

PGRI PUBLIC GAMING

JANUARY/FEBRUARY 2026

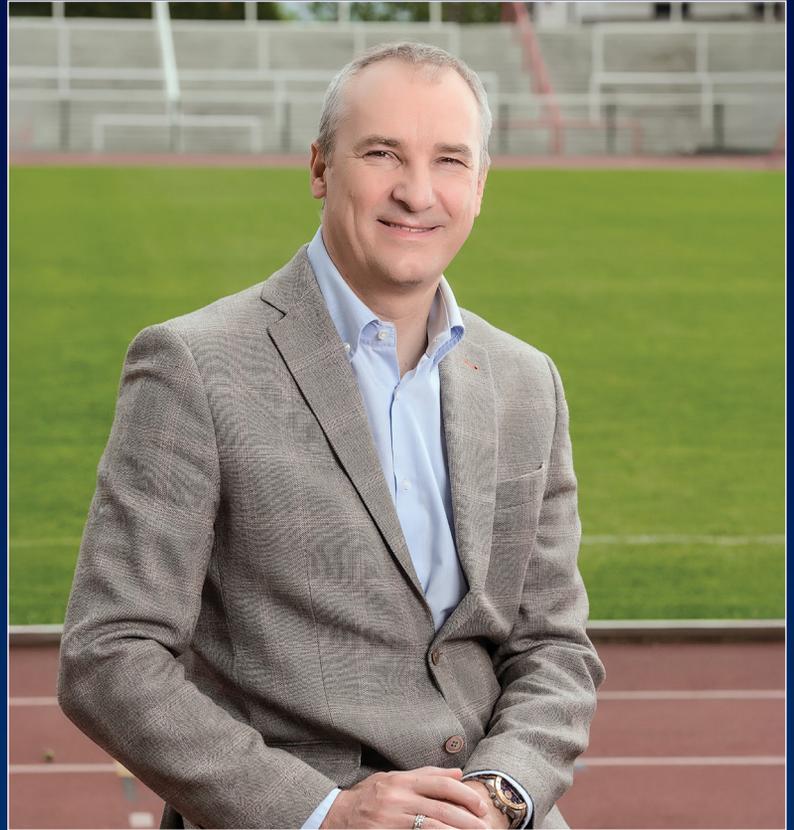
I N T E R N A T I O N A L

www.PublicGaming.com

How Allwyn Is Building a Global Gaming Entertainment Company

Robert Chvátal

Chief Executive Officer, Allwyn



Also Featuring ...



Piet Van Baeveghem,
Secretary General, EL



David Gale,
Executive Director,
NASPL



Matthew Lynch,
President of Digital,
Scientific Games



Matt Strawn,
CEO, Iowa Lottery



**Tina Wolf, VP of
Business Development,
Aristocrat Interactive**

BIG LESSONS FROM A SMALLER LOTTERY MARKET: LITHUANIA'S GROWTH STORY

Through a decade-long partnership with Scientific Games, Olifėja transformed instant scratchcard games from an underperformer into a reliable growth engine.

For years, Lithuania's lottery market struggled to unlock the potential of instant scratchcard games. Today, it's a very different story: scratchcard sales are up 12% year-to-date in 2025 compared to 2024 and these games have become the backbone of growth for Olifėja, the country's largest and oldest lottery. The turnaround, more than a decade in the making, offers valuable lessons for lotteries worldwide.

From Modest Beginnings to Missed Potential

Founded in 1992, Olifėja is Lithuania's longest-running lottery operator, offering instant games and major draw-based games such as Teleloto, Vikingloto, Eurojackpot, Kenoloto and Jėga.

But until 2010, the instant product category was a persistent underperformer. The games were supplied by a local printer with limited lottery expertise, and little effort was made to optimize the portfolio. As a result, sales lagged, and the scratchcards failed to fulfill their potential.

A Turning Point: Partnership with Scientific Games

The tide began to turn in 2011, when Olifėja entered a retail point-of-sale partnership with Scientific Games. Together, their teams applied research-based portfolio management and global best practices to the Lithuanian market.

New price points were introduced, Olifėja's instant game portfolio was expanded, and product innovation was guided by consumer research. In 2022, a major optimization initiative further refined the portfolio based on detailed player insights.

It wasn't all smooth sailing. The 2015 transition from the Lithuanian litas to the euro presented operational hurdles, while the global COVID-19 pandemic disrupted the market in ways no one could have anticipated. Yet the strategy proved resilient, ensuring steady growth through uncertain times.

Innovation Driven by Product Changes

A significant part of Olifėja's success has been driven by its innovative approaches, such as selling instant games directly through retail checkout counters. The process is as simple as purchasing milk or bread: while the cashier scans their groceries, customers can choose their preferred game from a display stand at the counter.

Working with Scientific Games to improve product quality, Olifėja has expanded the range of games available at partner checkouts from 10 to 25 different options. Yet innovation did not stop there. In 2024, the company introduced a unique solution whereby instant game tickets are activated only upon payment at the register. This enhancement has made both selling and purchasing the games even more secure, boosted sales by nearly 10%, and earned strong approval from retail partners. Importantly, it also unlocked the ability to sell instant games through self-checkout terminals.

Results: A Decade of Sustainable Growth

"Our 15-year cooperation with Scientific Games has been marked by trust, reliability and strong results. Thanks to our close collaboration, they have played a key role in delivering innovative and high-quality products which offer entertainment and value to our players in Lithuania," said Antanas Muraška, CEO of Olifėja.

The results speak for themselves. Since 2011, the instant category has experienced continuous growth, transforming from the lottery's weakest link to its most important growth engine.





The trend shows no sign of slowing. Olifėja's momentum is especially impressive in a smaller European market where scale is often a limiting factor.

"From the first engagement, our longtime partnership with the Olifėja team has been based on mutual trust to drive change and grow the business," said Chris Allen, Senior VP of International Strategy for Scientific Games.

"Instant games went from an afterthought to the backbone of growth."

Lessons for the Industry

Lithuania's story underscores some important lessons for lotteries of all sizes:

- **Instant games are a proven growth engine.** When supported by research, disciplined portfolio management and innovation, instant games can consistently deliver sales growth.
- **Small markets can achieve big results.** Lithuania proves that market size doesn't dictate performance; strategy and execution do.
- **Resilience matters.** The ability to adapt to challenges – from a national currency changeover to global market disruptions – was critical to sustaining growth.
- **Smart tech improves security and sales.** Activating instant game tickets only upon payment enhanced safety, won partner support, and delivered nearly 10% sales growth in 2024.

For other lotteries, the takeaway is clear: growth is possible with the right mix of research, innovation and partnership.

"Not only has our work together proven to be an excellent demonstration of Scientific Games' best practices for managing the instant game portfolio, but it has also resulted in increased revenues for Lithuania athletic federations for athlete training and Olympic preparation, as well as strong friendships across our teams that will carry on for years to come," shared Allen.

Looking Ahead

Olifėja shows no signs of slowing down. With strong momentum in 2025, the company is well-positioned to build on its foundation of research-driven innovation. Future opportunities could include deeper integration of digital channels and more personalized player engagement.

And 2026 will mark an important milestone: the 15th anniversary of Olifėja's partnership with Scientific Games. It's a reminder that long-term collaboration, built on trust and a shared commitment to innovation, can deliver not just results in the moment, but sustainable growth over time.

"The future development of our partnership offers even greater opportunity for the introduction of even more engaging scratch game products and features," said Muraška.

As the Lithuanian lottery continues its journey, it stands as a blueprint for success. For the industry, the message is simple: when data, innovation, and resilience align, even smaller markets can deliver world-class results.

Major Milestone: 15 Years of Partnership

In 2026, Olifėja and Scientific Games will celebrate 15 years of collaboration.

- **2011:** Partnership begins with a focus on transforming instant games.
- **2015:** Navigated Lithuania's transition to the euro.
- **2020:** Sustained growth through global pandemic disruptions.
- **2022:** Major portfolio optimization based on consumer research.
- **2025:** Achieved 12% year-to-date sales growth.
- **2026:** 15 years of partnership – and counting.

The milestone underscores how long-term, research-driven collaboration can fuel sustainable growth in any market.

