

PRESS RELEASE

INTRALOT PRESENTS ITS NEXT-GENERATION SPORTS BETTING OFFERING AT ICE NORTH AMERICA 2019

May 10th, 2019

INTRALOT is delighted to exhibit at the first ever **ICE North America 2019** which will take place on May 13-15, in Boston, Massachusetts, joining the MVPs of sports betting and interactive gaming. We will be happy to welcome you in our **Booth #C20** where we will showcase our **next-generation Sports Betting** solution designed to enhance the modern sports betting operations and enable a truly connected player experience.

“Leveraging more than 25 years of worldwide in-field experience and an industry-leading portfolio of 29 sports betting projects and operations, we are more committed than ever to provide innovative solutions for the most dynamic player experiences to support Lotteries’ step to their digital future through a new ecosystem of holistic solutions and advanced technologies that help drive our customers’ growth,” said Nikos Nikolakopoulos, INTRALOT Group Deputy CEO.

*“A team of experts will be on-site to present to you our world-class sports betting platform **INTRALOT Orion** that successfully anticipates our customers’ modern needs and serve the current and future market demands. **INTRALOT Orion** the most advanced, feature-rich and versatile sports betting platform offers innovative playing and reasonable gaming in a simplified, cost-efficient, and growth oriented way,”* said Byron Boothe, INTRALOT USA Acting CEO.

INTRALOT Orion sits at the heart of a holistic Sports Betting Solution that incorporates managed trading services and a wide portfolio of terminals, both for the player and for the retailer, tailored to the needs of each sports betting operation. The platform serves the entire player journey across channels combining state-of-art technologies and a rich set of cutting-edge bet features, while it enables parametrization of the sports betting content and differentiated risk management on a per-channel basis.

INTRALOT’s Managed Trading Services empower the Lotteries to align their pricing strategy with superb Risk Management and add value to their Sports Betting offerings. Meet our team of experts in Booth #C20 to discuss the best business model for your Lottery: end-to-end trading solution, collaboration with your trading team or operational set-up and training of your team.

In addition, during ICE VOX North America Conference, Fernando Ors, INTRALOT USA President, Sports Betting, will participate in the Boardroom discussion on Tuesday 14th from 14:10 to 15:00 hrs, sharing his insights on the growth opportunities, trends and best strategies of digital transformation for sports betting operators.

About INTRALOT

INTRALOT, a public listed company established in 1992, is a leading gaming solutions supplier and operator active in 47 regulated jurisdictions around the globe. With €0.9 billion turnover and a global workforce of approximately 5,200 employees (3,000 of which in HQ and 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.

For more info:

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