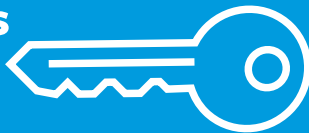


IGT eInstants

Top Game Performers



Key Customer Benefits



- 1.) Lottery customers benefit from IGT's understanding the recipe for eInstant game success
- 2.) Customers have a wide variety of proven, top performing games to select from
- 3.) IGT continuously measures and analyzes game performance in order to improve its eInstant game pipeline and customer portfolio recommendations
- 4.) IGT's Marketing Services team will assist lotteries in planning the right mix of games including bespoke content

By The Numbers

Both Triple Platinum and VIP Gold Grand's total first month sales were in the top three of all game launches

Triple Platinum's average spend per player in the first month performed ~75% better than a typical game

Omnichannel content performs well. Kentucky Lottery's Wild 8s was their second highest and Georgia Lottery's Royal Jumbo Bucks was their highest month one seller

Executive Summary

When planning an instant portfolio, IGT sees best results from keeping content fresh and relevant to engage different player segments. IGT is committed to providing a library of diverse instant games that appeal to a wide variety of players. For example, traditional instant style games are more attractive to core lottery players, offering a traditional scratch-card style play experience, enhanced with additional digital features. Alternative modern play style games appeal to those who enjoy games with non-traditional styles and mechanics that are loaded with digital enhancement and bonus features.

IGT analysts use both historical data and predictive analytics to understand how each of our games performs in any given jurisdiction, looking at sales performance, average spend, player counts, demographic segmentation, and more.

Precious Metals

Based on the successful fast play game, Ruby 7's, IGT's Triple Platinum and VIP Gold Grand are also top performers. These games are powered by a proven mechanic and precious metal theme along with well thought out bonus games. Triple Platinum and VIP Gold Grand tick all the boxes on a checklist of a top performer. Each has different attributes from successful past games married with an innovative design.

Derived from attributes of several successful fast play games, Triple Platinum and VIP Gold Grand are now proven high-performers. Triple Platinum features a three-tiered bonus wheel and VIP Gold Grand includes both a bonus wheel and prize bonus, plus an instant win feature when a player reveals a crown in the base game. These games are exciting to play with high quality graphics, sounds and animations.



In the Triple Platinum instant game, players win prizes by revealing Platinum Bar symbols. Reveal a Double Bar symbol to double the prize and a Triple Bar symbol to triple the prize. When three or more Platinum Ring symbols are revealed, the bonus game is unlocked, giving the players a chance to spin the wheel and win even more glittering prizes.



VIP Gold Grand offers more chances to match numbers and win prizes, as well as Golden Crowns that bring instant rewards and multipliers that enrich winnings! Two opulent bonus rounds are filled with valuable prizes: strike it rich in the Wheel Bonus, where a prize is multiplied up to 10x, or reveal and collect cash prizes beneath the Gold Bars in the Prize Bonus.

The proof is in the KPIs. IGT uses several KPIs to measure the success of a game including total sales in the first several months compared to other game launches. VIP Gold Grand launched in Georgia, Kentucky and Rhode Island in May 2021 and Poland in July 2021. In each case, VIP Gold Grand's first month's sales were in the top three of all time game launches.

For example, Totalizator Sportowy, Poland's national lottery operator, had the same success. Maciej Kasprzak, Director of the Online Gaming Department at Totalizator Sportowy shared "From the day of the premiere, Sztabki (VIP Gold Grand) became the top-selling elnstant game.

The unique player count for this game from the first month of sales to the end of July reached almost 48,000, which is 71% higher than previous popular games. Sztabki's (VIP Gold Grand) first month of sales accounted for over 42% of total sales in the elnstant games category, compared

to the second most successful game which comprised of 14% of total sales."

Kasprzak continues, "In our opinion, the reasons for the great popularity of this game are its quick and easy gameplay, a properly constructed table of winnings and high-quality design. Behavior indicates that the Sztabki (VIP Gold Grand) gamers also like the game Siódemki (Ruby 7s), which only proves the validity of introducing quick and simple games."



Totalizator Sportowy, Poland's national lottery, launched elnstant, VIP Gold Grand, in August with excellent results.

Another KPI IGT measures is average transactions per player - on average, how many times a player presses the “play now” button. Again, the number of transactions can be directly correlated to the player experience. This metric is key to understanding the player experience and engagement with the game; it demonstrates a player’s interest in a game. In Georgia, both Triple Platinum and VIP Gold Grand were in the top five of all time games in their respective launch months.

	Triple Platinum	VIP Gold Grand
Play Style	Fast Play	Fast Play
Game Mechanic	Collect Symbol Match	Key Number Match
Special Feature	Bonus	Bonus
Best for	Seasoned iLottery Players	Seasoned iLottery Players

Committed to Content



IGT partners with each of its customers to ensure its portfolio of games is tailored to meet a lottery’s requirements and is varied and engaging. Based on an analysis of player demographic segments, IGT recommends the right mix of games and will configure price points and RTP to meet lottery requirements and to optimize the player experience. After launch, game performance analysis is ongoing, and results help shape IGT’s and the customer’s pipeline to meet sales objectives.

IGT strongly recommends a lottery include omnichannel content in its portfolio due to past lottery successes. We combine IGT’s vast experience in instant tickets with game performance analysis of over 100 elnstants to uniquely assist customers in growing the sales of omnichannel games. IGT’s game developers translate the essence of a customer’s retail games to a digital format and add unique digital game-play features to give the

customer’s players an omnichannel experience representing popular lottery brands.

For example, IGT created an elnstant game, Wild’8s, modeled after the Kentucky Lottery’s scratch ticket that retail players loved for over 20 years. The popularity carried over to the instant win game, too. Wild 8’s had the second-highest sales month of any game. IGT also developed a game, 5 Card Cash, which is the elnstant version of their draw game. Launched in September 2021, 5 Card Cash is the first U.S. elnstant derived from a draw game.



IGT created an omnichannel elnstant game from Kentucky Lottery Corporations’ draw game, 5 Card Cash.

Another omnichannel twist is creating a retail scratch ticket from an elnstant game. The Rhode Island Lottery launched a retail \$5 scratch ticket, Platinum Multiplier, in August 2021 that mirrors the look and feel of the elnstant game. Providing players with another way to interact with a lottery product and brand is paramount. Omnichannel content is the perfect way to bridge the retail and digital experiences. IGT is committed to designing the most innovative, engaging and high-performing library of games and partnering with customers to reach their goals.



Rhode Island lottery took a different omnichannel approach and created a retail scratch ticket, Platinum Multiplier, from their successful Triple Platinum elnstant.

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