001 for its Information Security Management System (ISMS) maintaining the ISO 20000-1 certification on Information Technology Service Management.

Among other distinctions, INTRALOT has received the GOLD SEE G award by EBEN GR (European Business Ethics Network) for Business Ethics, Corporate Governance and Corporate Social Responsibility, while the Company’s General Technical Division was awarded the Recognized for Excellence in Europe - 5 Stars distinction by the European Foundation for Quality Management (EFQM).

PRODUCERS

POLLARD banknote limited

POLLARD BANKNOTE LIMITED
www.pollardbanknote.com

Pollard Banknote partners with lotteries around the world to create and market high-performing instant games and solutions that excite and engage players. Focused on innovating within the lottery ecosystem, we also provide industry-leading retail and digital solutions.

Our team of talented lottery specialists is dedicated to delivering on three key dimensions for success: outstanding games that excite loyal players and attract new ones, retail excellence through effective in-store strategies and retail network expansion, and digital innovation that cultivates a true integrated experience.

Subsidiary companies and a joint venture partnership further strengthen our offerings in each of these dimensions. These companies include:

- American Games and International

Gamco, which specialize in charitable and lottery gaming products;

- Schafer Systems, a foremost supplier of innovative instant ticket merchandising, dispensing, and display solutions in the lottery industry;
- Diamond Game, a leading provider of innovative electronic gaming solutions, designed to engage players in social establishments;
- Fastrak Retail™, an award-winning retail point-of-sale (POS) display company specializing in customized solutions for lottery and retail customers;
- mkodo, delivering world-class apps and digital user experiences for mobile, online, and retail environments in the betting, gaming, and lottery sectors; and
- NeoPollard Interactive (NPI), our joint venture and award-winning provider of iLottery platforms and games. NPI helped pioneer the introduction of online gaming in regulated lottery jurisdictions in the U.S. and powers

the most profitable iLottery programs in market.

Pollard Banknote offers our global lottery partners an ever-evolving portfolio of innovative products and services to help accomplish their business objectives and maximize proceeds for good causes. All of our marketing strategies and related services are designed with the express goal of elevating our lottery clients and creating the ultimate player experience. Our retail-focused products feature industry-leading instant lottery and charitable games, including patented and proprietary offerings as well as innovative tools and services for optimizing lottery operations. Our full suite of digital solutions includes world-class mobile application development, interactive games, player engagement platforms, iLottery systems and services, plus a variety of software solutions to help lotteries manage their operations effectively and efficiently. From outstanding game design and innovative merchandising to in-lane solutions and one-to-one marketing, Pollard Banknote continues to be a driving force in the lottery industry.



JUMBO INTERACTIVE LIMITED
www.jumbointeractive.com

“Developing And Operating The World’s Best Digital Lotto Experiences.”

Jumbo is a leading digital iLottery and iRetailer provider to national, state and charity lotteries. We utilize the latest technology to craft an engaging and entertaining purchase experience for our customers across a range of digital platforms we refer to as PBJ – Powered By Jumbo.

Founded in 1995, Jumbo pioneered e-commerce in Australia after developing and launching one of the world’s first online shopping malls. The company was listed on the Australian Stock Exchange in 1999. In 2000, the company began selling lottery tickets online, and now focuses exclusively on the sale of official government and charity lotteries via

digital platforms developed and promoted entirely in-house. Digital is at our heart and what we do!

Our teams are proven in their ability to deliver and we have seen 20% growth on average over the past 5 years. We have done this by adopting a data-led decision making ecosystem that allows us to provide the most superior experiences to our players and customers – ensuring higher engagement levels, better conversion and 5 star rated experiences.

Our national and state lotteries focus on two solutions: Jumbo iLottery® and Jumbo iRetailer®. Both propositions are based on our PBJ platform and marketing services. The iLottery proposition provides lotteries with an integrated digital lottery channel that is more efficient and effective than most industry peers.

The iRetailer proposition provides lotteries with a standalone digital channel that is self-sufficient and does not require operating cost or marketing budget to be diverted from the lottery’s main operations. The iRetailer model applies to all lotteries, big or small, enabling

us to support and make a success of iLottery for those lotteries with restricted marketing budgets.

In today’s uncertain world, and with uncertainty being the new norm, there is no time to take chances with your iLottery program. Jumbo is one of the biggest lottery resellers in the industry, with 75 customers and over \$1bn in tickets sold. At Jumbo we believe it is “not a time for novices” and with our proven iLottery and iRetailer solutions, we have the experience to develop, manage and grow your digital potential.

Alongside our proven experience is our financial strength and security. Jumbo has all the resources and credentials to invest in your iLottery program.

For more information contact:

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Richard Bateson, Chief Commercial Officer, richardb@jumbointeractive.com

LEADING ACTORS



ABACUS SOLUTIONS INTERNATIONAL GROUP INCLUDE LOGO SOLUTIONS FOR INNOVATORS www.lotteryeverywhere.com

In the future, lottery operations will be omni-channel and customers will do business with your lottery in the way they choose to do it. Sports betting and new multi-player games may well be at the forefront of a new way of playing the lottery on mobile phones, in social environments, on-line, or even at gatherings in their very homes. Players' devices will be interactive with television and computer screens. The tradi-

tional way of playing the lottery will also exist at retail but the delivery of products will look nothing like it does today. We are at the very beginning of the transition from a world of atoms and physical delivery into the world of electrons and a digital delivery. This process will go on for many years, but the first step is the integration of your Central Gaming System (CGS) directly into the retailer's ePOS. Not only will this improve the operational efficiency of the retailer by reducing labor and shrink, but it will allow for a seamless delivery to the player in the channel they choose.

Our fully managed service offering includes:

- Lottery In-Lane, Self-Checkout, and Self-Serve
- Instant ticket sales and validation through our gateway

- Ticket by ticket delivery of instants where supported by your CGS
- Sports Betting where supported by your CGS
- Online delivery through e-commerce and mobile (where allowed by State law)
- Abacus games portfolio, including Bill Paid™
- Retailer loyalty solutions, follow-on promotions & second chance draws
- Dedicated management portal: control and monitoring of all services and reporting

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CARMANAH SIGNS, A DIVISION OF STRATACACHE www.CarmanahSigns.com

Carmanah's retail marketing technologies and data insights help **transform the player journey, deepen player insights, boost brand equity, and increase sales.**

Carmanah Signs develops and delivers **digital sign networks, interactive experiences, retail sensors, and innovative jackpot signs** to the Lottery & Gaming Industry. Our **software platform** enables users to manage digital content and interactive experiences (including lottery, gaming, sports betting, monitor games, and more) from **one central interface.**

A leading supplier to the global Lottery Industry for **over 20 years**, Carmanah is the Lottery & Gaming Division of STRATACACHE, the world's largest provider of **intelligent digital media**

and **in-store marketing technology.**

Together, STRATACACHE and Carmanah have over **3 million digital media devices** and **175,000 Wireless Jackpot Signs** at retailers globally, serving **55+ lottery jurisdictions** and **700+ casinos on four continents.** An associate member of five global lottery associations, and an ongoing sponsor and content contributor to numerous Lottery Industry events, Carmanah Signs is the only digital signage provider committed to the industry at this level.

LEADING ACTORS



GROVER GAMING
www.grovergaming.com

Providing Digital Gaming Solutions in Social Environments

Grover Gaming, a leader in digital gaming design, systems and software development for the lottery and charitable gaming industry, is headquartered in Greenville, North Carolina with offices in six states. Grover Gaming specializes in digital gaming solutions in social environments throughout the United States and Canada. Grover Gaming's dedication to customer service, adaptability and a diverse range of products has solidified its position as a leader in the electronic gaming industry.

Grover Gaming's fast paced growth phi-

losophy is focused on developing a strong foundation of humble and passionate people, effective processes, and superior products. That vision continues, thanks to a growing team of dedicated employees and their desire to create innovative and entertaining gaming experiences for an ever-changing industry.

In 2019 and 2020, Grover Gaming was recognized by Inc. Magazine's "Annual Inc. 5000" as one of the fastest growing private companies in America—an exclusive ranking of the nation's fastest-growing private companies. In 2019 Grover Gaming's ranking was 2660 of the 5000 fastest growing companies. In 2020 Grover Gaming's ranking rose to 194 out of the 5000 fastest growing companies. Grover Gaming's games are known throughout the industry for high-resolution graphics and exciting design. These innovative games are created by Grover Gaming's design studios with over 195 talented professionals, including developers, artists, audio designers, programmers, and .net developers.

For more information contact:

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Tim Smith – Vice President tim@grovergaming.com

Scott Henneman – Vice President, Business Development/Govt. Affairs shenneman@grovergaming.com

Kevin Morse – Director of Business Development kevin@grovergaming.com

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INSTANT WIN GAMING (IWG)
www.instantwingaming.com

Instant Win Gaming (IWG) is the leading supplier of digital eInstant games to state, provincial and national lotteries. Today, we supply our award-winning games to over 22 NASPL/WLA-member lotteries. We have been supplying eInstants and supporting services to the lottery industry for more than 15 years, starting with Camelot in the UK, and now supplying our games to lotteries throughout the United States, Canada, Europe, and Australasia.

The IWG studio is regarded as one of the very best in the world with an experienced and knowledgeable team of designers, artists, animators, technical developers and QA professionals. We are integrated with all of the major iLottery platforms including, NeoPollard, Scientific Games, International Game Technology, and Intralot. And, we are expert at delivering games that adhere to the specific requirements of our lottery customers and their players. Our growing list of game mechanics are suited for the widest range of players, from quick play engagement games to extended play games and everything in between.

Above all else, we serve as a trusted strategic partner helping our lottery customers develop, manage and promote successful eInstant roadmaps that grow player bases to their fullest potential, and generate new revenues in support of good causes.

LEADING ACTORS

NEOPOLLARD INTERACTIVE

NEOPOLLARD INTERACTIVE LLC

920 N. Fairview Avenue
Lansing, MI 48912
www.neopollard.com

Doug Pollard, Co-Chief Executive Officer

Moti Malul, Co-Chief Executive Officer

Liz Siver, General Manager

Year of inception: 2014

Contacts:

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Liz Siver, (734) 294-1695, liz.siver@
neopollard.com

Primary products and services:

Born in the digital domain, NeoPollard Interactive LLC (“NPi”) is an award-winning supplier of best-in-class iLottery

solutions to the North American lottery market. NPi offers cutting-edge technology, a full suite of managed services, and the industry’s top performing game content, as part of its innovative and comprehensive approach to partnering for iLottery success.

Technology: NPi’s state-of-the-art iLottery platform, NeoSphere, provides a centralized PAM for managing player information, transaction records and digital wallet accounts. NPi also provides a MUSL certified interactive central gaming system, NeoDraw, and game management platform, NeoPlay.

Managed Services: NPi provides the broadest range of iLottery services in the market, encompassing player experience services and revenue-generating services. NPi’s 24/7 Customer Support Center is an essential player experience service that provides email, chat and phone support for iLottery players. A flagship revenue-generating service, Customer Engagement Marketing (“CEM”), is paramount to a successful iLottery program. CEM serves lottery needs for analysis, player

segmentation, and a full range of player funnel maximization to drive acquisition, conversion and retention strategies.

Game Studio: NPi’s in-house Studio produces the most compelling iLottery content across eInstants, Instant Keno and Instant Lotto game categories to support diversified portfolios geared towards revenue maximization and player retention.

NPi is North America’s proven partner of choice to enable regulated lotteries to design and deploy complex gaming solutions in support of generating incremental revenue for good causes through the online channel. Jointly owned by Pollard Banknote Limited and NeoGames S.a.r.L.—both globally recognized industry leaders—NPi powers the most profitable iLottery programs.

CAST MEMBERS

ALCHEMY³ SMART GAMING SOLUTIONS

ALCHEMY³, LLC

860 Warsaw Rd. Suite 200
Roswell, GA 30075
Phone (770) 442-6993
Fax (678) 389-8514
www.alchemy3.com

Paul Guziel, Chief Executive Officer
Jeffrey Schweig, President

Year of inception: 2007

Contact: Jeffrey Schweig, (770)
442-6993, js@alchemy3.com

Primary products and services:

- Instant and draw game promotional executions
- Strategic business and marketing planning
- Integrated marketing programs
- National campaigns
- Premium branded games
- Digital Solutions
- Loyalty programs
- Second Chance Drawing Services

Founded in Alpharetta, Ga., in 2007 by lottery industry veterans, Alchemy³ has quickly become a leader in lottery strategic planning. The company creates “smart gaming solutions” that

oftentimes merge licensed consumer brands and lottery games. Alchemy³ represents a select group of brands including The Home Depot, StubHub, Royal Caribbean International, Honda, MGM International Resorts and Bass Pro Shops to name a few. We have achieved our market position by putting clients’ needs first – providing them with “boutique” type attention. We execute programs with the highest level of integrity, honesty and thoughtfulness.

Lottery customers: Alchemy³ provides marketing services to all North American state and provincial lotteries.

JOIN US ON OCTOBER 14, 15, AND 16 FOR LOTTERY EXPO: TRANSFORMED *AND* POST-COVID19 LOTTERY: THE MOVIE

Check in at PublicGaming.com for updates!

Wednesday October 14 at 10:00 am CST

The Movie will open with a prelude to set the tone and provide context and purpose and present the theme: How are we preparing for the most profoundly disruptive period of change in 75 years?

Session I

The Big Picture: Sometimes things don't happen for decades, and sometimes decades happen in weeks. The world is changing at warp-speed.

Presentation: **Impact of Covid on the Global Lottery Industry:**

Jay Gendron, Chief Operating Officer Lottery, IGT

Roundtable Leader: **Gordon Medenica**, Director, Maryland Lottery and Gaming, and Lead Director of Mega Millions

Panelists:

Mike Veverka, Founder & Chief Executive Officer, JUMBO Interactive

James Maida, Chief Executive Officer, GLI (Gaming Labs)

Mark Michalko, Executive Director, North Carolina Education Lottery

Ryan Mindell, Lottery Operations Director, Texas Lottery

Doug Pollard, Co-Chief Executive Officer, Pollard Banknote

Session II

SWOT: Strengths, Weaknesses, Opportunities, Threats

How can the SWOT method for systematically assessing the lay of the land, and designing action plans to optimize performance and results, be applied to guide us in the post-COVID19 world?

Roundtable Leader: **May Scheve Reardon**, Executive Director, Missouri Lottery Chair of Powerball Group

Gretchen Corbin, President & CEO, Georgia Lottery Corporation

Rebecca Hargrove, President & CEO, Tennessee Education Lottery Corp. and President of the World Lottery Association

World Lottery Association Roundtable

Rebecca Hargrove, President & CEO, Tennessee Lottery, President of the WLA

Lynne Roiter, President & CEO, Loto-Québec, President Inter-

Leading NASPL, the North American Association of State & Provincial Lotteries

Roundtable Discussion Led by **Rebecca Hargrove**, Founder & Chair of WILL, President & CEO of the Tennessee Education Lottery Corp., and President of the World Lottery Association

Angela Wong, Director, Montana Lottery and President of NASPL

Sarah Taylor, Executive Director, Hoosier Lottery, First Vice

Gordon Medenica, Director, Maryland Lottery & Gaming and Lead Director of Mega Millions

Drew Svitko, Executive Director, Pennsylvania Lottery

Bret Toyne, Executive Director, MUSL (Multi-State Lottery Association)

Luca Esposito, Executive Director, World Lottery Association

Luca Esposito, Executive Director, World Lottery Association

President of NASPL

Gretchen Corbin, President & CEO, Georgia Lottery Corp. and Second Vice President of NASPL

Cindy Polzin, Director, Wisconsin Lottery, Treasurer of NASPL

Lynne Roiter, President & CEO, Loto-Québec, President Interprovincial Lotteries

Sharp Award for Good Causes

Awarded to the state lottery that produces the largest YoY percentage increase in net funding transferred to its beneficiary.

Lottery Industry Hall of Fame Ceremony

Celebrating the induction of six newly elected Hall of Fame members:

Scott Gunn, Senior Vice President, Corporate Public Affairs, IGT

Patrick McHugh, Executive Vice President, Lottery Group Chief Executive, Scientific Games Corp.

Gordon Medenica, Director, Maryland Lottery and Gaming

John Pollard, Co-Chief Executive Officer Pollard Banknote

Nigel Railton, Chief Executive Officer, Camelot UK

Bishop Woosley, Lottery Industry Consultant and former Director, Arkansas Lottery Commission

October 15 Thursday 10:00 am CST

Session III

Digitization of the in-store shopping and player experience 2021:

Presentation: **Gamifying the Lottery Playing Experience**

Scott Henneman, Vice President, Grover Gaming

Roundtable Leader: **Gary Grief**, Executive Director, Texas Lottery

Michelle Carney, Vice President Global Lottery Marketing, IGT

Maxwell Goldstein, Vice President Sales, Carmanah Signs

Jennifer Westbury, Executive Vice President Sales & Customer Development, Pollard Banknote

TBD, INTRALOT

October 16 Friday 10:00 am CST

Session IV

iLottery: Presentations:

Richard Bateson, Chief Commercial Officer, JUMBO Interactive

U.S. iLottery basics: Jason Lisiecki, Vice President, North America, IWG (Instant Win Gaming)

Liz Siver, General Manager, NeoPollard Interactive

Roundtable Leader: **Gretchen Corbin**, President and Chief Executive Officer, Georgia Lottery Corporation

Richard Bateson, Chief Commercial Officer, JUMBO Interactive

Kevin Hall, Executive Director, Virginia Lottery

Doug Pollard, Co-Chief Executive Officer, Pollard Banknote and Co-CEO of NeoPollard Interactive

Stephanie Weyant, Deputy Executive Director, Marketing & Product Development, Pennsylvania Lottery

Session V

Maximizing the endless potential of Instant Scratch-offs to continue to drive growth for years to come.

Roundtable Leader: **Beth Bresnahan**, Executive Director, DC Lottery

David Barden, Chief Executive Officer, New Mexico Lottery

Mike Purcell, Senior Vice

President of Sales & Marketing, Kentucky Lottery Corp.

Brad Thompson, Vice President Sales & Marketing, Pollard Banknote

TBD from **Scientific Games**

POST-COVID-19 LOTTERY: THE MOVIE

Co-hosted by PGRI and the Tennessee Education Lottery Corporation

A Virtual Event, to premier on October 14 to October 16

Post-COVID-19 Lottery: The Movie

Follow PublicGaming.org (our conference website) or PublicGaming.com (PGRI home-page and news website) for updates on our attempt to create a new kind of experience, digitally transformed to not just enable but enrich and enhance the joy of working and striving together. Join us online for the celebratory Premier of Post-COVID-19 Lottery: The Movie. Let's come together to re-imagine the collaborative process and continue to build a bright future for Lottery and good causes.

We look forward to seeing you online on October 14!

PGRI
LOTTERY EXPO
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JOIN US ON OCTOBER 14-16

- Event Info & Details: www.PublicGaming.org
- News website: www.PublicGaming.com

- View video-recorded presentations: www.PGRItalks.com
- e-mail: Pjason@PublicGaming.com

