

# Empowered Partnerships as Unique as Your Lottery

Pollard Banknote has spent more than three decades building strong partnerships with lotteries around the globe, collaborating with them in their efforts to raise money for the good causes they support. This expertise has sharpened, and significant momentum has been built in recent years as the Company has focused its efforts across the three areas that underpin lottery success: Outstanding Games, Retail Excellence, and Digital Innovation.



Outstanding Games.  
Retail Excellence.  
Digital Innovation.

Pollard Banknote understands, however, that one size does not fit all—a lesson most famously taught by none other than the classic fairytale, Cinderella. Pollard Banknote takes the same approach for every lottery by listening, understanding market and regulatory constraints, and ultimately ensuring the solutions provided are the perfect fit for the needs of each jurisdiction.

This philosophy is the basis of Pollard Banknote's Empowered Partnership model; a collaborative methodology that seeks the optimized combination of products, services, and consultation for each unique lottery. The model has revealed its success in many different forms—from launching some of the industry's most novel and successful games, to innovative merchandising products, as well as cutting-edge digital solutions for both players and lottery operations.

This synergistic approach has resulted in many of Pollard Banknote's clients becoming some of the fastest-growing and most successful lotteries in the industry with a wide range of offerings to attract the most diverse player base possible.

## Holistic Approach in Michigan



The long-standing relationship built between the Michigan Lottery and Pollard Banknote is a robust example of an Empowered Partnership. Over the last 25 years, this Empowered Partnership has evolved to encompass all three key dimensions for lottery success including a broad portfolio of outstanding and innovative games, effective retail initiatives, a host of engaging digital games, as well as the most successful iLottery program in the U.S. Combined, these strategies have propelled the Lottery to extraordinary success as the fastest-growing Lottery in the U.S.—rising from 24th in 2011 to sixth in 2021—in instant ticket sales per capita ranking.

The majority of the Lottery's instant tickets are printed by Pollard Banknote, and the company collaborates with the Lottery to strengthen and complement its core games category with well-timed introductions of new price points, novel play concepts, optimal prize structures, and innovative printing methods.

The Michigan Lottery has a keen focus on retail enhancements, introducing revenue-driving merchandising systems such as the Lighted Ticket Menu Boards from Pollard Banknote's Schafer Retail Solutions + portfolio, which, when deployed pre-pandemic, increased sales by 32%, and have since been installed across the state.

The Lottery has leveraged Pollard Banknote's Space Between™ solutions and multichannel strategies for core games like Crossword,

Bingo, and Wild Time™, earning them Best New Instant Game of the Year from NASPL in 2012 for its very first Space Between™ Crossword app, and setting the stage for iLottery.

Almost a decade ago, the Lottery, together with NeoPollard Interactive, Pollard Banknote's joint venture company, launched one of the first and most successful iLottery programs in the United States and set the gold standard for iLottery in North America. The solution features a full suite of interactive instant and draw-based games and a broad range of managed services, which fuel engagement and drive growth, resulting in greater contributions to support education in the state.

## Propelling Growth in Ontario



The Ontario Lottery and Gaming Corporation ("OLG") is recognized as one of the most innovative lotteries in the industry. Pollard

Banknote has worked with the Lottery for three decades to help curate its unique product offerings and sales-driving strategies. Pollard Banknote not only supports OLG in maximizing economic benefits for the people of the province through lottery, but in direct investments, including the operation of a finishing plant in Sault Ste. Marie, and a regional office in Stoney Creek, with almost 170 people employed across the two Ontario locations.

OLG has worked with Pollard Banknote on strategies to increase ticket price points and strengthen core games in their instant ticket portfolio. This includes Crossword games, which have been hugely successful,

comprising 28% of their sales in 2021, with OLG ranking in the top ten for sales per capita in North America for Crossword games.

Digital engagement also plays an important role in OLG's success. Cross-channel games have built on the success of traditional instant tickets. For example, the 2021 Jackpot family of games, the multi-jurisdictional game launched in collaboration with other regions in Canada, featured a unique second chance program and gave players a chance to play a fun slots-style Space Between™ game, with almost 1.7 million tickets entered.

Pollard Banknote is also a proud partner for the Lottery's mobile app which powers its iLottery platform, offering players across the province the ability to conveniently purchase and scan lottery tickets, play their favorite casino games, as well as a host of other features.

Electronic Break Open Ticket dispensers remain an important source of revenue for OLG and we continue to install, operate, and service the related dispensers and systems in market, most recently launching an exciting Provincial Bonus Jackpot progressive game, giving players a chance to win a significantly higher top prize.

## Innovation in Arizona



For almost twenty-five years, Pollard Banknote has partnered with the Arizona Lottery for instant ticket games, including introducing and printing its highly successful Crossword category, which accounted for 22% of instant ticket sales in 2021. In recent years, this partnership has expanded to bring new products to market that meet the evolving needs of the Lottery and its players, as well as drive operational efficiencies.

The Lottery's efforts to enhance and modernize its retail landscape have been supported by Pollard Banknote, such as implementing a variety of products from

the Schafer Retail Solutions + portfolio, including eye-catching signage at fuel stations. The upcoming launch of scanACTIV™—an innovative in-lane solution exclusively from Pollard Banknote—will help expand the Lottery's retail footprint by making instant tickets available to sell in an in-lane retail environment.

Pollard Banknote partnered with the Lottery to help them create opportunities in the digital space. Several years ago, the Lottery transitioned to Pollard Banknote's proprietary gameON™ 2nd Chance platform and mobile app. This enhanced the Players Club by introducing 2nd Chance promotions for its Scratchers category and online draw games, as well as providing a much-improved player communication channel, culminating in the Lottery's Players Club winning a Center for Digital Government Award. In September 2020, the Lottery upgraded its Players Club to Pollard Banknote's proprietary playON®, providing its players with greater choice in terms of rewards and offerings, deeper engagement possibilities, and more robust analytics. Pollard Banknote is currently working with the Lottery to develop a completely unique Loyalty program extension, Lucky Lounge.

Beyond player-facing products and services, Pollard Banknote also manages warehousing and distribution of the Lottery's instant tickets and pull-tab products ensuring the right stock gets to the right retailer at the right time using its proprietary sureTRACK™ lottery management solution from the suite of Pollard Banknote Lottery Optimization Tools.

## A Full Suite of Options for Tabcorp



Tabcorp is another jurisdiction leveraging Pollard Banknote's industry-leading Lottery Optimization Tools and is currently in the process of upgrading to the newest version of sureTRACK™ after using the lottery management software to support the core distribution function of instant tickets across Australia for the past ten years.

The Lottery has worked with Pollard Banknote to integrate solutions across other important operational areas of the lottery business that they strongly believe, when integrated, will elevate service levels and overall operating efficiency. Pollard Banknote's proprietary launchPLAN™ tool, an intuitive game management platform, harnesses the power of data to intelligently create game schedules and drive more efficient multi-jurisdictional game maintenance practices. An optimized retailer ordering platform, retailerHUB™, which will be embedded into an existing retailer communication platform, will also be implemented in the very near future.

Pollard Banknote is the Lottery's primary instant ticket partner and the Company has worked with the Lottery to grow sales through a robust portfolio of innovative games.

## Empowering Lotteries

Pollard Banknote works with lotteries to define and deliver a uniquely crafted set of solutions to suit each of its clients' needs to a tee. These Empowered Partnerships have enabled lotteries to offer the best games the industry, expand their ecosystem to attract and retain both new and existing players and retailers, as well as prepare for lottery modernization both digitally and at retail.

"For us, each one of these Empowered Partnerships with our lottery clients looks different, because each jurisdiction faces unique organizational and regulatory environments and unique market challenges," explained Jennifer Westbury, Executive Vice President, Sales & Customer Development. "We aren't looking to force a preconceived approach onto clients; we are looking to listen and understand how to help lotteries best grow their markets and revenues. This means that each partnership looks different because each client is different, and we embrace that."

Just like a personalized glass slipper, Pollard Banknote works with lotteries around the world to customize products and strategies based on their specific situations and competitive frameworks, to help them raise more money for good causes. Your perfect fit awaits!