

GET ON THE PATH TO CONNECTED PLAY

Lottery operators can see, for the first time, player-level retail lottery purchases by implementing a program of solutions from IGT. And that's just the beginning of many benefits to players and operators.

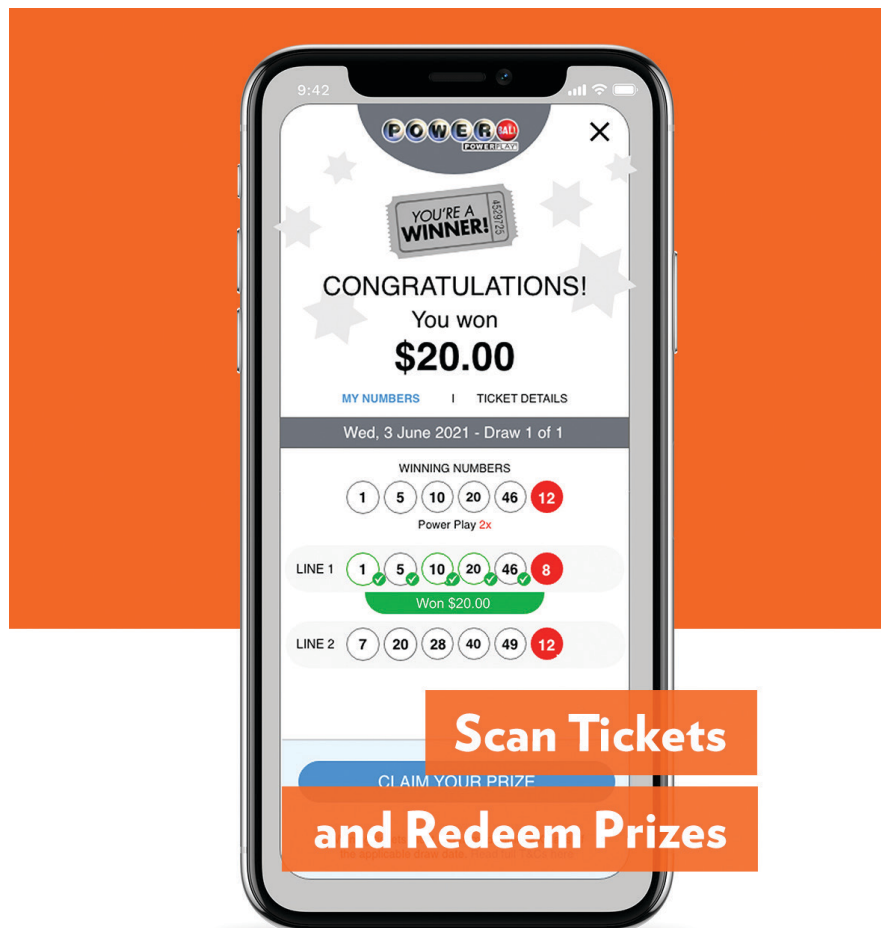
Last year, a popular U.S. restaurant chain launched its next-generation bakery-café restaurant design in Missouri with the intention of recognizing that today's consumers have different preferences when it comes to the pace of their experiences.

The retailer's prototype space not only incorporates a dine-in craft bakery experience and a traditional drive-thru option, but also a further lane dedicated to the brand's signature Rapid Pick Up® service, which involves online pre-ordering and curbside collection. Inside the café, guests

also have the option to order either at a traditional register or via a digital kiosk. And if they do come indoors, customers will find an immersive experience that respects social distancing. The chain is in step with a trend toward what IGT trend-spotting partner Foresight Factory describes as offering different product lines to serve different pace preferences.

How is this different from players purchasing lottery products? Lotteries also offer consumers choices to accommodate their preferred pace. At retail, players can either buy their lottery products in-lane (where enabled), at the check-out counter, or from a

Connected Play is IGT's vision for helping lotteries deliver new player experiences via engagement with digital touchpoints and refresh lottery's relevance for new audiences — and it's available to any lottery whether regulated to offer internet wagering or not.



self-service vending machine. In states regulated for iLottery, players can purchase products directly from their computer or mobile device.

However, IGT has enhanced the consumer experience a step further and reinvented the lottery journey at retail using a 360-degree, holistic approach. Importantly, this approach accounts for the fact that not everyone is regulated to offer iLottery, but all lotteries can benefit from the enhanced player connection that digital solutions enable.

"We looked at the challenge not just from a player's perspective, but from the perspective of the retailer and lottery operator, too," said Srimi Nedunuri, IGT VP, Global iLottery.

Beyond digitizing the retail journey, IGT applied its operator experience and deep cross-functional knowledge to solve the problem that lotteries have wanted to solve for decades. As Nedunuri describes it, "We can enable a full, end-to-end, 360-degree view of the player, recording every lottery transaction whether at retail or online."

IGT calls this Connected Play.



Connecting

the Dots

This exciting vision is brought to life by IGT's Connected Play offering, which digitizes the retail lottery experience, delivering greater convenience for players and retailers. And because digitization delivers data on lottery transactions, lottery operators can see, for the first time, player-level retail lottery purchases, opening the door to in-depth analysis and new ways to build player relationships and enhance player loyalty and retention.

The addition of retail data is transformational: with the player's consent, lotteries can capture data on a transactional level.

There are five components to this first phase of IGT's Connected Play program:

1. **Light Registration** – Quick player-account creation using a single piece of personal data.
2. **Digital Playslip** – Makes it fast and easy for players to select and store their numbers from anywhere they choose. When the digital playslip is scanned at retail, the player's unique ID is captured, and the wager is associated with the player's profile in the database.
3. **eWallet** – Players can use their eWallet to pay for lottery purchases in a retail transaction that is 100% cashless, as players can accept winnings into their digital wallet.
4. **Digital Ticket** – Delivered and associated with the player's account within the lottery's mobile application, tickets can be paperless and secure, with the option to auto-pay wins if the player chooses.
5. **Scan and Redeem** – Players scan any physical draw or instant ticket to immediately determine if it is a winner. Prizes at certain levels, as determined by the lottery, can be applied back to the player's eWallet to withdraw funds to a linked bank account or retain them within the lottery ecosystem for future lottery purchases.

"We can finally provide lotteries with an enhanced data set and remove the guesswork from retail purchases and basket analysis," said Nedunuri. "This treasure trove of data now enhances personalized marketing efforts. Players will benefit not only from choices that fit their reimagined lifestyles, but also from relevant offers based on actual purchase history. This is just the beginning as we continue to modernize the retail journey and digitize player experiences to grow player engagement."

IGT's player-centric, 360-degree program, Connected Play, is available now. **For more information regarding Connected Play and IGT's award-winning mobile app, contact your Account Manager.** ■

