



Retail's Revenue Engine:

A Whole New Look

at **SCiQ**[®]

The Proven Power of an Intelligent Ecosystem

Exclusively from Scientific Games

Proven to Grow Sales.
Designed to Pay for Itself.
SCiQ consistently delivers
measurable impact

12–14%
average sales uplift

40+%
growth in
top-performing
retailers

\$8B+
instant game tickets
processed since launch

The Power of an Intelligent Ecosystem

Lottery retail is under greater pressure than ever. Shrink, labor shortages, inflation, evolving player expectations and increasing competition for gaming and entertainment are tightening margins and exposing inefficiencies.

Modernizing the lottery category is essential to remain competitive — yet it is still often viewed as a cost.

A good hard look at data proves the greater cost is unmanaged revenue leakage.

18+
U.S. and international
jurisdictions deployed

Designed for a new era of retail, *SCiQ* is an intelligent ecosystem that modernizes the in-store lottery experience to meet the needs of connected retailers and consumers – delivering smarter instant game operations and better visibility through dynamic digital menu boards. And ultimately, an easier path to purchase.

SCiQ was built to serve as the infrastructure for modern lottery retail, connecting inventory, merchandising, analytics and accountability in real time.

What began as a more intelligent way to dispense and track instant game tickets has evolved into a retail ecosystem that protects revenue, improves execution and generates measurable growth.

In many *SCiQ* deployments, incremental revenue offsets implementation costs early – shifting modernization from an expense to a self-funding growth strategy and reinforcing *SCiQ* as a strategic investment.



Real Retailer Results Across Four Individual Lottery Deployments:

LOTTERY

A 34%
Reduction in Out-of-Stocks

» Immediate Recovery of Lost Sales

LOTTERY

C 75%
of Market Basket Purchases Were Incremental

» New Game Introduced after Identifying an Extended Play Portfolio Gap

LOTTERY

B +20%
Sales Growth

» Increased Confidence to Carry High Price Point Games

LOTTERY

D 23%
Average Sales Growth at Major Grocery Chain

(18% Net Lift Driven by Visibility, Availability and Engagement)

» Lottery is now deploying *SCiQ* at 50% of its retailers

Turning Retail Risk into Measurable Return

Every lottery faces hidden revenue drag:

- ⚠️ Out-of-stocks that suppress spur-of-the-moment purchases
- ⚠️ Shrink that erodes retailer confidence
- ⚠️ Delayed new game activation that reduces launch impact
- ⚠️ Merchandising that limits visibility

SCiQ replaces reactive retail management with real-time control, driving measurable revenue recovery through better visibility and execution.

In some cases, the impact is even more critical.

One lottery's largest retailer experienced 521 scratch game theft incidents in a single year and considered exiting the category – putting 28% of the state's lottery sales at risk.

After deploying SCiQ in those stores, theft was virtually eliminated.

Revenue wasn't just protected – retailer confidence was restored and expanded.



Elevating the Retail Experience

Player expectations continue to rise, particularly as higher price-point games expand.

Secure intelligent bins, dynamic menu boards and real-time inventory accuracy create a cleaner, more transparent purchase experience that builds trust and stimulates impulse play.

Retailers gain efficiency. Players enjoy a more modern lottery experience. Lotteries benefit from measurable growth.

A Connected Infrastructure for Sustainable Growth

At its core, *SCiQ* integrates secure smart bins, a system-agnostic controller and dynamic digital merchandising — all fueled by real-time, ticket-level data that enables:

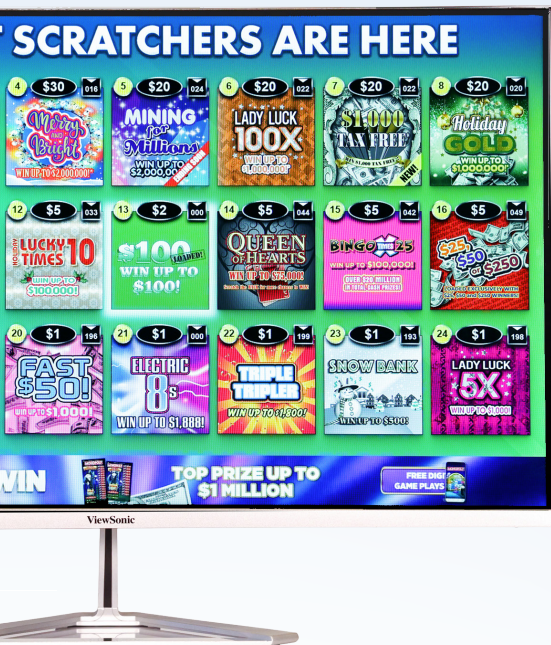
- Shrink elimination
- Automated, one-step reporting
- Proactive inventory management
- Optimized high price-point execution
- Stronger retailer accountability
- Data-informed portfolio strategy

In an environment where retail precision directly impacts revenue, modernization is no longer a discretionary upgrade — it is revenue infrastructure.

Proven. Scalable. Self-Funding.

Developed by lottery retail technologists using more than 20 years of insight and continuous innovation, *SCiQ* delivers measurable return.

- Protecting revenue
- Recovering lost sales
- Improving execution
- Strengthening retailer partnerships
- Enabling smarter portfolio decisions





The question is no longer whether lotteries can afford connected retail.

It's whether they can afford the revenue missed without it.

Interested in more information about SCiQ?

Contact your Scientific Games rep or email: info@scientificgames.com

