

This year's ICE conference was a great opportunity for Inspired Entertainment to show many new offerings to both existing and potential customers. The Company's momentum generated terrific feedback, as customers made it clear how essential Inspired products have become to their players. The London setting brought in major European clients, but it was gratifying to see the large number of operators and lottery personnel from North America visiting Inspired's suite of products.

It was the perfect opportunity to unveil **Valor™**, Inspired's latest gaming cabinet, which was designed primarily for the North American market with content developed specifically for those players. The pleasant surprise was seeing the product attract not only many North American-based potential customers, but a number of European operators as well. It's the best possible result for the introduction of a new cabinet.

Inspired also launched its Virtual Basketball product, which drew raves about its realistic displays (developed with the latest motion-capture technology). This product will be a great addition to Inspired's retail and online customers around the globe, given the worldwide popularity of basketball. Inspired started taking orders at the show and will deliver the game to market in the next few months.

ICE customers were extremely interested in Inspired's recent and successful expansion of Virtual products across multiple channels, as Inspired launched its Endzone Payout electronic scratch game with the Michigan Lottery. Inspired developed this virtual scratch ticket game in collaboration with IWG and got it out in time for the Super Bowl. Early results have been terrific.

At the same time, Inspired's Interactive customers got a 1<sup>st</sup> Down-themed (Virtual Football) slot game. This was one of the highest-played games throughout the entire UK online operator space, reinforcing the power of Inspired's Virtual Sports assets across the spectrum.

Customers expressed interest in additional products featuring Inspired's two most popular sports, Virtual Soccer and Virtual Horseracing; which are currently in development.

Inspired capped ICE by picking up its first award of 2019, to win the Virtual Sports Supplier of the Year from Gaming Intelligence.