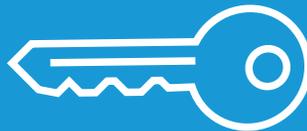




GameTouch™ 20

Leads Channel Expansion with Retailers Worldwide

Key Takeaways



- 1.) The GameTouch 20 grows lottery sales at retailers with size restrictions on self-service machines.
- 2.) The “2019 Lottery Product of The Year” at the International Gaming Awards, the GameTouch 20 is now deployed in more than 70% of the lottery-selling Supercenters of the world’s largest retailer.
- 3.) The GameTouch 20 is cashless-ready to provide a contactless experience.

By The Numbers

2,200+

GameTouch 20 units in the field

\$267 million

Lottery sales through GameTouch 20 units nationwide

\$15 million

commissions generated via GameTouch 20 sales since initial install

Situation

Retailers and larger chain stores have historically been limited in the lottery products they can offer. Whether lacking the space required, the added burden on staff, or the profitability compared to other products, retailers were ready for a solution to drive lottery sales growth and channel expansion. IGT's award-winning GameTouch 20 provides such retailers with a state-of-the-art means to offer traditional lottery products, provide additional lottery product facings, and ultimately increase same store sales.

The GameTouch 20

To support both lotteries and retailers in introducing lottery retail sales, IGT devoted substantial research and development to creating the GameTouch 20 self-service lottery vending



machine. The GameTouch 20 features a 20-bin instant ticket planogram along with a full portfolio of draw and fast play games. At 54 inches tall, it meets the needs of chain retailers that require a lower profile and sightline than traditional lottery vending machines. And, to deliver a fast and easy user experience, IGT developers incorporated an angled, horizontal screen with the same touch-screen technology used in the market-leading GameTouch 28 self-service terminal.

The entire GameTouch line of terminals, also offers cashless transaction functionality, with support for NFC-based payment systems such as Apple Pay and Google Pay. With the focus on public health and cleanliness during the COVID-19 pandemic, the machine's credit, debit, and contactless payment mechanisms provide a comfort level for players and retailers alike in all jurisdictions where such payments are permitted.

Retail Partnerships



When one of the world's largest retailers expressed interest in self-service terminals, the IGT team went to work. Following years of collaborative research and testing, the GameTouch 20 was designed as a machine for the future: the small-footprint terminal that both lottery and retailer were looking for, designed for peak efficiency and integration from both hardware and software perspectives.

IGT collaborated closely with the retailer to ensure the terminals would fit perfectly into the store's carefully managed appearance. And IGT's Retail Sales and Execution team worked with the retailer's

GameTouch 20 units deployed in Georgia



management to ensure reporting, accounting, and operational functions were straightforward, and intuitive enough for employees to monitor without interfering with other responsibilities.

After evaluating the initial deployments in late 2018, operational updates were requested to make oversight of the terminals more efficient for managers and shift leaders. IGT responded quickly, incorporating several hardware and software upgrades and fast-tracking their integration.

Success In The Field



The GameTouch 20 first rolled out in North Carolina in November 2018. Since then, over 2,200 units have been deployed in 15 states. Sales have continually grown— for the retailer’s 2021 fiscal year (starting in February 2020), GameTouch 20 units have generated over \$267 million in sales, with \$15 million in commissions for the retailers and over \$73 million for the partner lotteries and the good causes they support.

Several upgrades were developed to further enhance performance, including:

- Adding hours of operation and timer functionality to ease the burden on staff at off-peak hours and allow wider placement of the terminals within each store
- Enhanced and consistent reporting across markets, including out-of-stock and shift reports, to standardize data and analytics across locations
- A physical indicator light on top of the unit allows employees to monitor from a distance, mirroring traditional self-service checkout lane functionality
- Improvements to the user interface, allowing players to more easily see and select from the entire range of available products
- Updated bin status report, allowing shift leaders to easily see when instant ticket bins are nearing empty, and create actions for employees on the in-store dashboard to fill accordingly

GameTouch 20 unit in the field in Missouri



Washington's Lottery rolled out its first of more than 85 GameTouch 20 in June of 2019. Sales through the units have consistently trended upward as player awareness increases, adding nearly \$16 million in sales.

“IGT has been an essential partner in the success of our GameTouch 20 vending program,” said Brian Minks, Corporate Accounts Manager, Washington's Lottery. “They provide us with monthly performance reports and keep us abreast of current sales trends. We appreciate and value their professionalism in training at the store level as it helps promote our product across the Walmart landscape.”

In **Missouri**, a strong cooperative effort led to a successful initial deployment of 120 units in the summer of 2019. IGT supported training efforts, and also assisted in connecting with new locations to broaden the distribution of the terminals. In August

of 2020, the parties rolled out phase two of their deployments, adding 70 new terminals. This also coincided with cashless transactions being enabled at self-service terminals across the state. Cashless transactions accounted for over 5% of total LVM sales. Since the initial installs, GameTouch 20 units in Missouri have sold over \$18 million of lottery products.

“The GameTouch 20 has been a strong addition to our vending lineup,” said Mike Cavender, Sales Program Expansion Manager at the Missouri Lottery. “IGT's efforts in training, deploying, servicing, and enhancing these terminals has contributed to new growth in our retailer and player bases.”

At the International Gaming Awards in London, the GameTouch 20 was awarded the 2019 Lottery Product of the Year, recognizing excellence and innovation that enhance the gaming experience.

Conclusion



IGT continues to incorporate retailer, lottery, and player feedback, working daily on operational improvements, player awareness, and other enhancements to maximize the potential of the GameTouch 20.

GameTouch 20 is an innovative solution that eases lottery operators' path to success, offers players an optimal user experience, and serves the industry by enabling lotteries to be present in more high-volume retail channels.