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Scientific Games Invests in Digital Lottery with NextGen Mobile App

In an era of major disruption, Scientific Games is investing in technology to help lotteries adapt to how consumers shop and how they play lottery games. With 21 mobile apps launched, the U.S. lottery industry's leading app provider recently released its NextGen™ mobile app.

As more and more lotteries begin to sell games online, the NextGen app seamlessly integrates iLottery functionality for eInstant and eDraw games, and offers player account management and online wallet features.

In April, the South Carolina Education Lottery launched Scientific Games' NextGen app, which has been well-received by players, enabling access to the Lottery's Players' Club and much more.

"We continue our focus on connecting retail and digital lottery by bringing mobile lottery experiences to players. Now, we are evolving to our NextGen mobile app, moving from a mobile-first to a user-first experience," said Amy Bergette, VP Digital Content Studio for Scientific Games.

One in four U.S. lotteries are powered by a Scientific Games mobile app. A single mobile application can securely serve every vertical including

second-chance promotions, interactive games, loyalty, rewards and iLottery.

"We've invested in technology platforms, mobile development and customer research to make sure our apps provide highly effective consumer interactions with lottery brands," explains Bergette. "The NextGen app has been thoughtfully designed to achieve high engagement with players through a powerful new user interface.

"Our goal is to deliver a superior user experience. Content is dynamic and based on the player's behavior," says Bergette. "We've leveraged native device touch and facial recognition login, and our landing pages are designed to engage players and drive them to other areas throughout the app. And it's all customized independently through our integrated content management system."

The NextGen app integrates with Scientific Games' second-chance



promotions as well as third-party promotions, providing rules and information, keeping track of entries and showing drawings and winners. Lottery players can scan their lottery draw or instant game tickets and receive drawing entries and other rewards.

"Best of all, the NextGen app makes it easy to launch digital promotions, which adds up to less cost for lotteries," adds Bergette.

The app supports retail sales by driving players to nearby lottery retailers, and enables limited contact and frictionless transactions. This allows players to pick their game and numbers on their phone to create an ePlayslip, then have the clerk scan a barcode on the mobile device to produce the ticket. Players can also use the app to scan instant and draw game tickets to see if they're winners.

"Lotteries can communicate directly with players through targeted and personalized push notifications with special offers," shares Bergette. "It supports automated campaigns and has geo-fencing features for location-based campaigns. Through our powerful CRM tools, we can send the right message at the right time to the right player."

OLG'S New PROLINE+ Online Sportsbook Is Huge Hit With Players

Ontario Lottery and Gaming Corporation (OLG) announced that in less than a full week of operation it has already processed over C\$1 million in bets on the new PROLINE+ online sportsbook. The only legal online sportsbook in Ontario launched August 27. Early results show bettors are excited to have a trusted option to place a bet on a single event, as approximately 74% of wagers accepted through Tuesday evening were singles.

Bets on baseball, football and soccer have accounted for almost 82% of the wagering since launch. PROLINE+ has also seen plenty of live betting action as well—nearly 37% of bets placed have occurred while the games were in-progress.

"Ontario bettors had been waiting for a best-in-class option to place bets and that's exactly what OLG has delivered

with PROLINE+," said Dave Pridmore, OLG Chief Digital and Strategy Officer. "This product is competitive and exciting and players are seeing that. We're experiencing excellent engagement with those who registered early, and we only expect to see the number of new users increase as word about PROLINE+ continues to spread, particularly as the American football season gets underway next week."

PROLINE+ is available online on any device and features dynamic, competitive odds, new sports and markets and new ways to bet including single event and live betting. There are thousands of betting options available at any time including all major North American sports leagues and some major international sports.

PROLINE+ is the only legal online sportsbook in Ontario, reinvesting 100%



of proceeds for provincial priorities that improve the quality of life for all Ontarians. PROLINE+ also promotes responsible gambling and features player tools and educational materials from OLG's globally recognized PlaySmart program. An active OLG.ca account is required and players must be 19 years of age or older and located in Ontario.

COME ON DOWN!

Give your players the most exciting Linked Game experience yet.

THE PRICE IS RIGHT COME ON DOWN! Challenge is here and is sure to set your sales spinning!

Contact your Scientific Games representative today for more details

500 SCIENTIFIC GAMES

Enter to WIN A trip to Las Vegas for the chance to win up to \$50,000,000 in the COME ON DOWN Challenge!

the Price is Right

What's Up For Bid

YOUR BID	ACTUAL RETAIL PRICE	PRIZE
100	100	100
200	200	200
300	300	300

KEY NUMBERS

YOUR PUNCHBOARD NUMBERS

BONUS ROUND

Discover a "100" in the "BONUS ROUND," win \$100 instantly!

Scratch off the "PLINKO" BOARD.

Discover a "100" symbol, win that corresponding prize.

PLINKO BOARD

PRIZE PRIZE PRIZE PRIZE PRIZE PRIZE PRIZE PRIZE

SHOWCASE 1

YOUR BID

ACTUAL PRICE

PRIZE

SHOWCASE 2

YOUR BID

ACTUAL PRICE

PRIZE

Discover "YOUR BID" and the "ACTUAL PRICE." If "YOUR BID" matches the "ACTUAL PRICE" of that "SHOWCASE," win prize for that "SHOWCASE."

WIN UP TO \$0,000,000!

50 SCIENTIFIC GAMES

the Price is Right

WHEEL NUMBERS

PRIZES

80

15

100

5

90

25

WIN UP TO \$000,000!

Match any of the WHEEL NUMBERS to any of the WINNING NUMBERS, win the PRIZE shown for that number. If the PRIZE for the matching WHEEL NUMBER is "TRIPLE," win TRIPLE the prize shown. Uncover a "BX" symbol to automatically multiply and win that corresponding prize.

WINNING NUMBERS

Enter to win a trip to Las Vegas for a chance to win up to \$50,000,000 in the COME ON DOWN Challenge!

WIN UP TO 15 TIMES!

50 SCIENTIFIC GAMES

the Price is Right

Enter to win a trip to Las Vegas for the chance to win up to \$50,000,000 in the COME ON DOWN Challenge!

WIN UP TO \$000,000!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown for that number. Get a "BX" symbol, win PRIZE shown for that symbol automatically! Get a "TRIPLE" symbol, win 5 TIMES the PRIZE shown for that symbol! Get a "TRIPLE" symbol, win 100 automatically! Get a "TRIPLE" symbol, win all 20 PRIZES shown!

SHOWCASE 1

YOUR BID

ACTUAL PRICE

PRIZE

SHOWCASE 2

YOUR BID

ACTUAL PRICE

PRIZE

Scratch YOUR BID and the ACTUAL PRICE of that "SHOWCASE" to match the ACTUAL PRICE of that "SHOWCASE," win PRIZE shown for that "SHOWCASE."

WINNING NUMBERS

YOUR NUMBERS

PRIZE PRIZE PRIZE PRIZE PRIZE

PRIZE PRIZE PRIZE PRIZE PRIZE

PRIZE PRIZE PRIZE PRIZE PRIZE

PRIZE PRIZE PRIZE PRIZE PRIZE

PRIZE PRIZE PRIZE PRIZE PRIZE

WIN UP TO 21 TIMES!

iLottery

Now is the Time to Stay Connected

Today more than ever, it's vital to be where your players are, wherever they are.

Scientific Games' portfolio of iLottery products lets your players stay connected to each other and to the games they love.



Reimagine
Next



Reimagine **Next**