

IGT's Top-Performing eInstants Fuel a Rich Pipeline



Top performers all driven by game performance data, analysis, and customer insight. IGT's growing team of game developers create a dazzling spectrum of engaging content for players around the world, ensuring a diverse portfolio of mechanics, many ways to win, and high-impact artwork.

IGT's 2022 eInstants news headlines read, "Red Hot Progressives," "Chart Toppers," "Reimagined Favorite Brands" and "Play it Local." IGT expanded its dedicated eInstants studio with an investment in talented developers who turned up the heat to increase the library with blistering new titles, all driven by game performance data, analysis, and customer insight. Ensuring a diverse portfolio of mechanics, many ways to win, and high-impact artwork, the team created a dazzling spectrum of engaging content for players around the world.

All player segments enjoyed IGT's progressive jackpots, thanks to varied play styles and imaginative themes. In fact, IGT's three progressive titles comprise over 40% of its top 10 total global eInstant sales. Bank Buster Jackpot and a localized version, Georgia Jackpot Bankroll, was IGT's number one game, smashing through the amazing \$50 million sales barrier with ease.

IGT super-charged its tumbler mechanic to enhance game performance and drive sales. IGT's tumbler mechanics make up over 40% of the top 10 global game sales. Prize Potions and Dragon Spawn proved to be chart leaders in 2022, a result of their strong tumbler mechanics, choose-your-adventure bonus round, instant wins, free turns, and entertaining graphics and sound packages.

"Between the fun bonus rounds, special features, and beautiful artwork, these games have it all," said **Chris Costello, Senior Director iLottery eInstant Studio.**

"Talented designers' attention to detail brings our games to life. This impact is also seen in the sales, as Prize Potions is ranked number three for total global sales."

Cleopatra Clusters Jackpot capitalizes upon IGT's ever-popular proprietary brand. The tumbler mechanic matches clusters of Egyptian-themed symbols to win a Cleopatra bonus round or free turns

– augmenting the entertainment value. This relative eInstant newcomer already demonstrates all the signs of becoming a high performer as it consistently achieves \$250,000 in sales per day, making significant contributions to revenues for worthy causes.

The audience shouts "WHEEL-OF-FORTUNE!" during every episode of this iconic TV show, and the chant is part of IGT's entertaining eInstant game, Wheel of Fortune® Prize Burst. Tapping into one of the most successful syndicated programs in history, IGT also incorporated other iconic aspects of the show into its eInstant game to delight fans. Players will feel like they stepped into the game show with familiar icons, sounds, and of course, the wheel prize spin.

"This brand has such a large following. Wheel of Fortune Prize Burst had the second-highest percentage of players at

launch, reaching 75% of players in its first three days,” said Costello.

Localizing games was another winning strategy for IGT, which customized game titles and crafted bespoke content for its customers around the world. IGT renamed Precious 7s to Georgia Gems 7s in the Peach State as part of its strategy to cater to local markets. Precious 7s, a successful scratch ticket, translated well to a Collect Symbol Match instant with a strong gems theme. As seen with previous localized titles, players reacted positively: Georgia Gems 7s ranks in the top five total sales since its launch.

2023 Pipeline Peek

IGT’s 2023 instant program promises to break even more records. With key learnings from the success of enhancing game mechanics and features in 2022, and a pipeline of 50 new games, players can look forward to a bumper year of exciting features and themes like these in 2023:

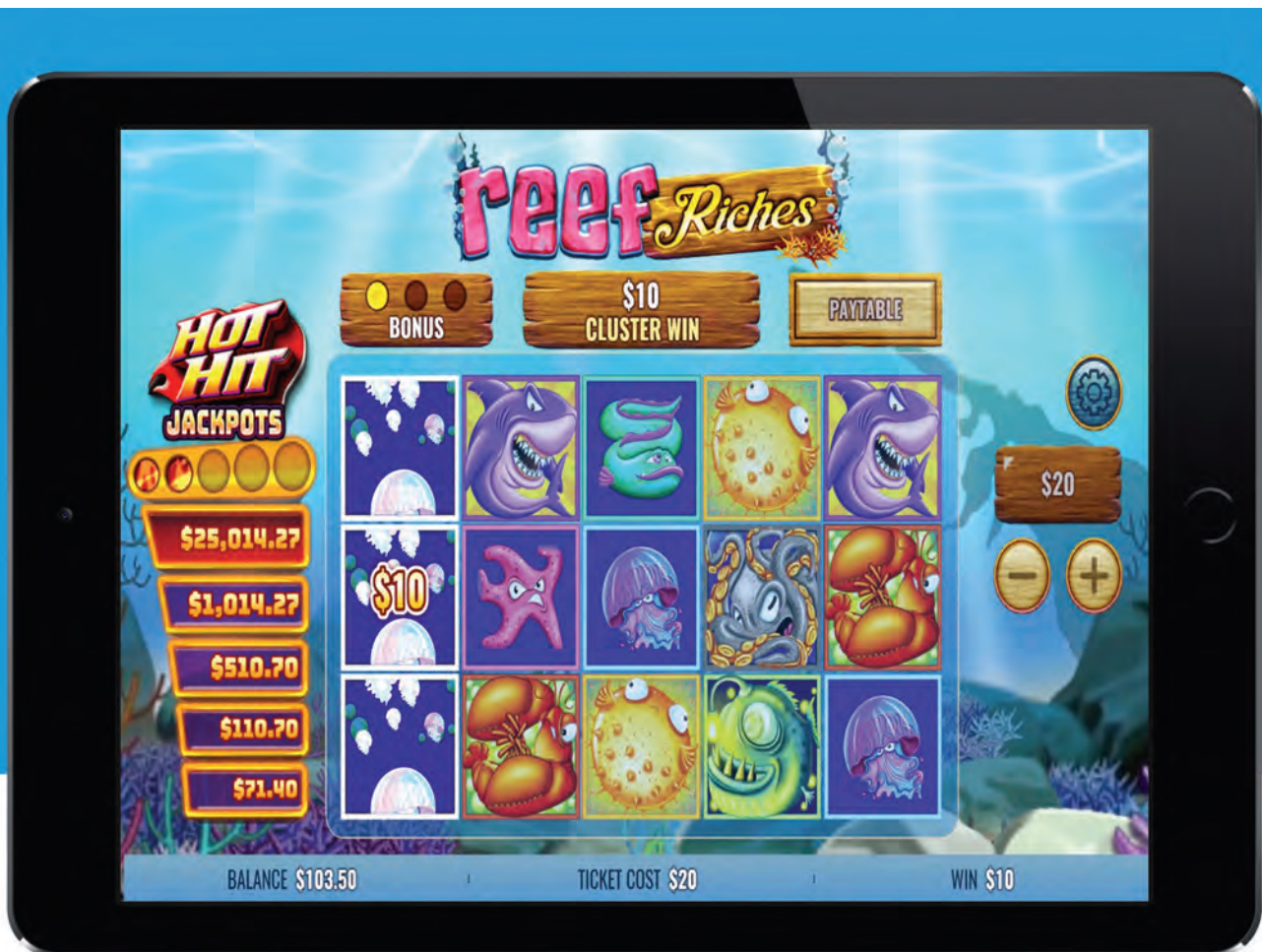
- **Adding a multi-level progressive jackpot feature.** Based on past progressive analytics, IGT added mid-tier wins to its latest progressive, because players like the chance to win smaller amounts more often, along with the jackpot prize. Each prize tier is configurable by the lottery based on the preferences of its player base.
- **Growing the portfolio of IGT’s proprietary brands.** Launching in early 2023: Double Diamond, a modernized version of this brand, and The Wild Life Clusters with jackpot version.
- **Developing new licensed content.** Coming Soon: Ghostbusters™ Prized Possessions packs quite a proton punch. The game’s strong design, entertaining bonus rounds and eye-catching animations are destined to make it a supernatural success.
- **Expanding the endearing EmotiCollect theme** with a fourth title, joining this globally popular family of games.

With a data-driven and thoughtful design development approach, IGT’s growing team of game developers is well equipped to create high-performing new offerings that will appeal to lotteries’ diverse player segments and deliver record-breaking sales and returns to good causes. ■

For more information about IGT eInstants, contact your Account Manager. To play these games and view IGT’s pipeline, request an IGT iLottery Showcase account at IGTiLottery.com

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Reef Riches features a multi-level progressive jackpot feature, allowing players more ways to win.