

GOING MOBILE

With over 55 available features, one flexible mobile application has become the solution of choice for the majority of U.S. lotteries, delivering the convenience and entertainment that today's players expect.

Lotteries understood the consumer demand for convenience and the importance of offering a mobile solution well before the onset of the pandemic. Now the demand is even stronger, calling for deployment at a quicker pace.

According to a 2020 consumer behavior report from App Annie, a trusted mobile app analytics source, "COVID-19 advanced [the] mobile trends we were already seeing by a two-to-three year adoption [rate], speeding up the transition to a mobile-first world." Since 2020, contact-free, cashless, and convenient retail transactions have become even more necessary for players, propelling mobile solutions to the top of the industry's priority list.

Lotteries recognized the new needs of their players and pivoted by offering players more ways to interact with their brand on mobile devices. "We've always understood the importance of mobile engagement to players, so our mobile experience continues to be a linchpin in our digital strategy," explained

Srini Nedunuri, IGT Vice President PlayLottery Product. "Mobile apps have evolved over the years with the latest inherent device hardware capabilities as well as software advancements. Also, regulations have become more stringent, especially with Apple. We have been continuously investing in our mobile app solution to support wagering and convenience for years, and as a result, we were the first lottery mobile app solution in the Apple App Store that was compliant with latest Apple Guidelines of 4.7. The results are clear, we have developed the features that players enjoy to earn our leadership position, with 11 US lotteries having now adopted IGT's mobile application."

The IGT lottery mobile solution is rich with

Top Mobile App Features

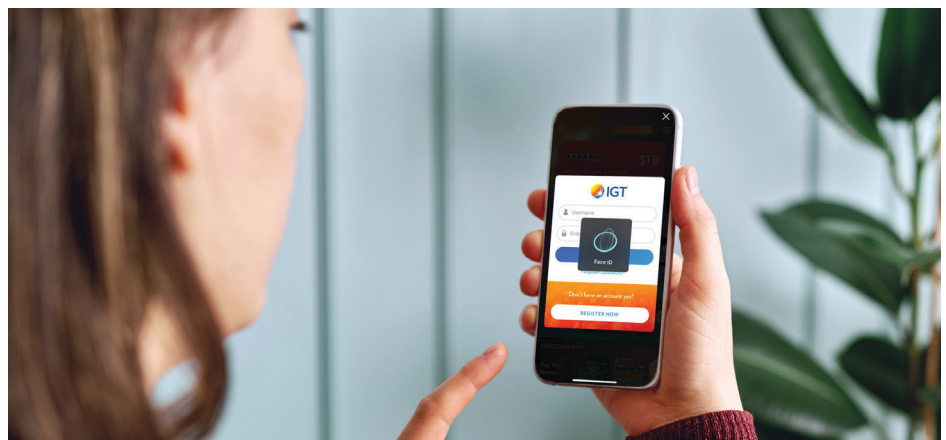
- Biometric Login
- Scan For Winning Tickets
- View Winning Numbers
- Create and Store a Playslip
- Store Favorite Numbers
- Enter Second Chance Drawings

Coming Soon - Scan to Redeem Prizes

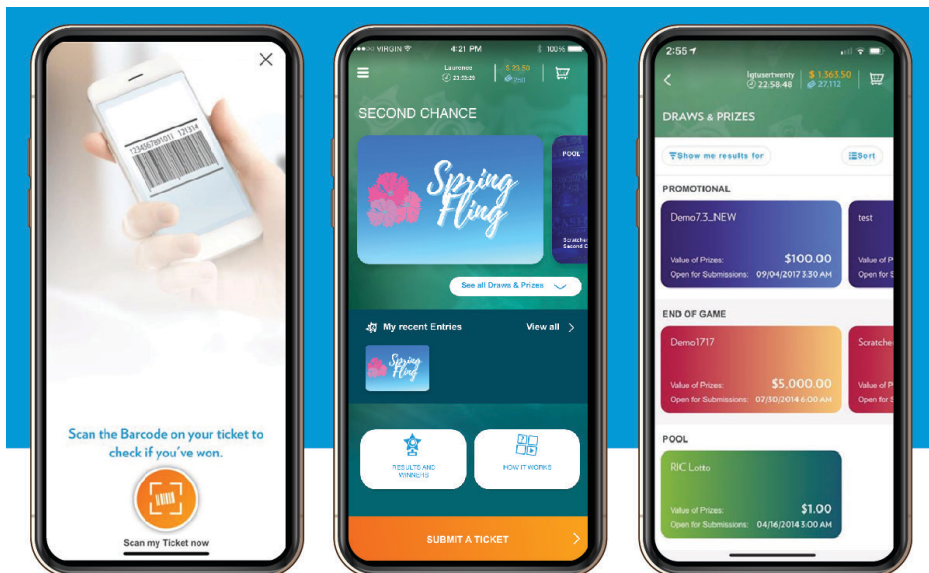
entertaining convenience features and offers lotteries flexibility to configure their app to include those that meet their jurisdictional and player requirements. It puts the lottery ecosystem at players' fingertips, extending their lottery play.

"...you can set up Face ID instead of logging in every time."

- Kentucky Lottery mobile app reviewer



Players conveniently login to their secure account using Face ID or fingerprint Touch ID biometrics.



Players can use the scanner to check winning tickets and, with a few taps, enter non-winning tickets into available second-chance loyalty drawings and view past winners.

EXTENDING THE PLAY EXPERIENCE

As players are seeking to minimize physical retail contact, IGT's mobile app lets players check their tickets at a time and place that suits them by self-scanning the ticket barcode. And if the ticket isn't a winner, the IGT solution provides players with additional value by allowing them to enter their non-winning tickets into available second-chance drawings and loyalty programs, and view results and winners with a few simple taps.

An additional player benefit that connects the retail and digital experience is the ability for a player to scan a physical ticket bought in a retail store into the mobile app to save the ticket details securely behind a login in the app's "My Tickets" section. Not only does this give the player the assurance of never losing their ticket, it also organizes all past and upcoming draws and scanned ticket details by date and identifies winning tickets.

Players can also set up notifications to tell them if their ticket has won a prize, create a playslip of the ticket for a retail repurchase, and if the jurisdiction permits, repurchase from the mobile app.

IGT's development team is continually examining the latest consumer trends and building new features into the app to meet needs as they emerge. "I'm excited to share that, by year end, players will be able to save a trip to retail or the claim center by conveniently scanning their tickets to add

winnings straight to their eWallet within the app," said Nedunuri. "These winnings are stored for future contact-free purchases. We envision players will have a 100% cashless and contactless retail experience using digital playslips and tickets, and will scan their eWallet from their phones for payment."

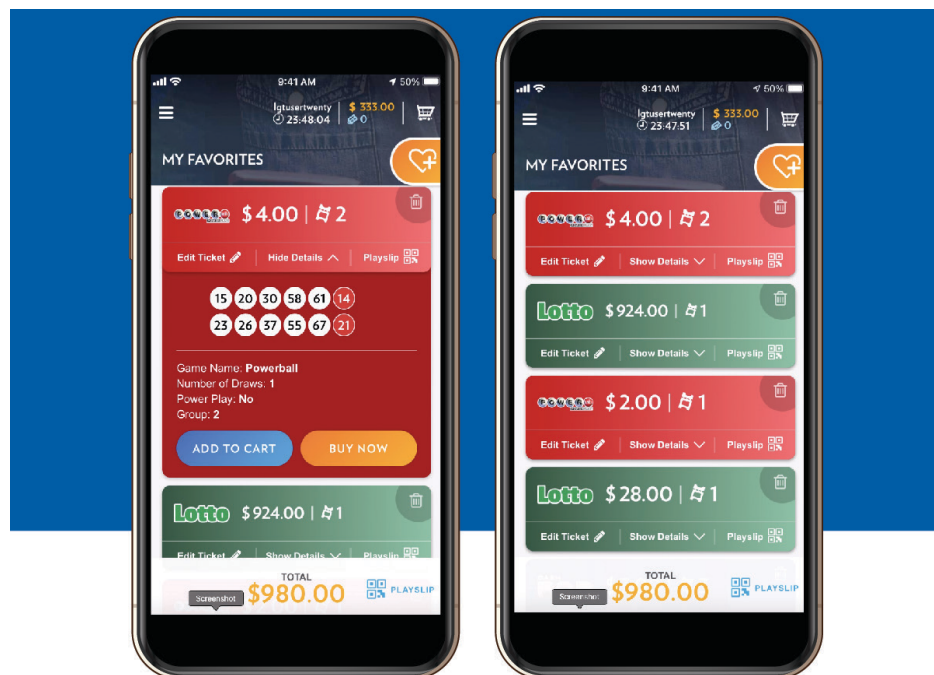
PLAYING FAVORITES

Many lottery players like to play the same numbers for every draw as part of their lottery-playing routine. IGT's mobile app

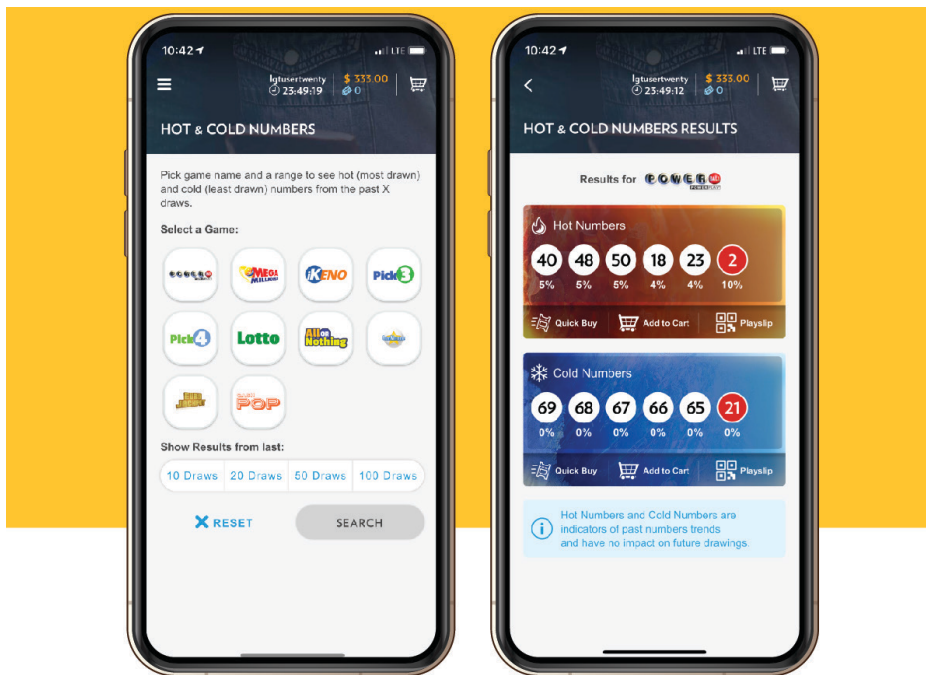
makes it easy for players to save these favorite numbers to play them in store with a simple, contact-free scan of their mobile screen.

To choose their numbers, an intuitive Playslip Wizard guides players through the steps to create a digital playslip and store it as a favorite, where it is always available to scan for purchase at any retail or self-service terminal. This feature gives players the many benefits of digital play in a retail store, even in jurisdictions that do not allow purchasing tickets online.

"IGT's mobile team is excited to continue releasing new mobile benefits for players," said Rafael Munoz, IGT Mobile Product Director. "We're always looking for innovative ways to give players new and better experiences of playing lottery. One unique way to add to the draw game play experience is our 'Hot and Cold Numbers' feature." With this feature, which is available exclusively through the IGT mobile solution, a player can select up to 100 past draws to see the most frequently drawn numbers, "Hot Numbers," as well as the least frequently drawn numbers, "Cold Numbers." Of course, these are strictly indicators of past number trends and have no impact on future drawings, which are based on chance, but players enjoy perusing how numbers have "performed" in prior draws and select from the Hot and Cold lists to create their digital playslip.



Players can store their favorite numbers by ticket, generate a playslip straight from My Favorites and purchase tickets at retail. In the wagering app, a player can purchase right from the app.



IGT's mobile lottery app allows players to review past draw history based on most and least drawn numbers, use numbers to create a playslip for a retail purchase or for wagering app players, and make an online purchase from the app.

"This is an example of IGT's commitment to develop the most engaging mobile solution in the market," added Munoz.

"Our players continue to love the mobile app, especially the features that make it easier for them to do what they want to do in a way that minimizes the effort involved," said Mary R. Harville, President and CEO, Kentucky Lottery Corporation. "Playing lottery online, scanning winning tickets, and entering promotions are favorites. The mobile app is definitely a tool the players have come to expect."

HOW PLAYERS BENEFIT FROM IGT'S MOBILE APP:

- Seamless and fast login using Face ID or Touch ID biometrics
- Ability to secure physical draw tickets after scanning the ticket barcode for safekeeping and repurchase in My Tickets
- Easily set up and save digital playslips with the Playslip Wizard and My Favorites
- On-the-go or at-home ability to determine winning scratch and draw games tickets, plus easily earn entries into second chance drawings for non-winning tickets

- Convenient options on when, where, and how to play lottery
- Contactless experience redeeming winnings back to the player's eWallet to use for future purchases

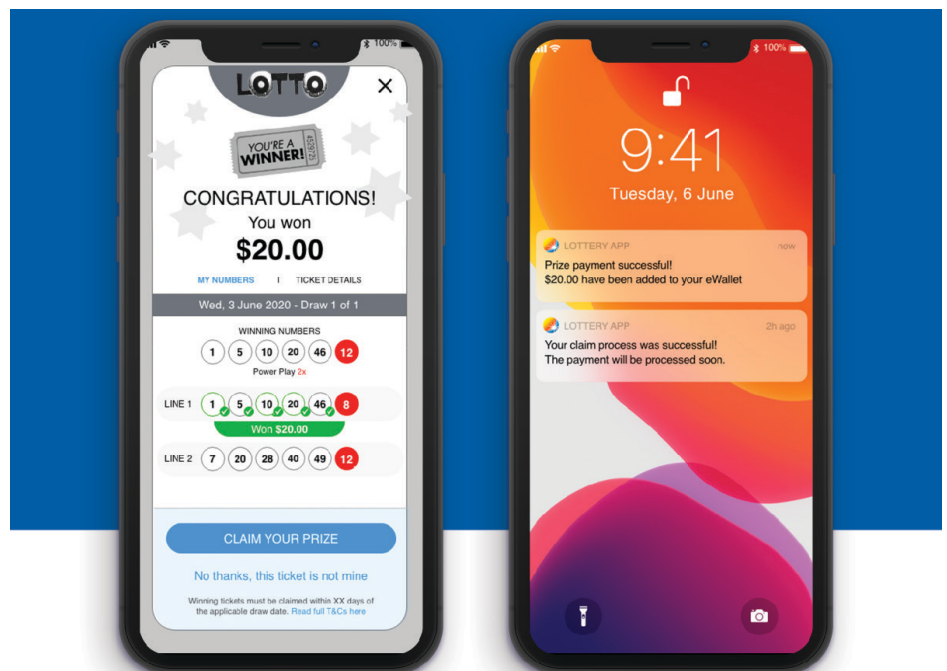
Convenient, cashless, and contact-free functionality are a big part of our new normal, but consumers' need for great experiences has

not gone away. IGT recognizes that consumer purchasing habits have shifted and lotteries need to adopt new technologies. Adapted for those changes, IGT's robust and easy-to-use mobile solution supports the presence-free living trend which, as predicted by IGT's trendspotter partner, Foresight Factory, anticipates that consumers will increasingly look for remote interactions with retailers and brands.

IGT's continued investment in mobile allows lotteries to position themselves for continued success as the industry moves more into a convenience and contactless culture. The mobile app allows players to interact with the lottery brand 24 hours a day wherever they choose, responsibly. The wagering and convenience mobile solution is backed by IGT's proprietary technology and marketing teams who are ready to help lotteries define the right feature-set to deliver the experience players want. ■

To learn more about IGT's mobile solution contact your Account Manager and [watch related video content on IGT's Lottery LinkedIn](#).

Join PGRI's "Digital Lottery, Optimizing the Digital Connection" conference on June 16 and 17. Interact with IGT panelists, Karri Paavilainen, Senior Director, Play Lottery Marketing, and Derek Levesque, Product Director, PlayDigital Lottery, who will cover Player Retention and PlayInstantWin portfolio-management panel topics.



Coming soon is a feature that enables players to scan draw and instant tickets to redeem winnings back to an eWallet for future purchases or withdrawal.