

READY SET PLAN



Apply the 50 years of science inside Scientific Games products and solutions to your 2024 product portfolio and drive maximum returns to your lottery's beneficiary programs.



Linked Games

One of the most-watched HBO television series of all time, *GAME OF THRONES* makes its omnichannel debut across instant scratch games, Fast Play terminal games and an iLottery game – and as our newest multi-state *Linked Games* in North America, offering trip winners the ultimate experience to rule the realm.

MONOPOLY

Announcing an all-new iLottery game, *MONOPOLY Property Payout*, featuring the No. 1 licensed brand in the lottery industry, and including a progressive jackpot, all wrapped up in a fun, simulated 3D digital play experience.

Analytics & Insights

Analytics and insights have been at the core of our DNA for five decades. Our data scientists give growth-leading insights to lotteries using consumer research, our patented MAP system (3.5 million+ weeks of sales and 67,000+ games) and *Infuse*, our enterprise business intelligence platform.



GAME OF THRONES and all related characters and elements © & ™ Home Box Office, Inc. The MONOPOLY name and logo, the distinctive design of the game board, the four corner squares, the MR. MONOPOLY name and character, as well as each of the distinctive elements of the board and playing pieces are trademarks of Hasbro for its property trading game and game equipment. © 1935, 2023 Hasbro. All Rights Reserved. Licensed by Hasbro. Healthy Play™, Infuse™, MAP™, NextGen™ Loyalty, and SCIQ® are trademarks of Scientific Games, LLC. © 2023. All rights reserved.



iLottery, CRM & Loyalty

More than 30 lotteries drive performance with our iLottery games, award-winning CRM programs and NextGen Loyalty – our new achievement-based loyalty and rewards solution. Now, SG Studios announces the SG Content Hub and partner program, a unique combination of curated games from lottery-focused studios across the globe.



Scientific Games Enhanced Partnership

SGEP is the industry's premiere partnership and the most advanced instant scratch game category management program available today. It's used by 20+ lotteries, including 10 of the Top 20-performing instant game lotteries worldwide and 8 of the Top 10-performing U.S. instant game lotteries.



HEALTHY PLAY™

HAVE FUN. DO GOOD. PLAY HEALTHY.

Healthy Play

Healthy Play offers a robust set of science-based tools and best practices to help lotteries educate all stakeholders about responsible gaming and healthy play. The Healthy Play Study and toolkit includes guidance and research-backed messaging, mechanisms and practices to increase lottery literacy and measure the impact of these efforts.



SCIQ

Our retail ecosystem revolutionized lottery retail and it's now available for inlane and self-checkout to make buying and selling lottery games easier. SCIQ provides the retailer and lottery visibility into when and what kind of games are sold, increased product security, streamlined accounting, market insights, and intelligent inventory management.



Strategic Product Enhancements

More value in the scratch experience with Strategic Product Enhancements builds loyalty to your lottery's brand. Our exciting inks, finishes, play styles and one-of-a-kind game enhancements sizzle at retail, entertain existing players and attract new players.



Contact your SG rep for more information