



Scientific Games Announces 7777 gaming As Newest iLottery Studio to Join SG Content Hub Partner Program

ATLANTA – April 23, 2024 – [Scientific Games](#) has added a ninth iLottery studio partner to the company's new [SG Content Hub Partner Program](#). Bulgaria-based [7777 gaming](#) joins the company's industry-leading lottery content delivery platform, featuring an expanding, highly-curated selection of iLottery games in a variety of play styles appealing to all player types in multiple languages, and access to select licensed properties.

In addition to high-performing games from its own SG Studios, Scientific Games will now offer content from 7777 gaming, an innovative and data-driven studio with more than 20 years of experience in software development for projects across various industries and businesses.

Elena Shaterova, Chief Commercial Officer of 7777 gaming, said, "Partnering with Scientific Games marks a significant milestone for 7777 gaming. By integrating our lottery digital games into the *SG Content Hub Partner Program*, we gain exceptional opportunities to showcase our portfolio to numerous lottery operators worldwide. We are confident that this collaboration will yield numerous benefits for all stakeholders involved in upcoming lottery projects."

7777 gaming was established three years ago by a team specializing in developing and distributing gaming and entertainment solutions. The company's vision is based on creating unique games that are new, fun, quirky and original. Its products undergo rigorous testing and comply with regulations in multiple jurisdictions.

"We are delighted to welcome yet another top-class lottery game studio to our *SG Content Hub Partner Program*. The addition of 7777 gaming and their fantastic games aligns perfectly with our goal to make a variety of digital lottery content available to existing and new Scientific Games customers," said **Steve Hickson, VP of Digital Games for Scientific Games**. "The *SG Content Hub Partner Program* is developing at pace as we continue to provide our customers with frictionless access to the very best content in the industry."

Scientific Games provides retail and digital games, technology, analytics and services to 150 lotteries in 50 countries worldwide. The company is a digital lottery innovator offering lotteries entertaining game content featuring the largest portfolio of licensed brands in the industry, and world-leading digital programs, including CRM, loyalty, promotions, second chance, mobile and web applications.

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About 7777 gaming:

7777 gaming is an innovative and data-driven B2B iGaming provider, founded in 2020 with the mission to revolutionize and challenge the status quo in the industry by offering 360-degree platform, state-of-

the-art online casino games, iLottery, Jackpot, and marketing solutions, draw-based games, scratch cards, and much more. The product is built by a dedicated team of visionaries with over 20 years of experience. The games and the RNG are tested and compliant in several highly regulated jurisdictions worldwide. Besides, the company achieved and maintained ISO 27001 certification. 7777 gaming holds a gambling license in Bulgaria and Romania and an MGA Certificate to provide its online casino games to these markets. 7777 gaming is already partnering with the leading aggregators and platform providers in the iGaming industry. 7777gaming.com

About Scientific Games

Scientific Games is a global leader in retail and digital games, technology, analytics and services that drive profits for government-sponsored lottery and sports betting programs. From enterprise gaming platforms to exciting entertainment experiences and trailblazing retail and digital solutions, we elevate play every day. We are industry pioneers in instant games, data analytics, retail solutions and iLottery. Built on a foundation of trusted partnerships since 1973, Scientific Games combines relentless innovation, performance and unwavering security to responsibly propel the industry forward. For more information, visit scientificgames.com.

Media Inquiries:

Media@scientificgames.com