



IGT: Driving Performance in the Ukraine

It has been several months since gaming venues across the Ukraine were permitted to re-open their enterprises and greet eager guests with world-class gaming entrainment. While Ukraine casinos were closed and the entire local gaming sector meticulously

planned its return, global gaming leader IGT was excitedly proclaiming, "The best is back – and better." The claim was based on the Company's reentry into the market following a highly successful era that included the distribution of top-producing games such as Coyote Moon, Mystical Mermaid and Cleopatra.



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With casinos in the Ukraine open, it’s evident that IGT’s claim holds truth. With IGT’s return to the Ukraine, the best really is back and IGT has great momentum. Presently, the Company commands a leading floor share in the Ukraine and is a deeply trusted B2B supplier. This position enables local operators to diversify their floors with IGT solutions and have confidence that IGT prioritizes their best interests and directs its focus on creating and delivering world-class games.

As an end-to-end supplier, IGT’s solutions portfolio is vast. The Company can draw upon the gaming industry’s largest patent portfolio and its decades of experience that span more than 100 countries. Additionally, local operators deeply value that IGT holds itself to the highest ethical and regulatory standards.

An early standout in the Ukraine is IGT’s



PeakSlant32 cabinet. The eye-catching and highly versatile cabinet features three seamlessly integrated gameplay displays. Content on each of the PeakSlant32’s 32-inch, high-definition displays flows through all three monitors, creating an immersive player experience and a compelling showcase for IGT’s proven game content. The PeakSlant32 cabinet

■ Feature: IGT

also includes IGT's most advanced lighting and audio technology and an innovative Dynamic Player Panel that includes a 13.3-inch multi-touch display, an inductive wireless charging pad, and a USB charging port for player convenience.

The PeakSlant32's stellar performance in the Ukraine can be attributed in part to the market-attuned content portfolio that IGT has created for the region. Over the last

18 months, the Company has introduced a variety of new games including an increased volume of new fruit games, performance-driving multi-game packs and a mix of innovative titles to attract new casino guests. To date, the Company's USwitch multi-game packs have been driving the most play on the PeakSlant32 cabinet in the Ukraine. Each USwitch pack features a unique mix of 40 exciting IGT games. Some of IGT's highest performing USwitch products in the Ukraine include the Red, Magenta and Green packs. In September, IGT plans to release the USwitch Orange 40-game pack. The content bundle will feature a compelling mix of market-attuned and performance-tested games. One of the most anticipated games in the Orange pack will be Rising Spins, an action-packed game that includes

an innovative bonus buy-in feature. Blazin' Flames is another must-play bolt-on progressive on IGT's roadmap for the Ukraine. This attention-grabbing



game features three mystery progressive jackpots that can be added to any IGT core game on the PeakSlant32 to elevate player engagement and win potential.

Players and operators throughout Ukraine are also readily embracing IGT's CrystalCurve cabinet. With its signature 43-inch curved display and ultra-high-definition graphics, the CrystalCurve cabinet has been one of IGT's most globally successful video cabinets. Like the PeakSlant32 cabinet, the CrystalCurve is supported by a quality-test portfolio of exciting casino games, including multi-game bundles.

Although IGT products are unrivalled, products alone cannot drive growth. IGT also prioritizes its people and building strong and trust-based relationships with its customers. Several months ago, the Company opened a new office in Kiev. When asked about the venue, IGT officials noted that it was incredibly important to IGT to have a comfortable setting where the local team can meet with customers and provide them with the opportunity to play the games.

As the re-opening of Ukraine is still "early days" in many ways, it will be exciting to see how an industry titan such as IGT continues to grow its reach and influence in the region.

Operators in the Ukraine are encouraged to reach out to local sales manager Lasha Gogiberidze for

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