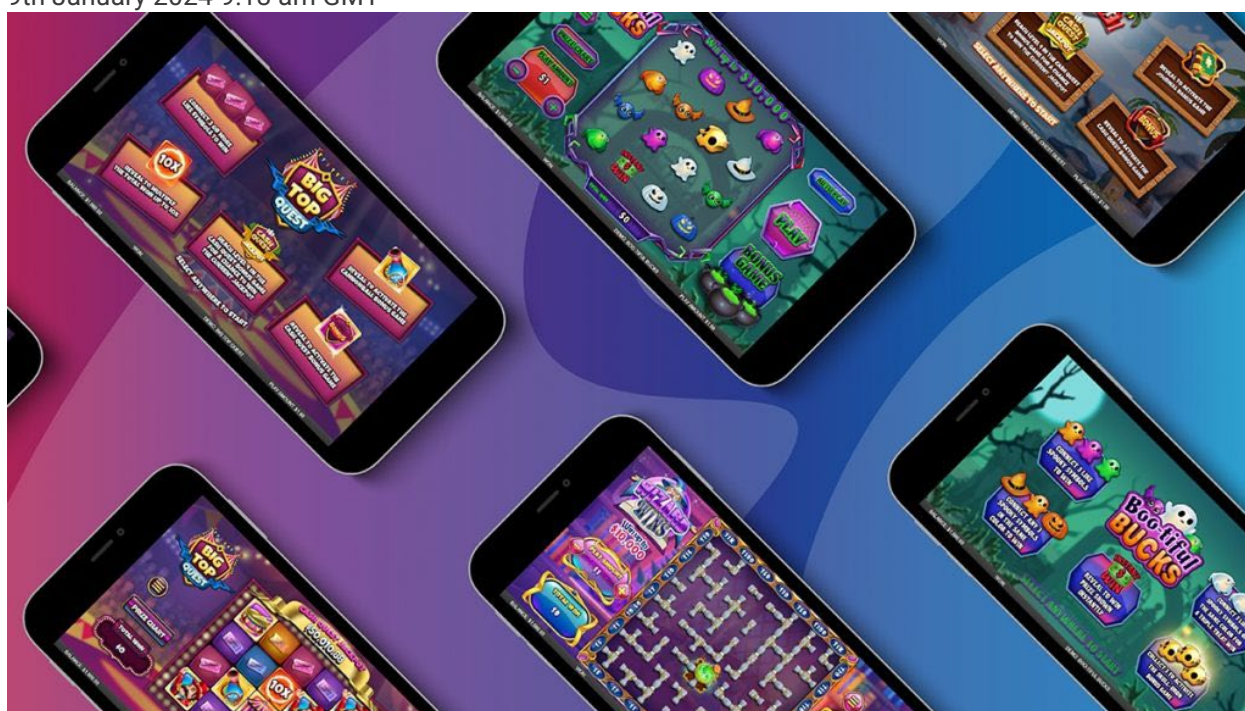# SG CONTENT HUB AND PARTNER PROGRAM OFFER ONE-STOP ACCESS TO TOP ILOTTERY GAMES

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iLottery games are a fast-growing entertainment segment in today's digitally driven world as they help drive revenue for lotteries and the good causes they support.

But building and managing a high-performance iLottery portfolio that keeps players entertained can prove challenging for lotteries.

To support lotteries' access to the highest quality eInstant game content, Scientific Games recently debuted the SG Content Hub and Partner Program, a unique content distribution platform offering lottery-focused content from some of the very best game studios across the globe and managed through a collaborative Partner Program.

In addition to improved access to iLottery games and distribution, lotteries benefit from streamlined operations and billing, simplified tech integrations, and enhanced data and

analytics, all designed to improve iLottery portfolio management and future game development.

"This is ground-breaking for the lottery industry, there is nothing like it. We're giving lotteries access to iLottery games from SG Studios, our own premier game studio, as well as curated, best-in-class games from highly respected, well-known studios and boutique studios around the world that they previously may not had access to," says Steve Hickson, vice president of digital games for Scientific Games, a future forward innovator who has worked in the digital game industry for more than 20 years.

Hickson said an ambitious roadmap will see the company add iLottery games from a total of 20 partner studios, accessible through the SG Content Hub, by the end of 2024. Five partner studios have already been selected.

"Our focus is on providing high-performing lottery games with unique mechanics and incredible art and design. Lotteries get access to a huge volume of game content delivered via one simple integration," he shares. "Our industry experience means we are able to hand-pick, best-of-breed studios to deliver a wide range of lottery content, no matter now big or small the studio is."

The new SG Content Hub streamlines the entire digital content management process, it gives one-stop, frictionless access to a multitude of game studios integrating seamlessly with a lottery's existing gaming systems and iLottery technology.

The SG Content Hub and Partner Program not only improves access to lottery-focused games and distribution, but it also provides scalable features that work with partner games as well as SG Studios games, including progressive, linked and multi-jurisdictional jackpots.

Along with the rich SG Content Hub feature set, game studios joining the Partner Program will also have the potential to access select licensed properties from Scientific Games' portfolio of 100+ licensed brands like MONOPOLY and THE GAME OF LIFE to develop new iLottery game experiences.
This simplifies planning for omni-channel licensed game launches across retail and digital, including instant scratch games, Fast Play terminal-generated games, and eInstant games.

"Scientific Games has long been known for setting the global standard for the highest quality lottery games and content delivery that meets and often exceeds responsible gaming standards. We bring five decades of lottery portfolio management experience and player insights, allowing us to assist lotteries in curating digital game programs that perform to the max," says Hickson.

Game studios interested in learning more about the SG Content Hub and Partner Program may contact Lottery.Communications@scientificgames.com

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