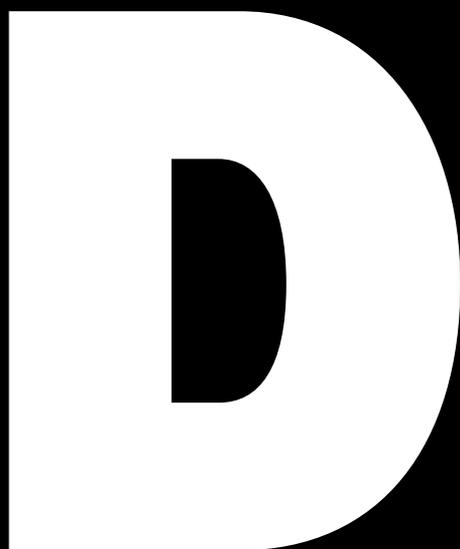


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GAME

Scientific Games: A Sneak Peek at Sparkling Seasons Ahead

The North American State & Provincial Lotteries (NASPL) annual conference is always an experience. From the glowing new lottery retail technology, to the powerful analytics that inform high-performing portfolios, to instant game innovations, the energy on the exhibit floor is at full tilt.

One of the innovations that shined brightest this year was Sparkle® Select, a new product line from Scientific Games offering up to 75 different combinations of color and holographic patterns for instant games. The inspiration was Sparkle games, which have surpassed \$1.5 billion in retail sales since launching in 2016.

The product development team behind Sparkle Select was inundated with interest from lottery product managers spinning the wheel in its NASPL exhibit to come up with their favorite combos of colors and holographics.

“The best part of our job as an instant games partner is innovating new game options for our customers. So we developed up to 75 different options for lotteries to experiment with using Sparkle

Select,” says Jeff Martineck, VP Instant Product Development for Scientific Games. “Now it’s their opportunity to get creative. You can bet we will be seeing many of the Sparkle Select wheel spins at NASPL 2019 in holiday and special occasion games to come.”

Lottery product managers at NASPL did not disappoint. Some of the favorites from their Sparkle Select combinations of colors and holographics included:

- ❑ Black + Cross Light pattern—a twist on black game designs
- ❑ Red + Rounds pattern—a real pop for new Pop Art game designs
- ❑ Gold + Iris pattern—simulates the cobra skin on a new Snake Eyes game design
- ❑ Green + new Jungle pattern—adds value to money-themed game designs

Other favorites were on-trend Rose Gold™, color patterns like Aqua and Copper, and new holographic patterns that can make instant games appear to have velvet, water drops or smoke in the design.

But Sparkle Select games are not just about appearance, they perform. The

very first game was produced for the New Hampshire Lottery, Sparkle Select \$500,000 Fortune launched in August 2019 and would become the Lottery’s best-selling \$10 game in 2018-19, indexing 30% better than other \$10 games.

“Sparkle Select adds a very unique quality to a game, it elevates the lottery’s brand and conveys a luxury scratch game experience,” shares Martineck. “We work our customers’ game portfolios to help them drive sales for specific consumer segments with specialty games like this, which can really capture attention at retail, particularly during the holidays.”

Scientific Games’ 2020 Holiday Game Catalogue will feature more than 20 Sparkle designs including games featuring the new Sparkle Select.

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Scientific Games and Nederlandse Loterij Expand Partnership

Scientific Games and Nederlandse Loterij expanded their partnership to bring the Dutch Lottery’s players a full digital sports betting solution.

The expanded sports partnership will advance sports offering with the launch of OpenSports, Scientific Games’ end-to-end sports betting solution.

OpenSports will be accessible to Dutch bettors across mobile and desktop. Building upon the foundation of the OpenSports technology platform, Nederlandse Loterij will receive the firm’s OpenTrade managed trading services for non-Dutch sports.

The largest gaming company in the Netherlands, Nederlandse Loterij was created in 2016 via the merger of De Lotto and the Dutch State Lottery under the control of the Dutch Ministry of Finance and proceeds are dedicated to the benefit of sports and local charitable institutions.

Scientific Games currently

provides Nederlandse Loterij with the OpenPlatform player account technology, as well as lottery instant games.

Sam Deporteere, Business Director Sportsbook for Nederlandse Loterij, said, “We’re excited to offer our players a seamlessly connected online sportsbook that keeps quality and stability top-of-mind. Expanding our partnership with Scientific Games will help us gain new players and keep our existing bettors engaged.”

Currently, Scientific Games serves more than 30 lotteries with sports betting solutions in the U.S., Canada, Europe and Asia, most recently launching sports betting in Turkey, one of the world’s largest sports markets.

Keith O’Loughlin, SVP Sportsbook and Platforms, Digital for Scientific Games, said, “Our OpenSports solution is a natural fit for Nederlandse Loterij. We recognize the importance of transitioning from a sports technology provider to

a full-service, end-to-end sportsbook partner. Teams across Scientific Games have re-engineered the full product suite by putting the player at the heart of our decision making. Sports betting is currently positioned at the core of global growth for the lottery and gaming industry, and we’ll be providing NLO advanced innovation to fuel their ongoing success in the Netherlands.”

OpenSports provides customers with one of the world’s most robust betting engines via OpenBet™; the player account technology OpenPlatform; risk and trading through OpenTrade; turnkey front-ends through OpenEngage; and marketing services through the Company’s dedicated OpenAccelerate product.

Scientific Games provides game entertainment, technology and solutions to 150 lotteries in 50 countries worldwide.