

SPOTLIGHT:

Leaders of the Government-Gaming Industry

It's the collaboration between operators and their commercial partners which makes this industry work. It's that relationship that drives innovation and progress. PGRI endeavors to support and nurture that relationship, confident that

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INTERNATIONAL GAME TECHNOLOGY PLC (IGT)

www.IGT.com



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IGT is the global leader in lottery and gaming. We enable players to experience their favorite games across all channels and regulated segments, from lotteries and gaming machines to interactive and social gaming. Leveraging a wealth of premium content, substantial investment in innovation, in-depth customer intelligence, operational expertise and leading-edge technology, our gaming solutions anticipate the demands of consumers wherever they decide to play. We have a well-established local presence and relationships with governments and regulators in more than 100 countries around the world, and create value by adhering to the highest standards of service, integrity and responsibility. IGT has more than 12,000 employees and \$5 billion in revenues. The Company is listed on the New York Stock Exchange under the ticker symbol IGT.

Lottery—designs, assembles, installs, operates and maintains draw-based lottery systems, lottery terminals and communications networks for governments and licensed operators worldwide. IGT is the industry's leading private lottery manager, with the most extensive and proven operator capabilities. The Company operates one of the world's largest lotteries in Italy, and manages other operator contracts in the United States and Latin America/Caribbean. Additionally, IGT provides printed products and related services, self-service lottery product vending machines, game design/content, marketing services/best practices, field service for retailers, responsible gaming and promotional and interactive lottery capabilities.

Gaming—designs, manufactures, and distributes top-performing games, slot machines, central systems, video lottery terminals (VLTs) and associated software to gaming markets around the world. IGT offers a complete range of end-to-end gaming products for diverse gaming segments, including distributed government-sponsored markets, commercial casino markets and Amusement With Prize (AWP) markets.

Interactive—offers comprehensive solutions for the interactive market, providing a full suite of award-winning products and services for Internet gaming/social gaming. IGT designs, manufactures and distributes Internet poker, bingo, table games, slots and gaming management systems (GMSs). Additionally, IGT provides player services including marketing, portal, player acquisition, CRM, VIP, player support, payment solutions, fraud and collusion prevention, responsible gaming, game management, migration, and trading services.

Betting—offers solutions for the development of real-time operations and computerized systems for the sports betting market. IGT offers trading services, fully managed partnerships or "software only" technical solutions, to create a complete one-stop solution or to integrate new functionality to existing operations. IGT provides secure retail betting solutions, point-of-sale display systems, call center facilities, Internet betting technology, and fixed odds or pool betting options. ■

together we can all build successful businesses that meet the needs of our stakeholders and customers. The leaders of the commercial community play a vital role in our industry and we are thankful for their invaluable contributions to the exchange of ideas that happens at PGRI conferences, and all industry events and conferences. Their products and services are the result of a tremendous investment in R & D, and their insights and capabilities are informed by a deep experience in all aspects of the lottery business. Following is their story. Please also visit the conference website (www.PGRItalks.com) to see their presentations from PGRI conferences.

DIAMOND GAME DiamondGame

AN INNOVA COMPANY

www.diamondgame.com

Diamond Game designs, produces, and services games, gaming systems, and tickets for various North American Lotteries and alternative gaming markets.

Diamond Game's mission is to provide innovative solutions to lotteries seeking retailer and revenue growth. To deliver on that mission, the patented LT-3 suite of ITVMs was created with lottery needs at the forefront. The LT-3 allows lotteries to expand their retailer base into less traditional and age-regulated social establishments, such as bars, taverns, bingo halls, and social clubs.

The LT-3 is a ticket dispenser that dispenses pre-printed instant tickets on each play and displays the result on a video monitor in an entertaining manner. The footprint of the machine is significantly smaller than a standard dispenser, thus allowing one or more to fit easily in even the smallest of venues. Additional features include secure ticket validation and fraud prevention, and a sophisticated accounting and sales tracking system. The LT-3 is customizable and can be deployed in a variety of configurations based on unique lottery needs, helping generate significant new instant ticket revenue. The LT-3 is currently deployed in 5 North American lottery jurisdictions.

Diamond Game was established in 1994 and as of May 2015, Diamond Game is proud to be a subsidiary of INNOVA Gaming Group: www.innovagaminggroup.com.

INNOVA Gaming Group Inc. ("INNOVA") develops and grows companies that provide unique games and products to the global gaming industry, with particular focus on state and provincial lotteries. The INNOVA management team collectively has over 65 years of experience in the gaming industry, bringing in-depth knowledge of the industry, long-standing relationships with lottery directors, and a track record of significant acquisitions. INNOVA is a public company trading on the TSX under symbol IGG.

Diamond Game is a proud Associate Member of the WLA and NASPL. ■

Linq3

www.Linq3.com



Linq3's secure payments platform transforms existing unmanned POS devices into highly interactive access points for sale of lottery products. By leveraging existing hardware, securing transactional data and communications, lotteries have a unique opportunity to think outside the traditional sales terminals. The Linq3 solution works in partnership with existing lottery networks, allowing lotteries to efficiently reach a greater market, intersecting and interacting with players in a new way. In collaboration with state lotteries, their operators, and the nation's leading fuel pump and payment kiosk manufacturers, ATM providers, and the payment card industry, Linq3 has developed the secure protocol for lottery transactions on fuel pumps, ATM's, taxis and other innovative unmanned points of sale. Linq3 enables lotteries to achieve sales growth at a low cost through new sales channels that reaches new players and occasional players. The Linq3 solution promotes a new level of interactivity for the player and lottery. A dedicated web interface, 24/7 call center support, auto redemption of low tier prizes, and detailed state reporting and security compliance and responsible play features are just some of the benefits to the Linq3 platform. Optimized performance is achieved through state of the art processing and data security. It's secure, it's scalable, and it's ready to change the distributional landscape for lottery products.

Linq3 recognizes that security and integrity is of utmost importance to lotteries. Linq3 utilizes a state of the art multi-tiered security protocol that ensures transaction data is not compromised. Included in the system is a check and balance that employs internal and external (third party) redundancy and verification.

Linq3's technology consists of three fundamental features security, reliability and availability, and performance and scalability. Linq3's data centers are housed in SSAE 16/SOC 1-compliant facilities, which provide a high level of physical security, including onsite guards, multiple forms of verification for access, and visual monitoring. All data center equipment is secured within locked cabinets under recorded video surveillance. Connectivity is provided over multiple carriers to ensure availability if one carrier should have an outage. The primary requirement for processing credit and debit transactions is PCI compliance. Linq3's PCI DSS (Payment Card Industry Data Security Standard) Tier 1 Status is the highest level attainable in the Payment Industry. Linq3 combines the key goals of the PCI Data Security Standard and its own internal standards to establishing physical security, network security, and system software security ensuring end-to-end integrity of lottery transactions. ■

INTRALOT

www.Intralot.com



INTRALOT is one of the leading gaming companies worldwide with a presence in 57 regulated jurisdictions around the globe. In the U.S., INTRALOT has 13 contracts that include online systems and services, warehousing and distribution of instant tickets and VLT/COAM monitoring. They have also done the last two new lottery start-ups in the U.S. (Arkansas and Wyoming).

The company offers market-tested solutions and retail operational expertise. They offer an Omni-channel approach to an integrated portfolio of best-in-class gaming systems and product solutions & services that encompass all gaming verticals (Lottery, Betting, Interactive, VLT). Players can enjoy a seamless and personalized experience through exciting games and premium content across multiple delivery channels, both retail and interactive.

INTRALOT contributes decisively to the future developments of the industry. It actively engages the global gaming community being a member of the major lottery and gaming associations such as NASPL (North American Association of State and Provincial Lotteries), WLA (World Lottery Association), EL (European Lotteries and Toto Association), CIBELAE (the Hispanic Association that covers South America and the Iberian Peninsula), APLA (Asia Pacific Lottery Association), GSA (Gaming Standards Association), and a gold member of AGEM (Association of Gaming Equipment Manufacturers).

As member of the UN Global Compact, INTRALOT is a global corporate citizen committed to sustainable development and is an active proponent of the principles of responsible gaming. The World Lottery Association (WLA) has awarded INTRALOT with the prestigious WLA Responsible Gaming Framework Certification for its global lottery operations.

The company maintains the highest security certifications. INTRALOT is the first international vendor in the gaming sector that has been certified according to the World Lottery Association (WLA) Security Control Standard in 2012. In addition, the Company has been certified with the ISO 27001 for its Information Security Management System (ISMS) and maintains the ISO 20000-1 certification on Information Technology Service Management.

OUR MISSION is to supply gaming organizations worldwide with state-of-the-art integrated transaction processing systems, equipment, game content and value added services in a secure and responsible manner.

OUR VISION is to retain our leading position in the gaming industry and consistently offer increased value to our customers, shareholders and employees.

OUR VALUES include a commitment to customer satisfaction and continuous improvement and growth while achieving excellence across the entire range of our business activities. ■

THANK YOU

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ABACUS SOLUTIONS INTERNATIONAL GROUP

www.lotteryeverywhere.com

Lottery Everywhere

Abacus offers lotteries the opportunity to reach 100% of their potential players in-store with the Abacus In-Lane Solution. Implementation of the Abacus In-Lane Solution means that potential players are exposed to the opportunity to play lottery at every till point as they're checking out their shopping—unlike the current 5% of shoppers playing at a dedicated in-store terminal. Abacus manages the integration of the lottery's existing or new games into the retailers' EPoS systems from start to finish, making it easy and painless to implement. Abacus offers lotteries the opportunity to sell LOTTERY EVERYWHERE™.

ABACUS is unique, employing experts from both the lottery world and the payment processing industry as well as leading software technologists. Our solutions have simplicity at their core, with impressive speed to market and high levels of lottery and payment industry compliant security.

Our solutions, games and technology work in partnership with lottery organisations, their suppliers and the retailers, enabling all parties to benefit from increased sales.

Our fully managed service offering includes:

- Lottery In-Lane, Self-Checkout, and Self-Serve
- E-commerce and Mobile solutions
- Abacus games including Bill Paid
- Retailer loyalty solutions, follow-on promotions & 2nd chance draws

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CARMANAH SIGNS

www.CarmanahSigns.com

STRATACACHE and its gaming division, Carmanah Signs, is the world's leading provider of digital signage network software, hardware, and services. An active member of the global lottery community, Carmanah serves 49 lottery customers on four continents.

STRATACACHE's customers are Fortune 500 retail chains, banks, and quick serve food retailers. Together, STRATACACHE and Carmanah have over 1.4 million connected media players and 120,000 jackpot signs at retailers around the world.

Carmanah provides everything from digital signage software and hardware (media players, screens, tablets, networking equipment, and jackpot signs) to services (content creation, scheduling & distribution, network monitoring, and technical support).

Behind the sleek signage lies ActiVia for Media, the most robust, reliable digital signage software available. Built to handle the most complex digital signage networks at massive scale, ActiVia powers the largest retail networks in the world. It enables distribution of differentiated content to thousands displays, facilitates interactive experiences, and interacts with consumer mobile devices—delivering ROI by engaging the next generation of lottery players.

As an associate member of five global lottery associations, and an ongoing sponsor and content contributor to numerous lottery industry events, Carmanah is the only digital signage provider committed to the lottery industry at this level. ■



EQUILOTTERY

www.EquiLottery.com

The Next Generation of Lottery Draw Games

Are you looking for new draw game options to increase profits going to the good causes your lottery supports? Trying to expand your player base with exciting new games that reach players on their mobile devices and appeal to all ages including the usually elusive millennial generation? Trying to find ways to encourage "stickiness" and positive word-of-mouth marketing?

If you answered yes to any of these questions, then it's time to take a look at EquiLottery, a new live action lottery game based on the excitement of live horse racing. Studies show that EquiLottery allows you to offer a new product category to your players that increases profitability without cannibalizing existing games. This unique offering also attracts new players while creating greater investment from your core players. And by delivering this live racing experience through multiple online platforms, EquiLottery meets people where they are by turning the excitement of a two-minute horse race into a highly relevant daily mobile video experience.

Visit our comprehensive website at www.EquiLottery.com to learn more about how EquiLottery works, take a lap with our mobile app and learn more about our player studies conducted with market research leader Ipsos. For more information or to set up a free in-person consultation, contact Founder and CEO Brad Cummings at (502)644-1454 or brad@equilottery.com. ■



NOVOMATIC LOTTERY SOLUTIONS (NLS)

www.novomaticls.com

NOVOMATIC Lottery Solutions (NLS) is a full solution alternative vendor for international lottery markets. NLS delivers games and services using state-of-the-art technology that allows for easy integration with any 3rd party systems and games. The NLS system supports all sales channels simultaneously, creating a truly omni-channel offering while at the same time increasing lottery revenues and returns to good causes. With ISO 27001 certification, WLA Security Control Standard Certification and numerous lottery audits, NLS solutions guarantee the highest levels of security and reliability. NLS is part of the NOVOMATIC Group, one of the biggest global producers and operators of gaming technologies, with revenues of about \$4bn, more than 24,000 employees and activities in 80 countries. NLS was established in 2014 after the acquisition of Icelandic lottery provider Betware and quickly became a major player in the international lottery business.

Omni Experience solution for lotteries includes:

- Full service retail solutions for lotteries
- Intrinsic player account management—we put players first and center
- Open and flexible gaming platform for retail, online and mobile lottery games
- Portfolio of all classical Lottery games, with full support for instant ticket games
- Comprehensive facilities management service

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POLLARD BANKNOTE LIMITED

www.pollardbanknote.com

For over 30 years, Pollard Banknote has been a full-service instant ticket partner that lotteries trust to provide high quality products and related services. The company serves over 60 clients worldwide, providing value-added strategic marketing and management services for both traditional instant games and the emerging interactive space. Pollard Banknote's success are grounded in its unrivaled ability to form strong partnerships with its customers, focusing on maximizing player engagement, sales and proceeds for good causes.

Pollard Banknote is a proven innovator, having introduced important, revenue-generating product innovations to the lottery industry. The company continues this trend by constantly introducing fresh and innovative print features, as well as a number of exciting Space Between™ products and services that leverage emerging technologies into viable avenues for driving instant ticket revenues at retail, effectively bridging brick-and-mortar products with the Internet.

Pollard Banknote offers sales-driving licensed brands that appeal to existing lottery players and brand-loyal consumers. These licensed brands are supported with integrated marketing programs that maximize success at retail.

Pollard Banknote and NeoGames, a leading global Internet lottery provider, have partnered to form NeoPollard Interactive, a joint venture that offers development, implementation, operation and maintenance of iLottery solutions. ■

Carole Hedinger Interview ... continued from page 37

vestment and future-proofs the Lottery against ill-advised investment.

It sounds like you have engineered a very collaborative approach with Northstar New Jersey.

C. Hedinger: We have. We are two separate entities, but we operate as one integrated organization. For one thing, every aspect of execution involves both

the Lottery and Northstar. If Northstar is going to run a promotion, my finance people need to know about it because we have to account for it, reconcile commissions and record other aspects of every initiative that takes place. For another, I insist on a spirit of mutually supportive collaboration. There is no "us" and "them." We clarify objectives and then we work as a team to accomplish our com-

mon goals. Northstar appreciates our deep involvement because it maximizes the likelihood of success. And we appreciate Northstar's commitment to align not just with the big-picture financial targets, but with every aspect of execution to achieve those goals, with our methods of operation and our culture, and our need for accountability on details of implementation as well as outcomes. ■