

PRESS RELEASE

INTRALOT ELEVATES GAMING ENTERTAINMENT WITH ITS NEXT-GENERATION SOLUTIONS AT ICE LONDON 2020

Its new terminal "PhotonX" will be unveiled

January 31st, 2020

INTRALOT, as a leading gaming solutions supplier to regulated operators around the globe, will showcase its commitment to **Modernize Lotteries** in a Digital World at **ICE 2020** in London, 4-6 February, **booth #N4-360**.

At the ICE 2020, INTRALOT will be exhibiting its market-tested solution portfolio and our latest breakthrough product innovations that deliver engaging player experiences while driving operational efficiencies for its customers. Under the theme "**i-shapes the future**" visitors will have the opportunity to step into a digital world of innovative lottery and sports betting solutions shaping the future of gaming.

"At ICE 2020, our visitors will have the opportunity to experience our innovative turnkey lottery and sports betting solutions from around the globe. We will continue shaping our next-generation products based on our players experience, the trends of the world-wide ecosystem, and the efficiency of our operators. We have a strong commitment to the Responsible Gaming principles, while providing entertainment and drive our customers' growth and their contribution to good causes." said Nikos Nikolakopoulos, INTRALOT Group Deputy CEO.

INTRALOT, in response to the growing expectations of lotteries to take advantage of sustainable growth opportunities and of consumers for personalized and engaging entertainment experiences, will present its latest solutions for:

Lottery

The **INTRALOT** holistic and modular **Lottery Solution** incorporates everything a modern Lottery operation needs to offer immersive gaming experience.

The **Lotos X** engine, the most parametrical games and draw management platform in the Lottery industry, sits at the heart of our Lottery Solutions that encompasses the **Orchestrator layer/API Gateway** enabling fast and easy integrations with any 3rd-party games/services while allowing a best-of-breed approach. The solution includes a set of components which address all operational aspects of a Lottery and offer a multitude of operator benefits, including the **Canvas Content Management System (CMS)**, a unified platform for managing and publishing content across multiple touchpoints (websites, mobile apps, self-

service terminals, etc.) and the **Pulse Retailer**, an end-to-end solution designed to empower and motivate retailers, and to enable the operator to manage efficiently its retail operations.

Our complete **i-Lottery Pulse Player platform**, featuring PAM, CRM, and wallet components which offers an immersive, personalized, digital lottery gaming experience enabling operators to maximize player lifetime value and reduce churn.

Sports Betting

INTRALOT, leveraging more than 25 years of sports betting operations experience in 29 jurisdictions, has developed its next-generation sports betting solution, **INTRALOT Orion**.

INTRALOT Orion, is the most advanced and versatile betting platform, certified by BetRadar, for pre-game and in-play betting which supports all sports events across all channels, incorporating state of the art technologies and revenue generating features.

A comprehensive **Managed Trading Services** (MTS) offering which covers all activities from trading to marketing and from customer support to strategic business planning. With 20 years of experience and a proven track record of managing some of the largest regulated Sportsbooks in the world, we can offer a competitive product in any regulated market and a service unmatched in the industry. Spanning a variety of operating models, our MTS are operated by an experienced team of traders using advanced algorithmic pricing, based on in-house probabilistic models, to ensure razor-sharp odds, efficient trading, accurate price changes, and fast event settlement.

Retail Touchpoint

INTRALOT will also present a rich portfolio of retail and on-property solutions designed for the modernization and digitization of the retail ecosystem. After 26 years of continuous R&D efforts, numerous innovation awards, and more than 300,000 lottery terminals deployed worldwide, INTRALOT is widely considered as a trendsetter and innovator in the gaming terminal category.

INTRALOT, continuing to invest on our demonstrated solutions, has developed and is proud to be launching in ICE, **PhotonX**, based on our flagship Photon terminal design and featuring our fault-free camera reader value-engineered to deliver powerful performance and even more cost efficiencies. Our PhotonX, equipped with unparalleled multimedia capability and incorporating a multitude of retailer-centric characteristics, is the heart of the modern POS.

INTRALOT will present its full portfolio of best in class SSTs and intelligent vending terminals, designed specifically for the sales of both sports betting and lottery terminals.

INTRALOT Orion and PhotonX have been nominated in the International Gaming Awards (IGA) 2020 for "Sports Betting Platform of the Year" and "Lottery Product of the Year" respectively, and will be proudly

demonstrated during ICE 2020 in INTRALOT's **booth #N4-360** along with all our next-generation solutions designed to support Lotteries' step to their digital future.

We are inviting you and your team to our booth in a dynamic atmosphere to be the first to experience our innovative PhotonX terminal, value engineered to deliver even more frontline productivity and operational efficiencies.

About INTRALOT

INTRALOT, a public listed company established in 1992, is a leading gaming solutions supplier and operator active in 48 regulated jurisdictions around the globe. With €0.9 billion turnover and a global workforce of approximately 5,200 employees (3,000 of which in subsidiaries and 2,200 in associates) in 2018, INTRALOT is an innovation - driven corporation focusing its product development on the customer experience. The company is uniquely positioned to offer to lottery and gaming organizations across geographies market-tested solutions and retail operational expertise. The company has designed a new ecosystem of holistic omni-channel solutions across verticals (Lottery, Betting, Interactive, VLT) for Lotteries digital transformation. INTRALOT has been awarded the prestigious WLA Responsible Gaming Framework Certification by the World Lottery Association (WLA) and the WLA certificate for the Security Control standard.

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