



AWARD WINNING SCIENTIFIC GAMES CRM COMING TO KENTUCKY ILOTTERY AND DIGITAL PROGRAMS

Company's Strategic CRM Team and Optimove Platform Will Take Digital Player Relationships to Next Level in Kentucky

LAS VEGAS and ATLANTA – August 30, 2021 – [Scientific Games Corporation](#) (NASDAQ: SGMS) (“Scientific Games” or the “Company”) announces the Company is bringing its industry-leading Customer Relationship Management (CRM) and related marketing services to the [Kentucky Lottery](#) (the “Lottery”) to elevate iLottery and digital engagement programs. Scientific Games’ award-winning CRM team, in partnership with Optimove’s platform, now provides CRM strategic marketing services to eight U.S. lotteries, with a ninth to be announced in the coming weeks.

Scientific Games Senior Director of iLottery Growth Marketing Merv Huber-Calvo, who was recognized outside the lottery industry by the 2021 Heptagon Awards as CRM Executive of the Year, and the Company’s CRM team, runner-up for the 2021 Heptagon Awards Team of the Year, will provide CRM strategic services and oversight of the program. The Company’s CRM experts are behind the highly successful Pennsylvania iLottery program launched in 2018, the first program in the U.S. to reach \$1 billion in sales in under two years.

“The Kentucky Lottery is pleased to partner with Scientific Games to deliver CRM on the Optimove platform and advance important strategic marketing activities,” said Mary Harville, President and CEO of the Kentucky Lottery. “We’re optimistic that we’ll be able to facilitate exciting new strategies for player retention, including focused campaigns to reach and engage our players digitally, and further enable us to achieve our sales goals.”

Scientific Games has provided instant games to the Kentucky Lottery since its inception, and partners with the Lottery in the *Scientific Games Enhanced Partnership* instant game management program. The Kentucky Lottery is ranked among the Top 20 lotteries in the world for instant game per capita sales (*La Fleur’s 2021 Almanac*).

“We are excited to have the opportunity to take the Kentucky Lottery’s existing iLottery program to the next level with Optimove, our industry-leading CRM platform of choice, and proven marketing strategies managed by our team of CRM experts,” said Amy Bergette, VP Digital Content Studio for Scientific Games. “Our solution is making an impact on iLottery programs in states across the U.S., engaging players with the lotteries’ brand, supporting sales across the digital and retail channels, and ultimately driving more proceeds for beneficiary programs.”

Recently acquiring instant game content studio Sideplay Entertainment, Scientific Games provides iLottery programs and services to more than 20 lotteries worldwide and is a leading provider of digital lottery games, mobile apps and player loyalty programs. The Company is the world’s largest supplier of instant games with products representing 70% of global retail sales.

About Scientific Games

Scientific Games Corporation (NASDAQ: SGMS) is a world leader in entertainment offering dynamic games, systems and services for casino, lottery, social gaming, online gaming and sports betting. Scientific Games offers the gaming industry's broadest and most integrated portfolio of game content, advanced systems, cutting-edge platforms and professional services. Committed to responsible gaming, Scientific Games delivers what customers and players value most: trusted security, engaging entertainment content, operating efficiencies and innovative technology. For more information, please visit scientificgames.com.

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Forward-Looking Statements

In this press release, Scientific Games makes "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements can be identified by words such as "will," "may," and "should." These statements are based upon management's current expectations, assumptions and estimates and are not guarantees of timing, future results or performance. Therefore, you should not rely on any of these forward-looking statements as predictions of future events. Actual results may differ materially from those contemplated in these statements due to a variety of risks, uncertainties and other factors, including those factors described in our filings with the Securities and Exchange Commission (the "SEC"), including Scientific Games' current reports on Form 8-K, quarterly reports on Form 10-Q and its latest annual report on Form 10-K filed with the SEC on March 1, 2021 (including under the headings "Forward-Looking Statements" and "Risk Factors"). Forward-looking statements speak only as of the date they are made and, except for Scientific Games' ongoing obligations under the U.S. federal securities laws, Scientific Games undertakes no obligation to publicly update any forward-looking statements whether as a result of new information, future events or otherwise.