Scientific Games' High-performance Digital CRM Program Will Continue Driving Omnichannel Player Engagement for Kentucky Lottery

Company's Award-Winning CRM Team Serves 12 Lotteries

ATLANTA – October 23, 2023 – Scientific Games will continue to provide the Kentucky Lottery with digital customer relationship management services for up to four years through a recent contract extension. Since the company's digital CRM program launched in 2021, the Kentucky Lottery's online sales program has experienced an impressive 179% growth. Kentucky is ranked among the Top 15 lotteries in the world for instant game per capita sales (*La Fleur's 2023 World Lottery Almanac*).

Scientific Games' results-driven CRM solution, delivered on strategic partner Optimove's platform, focuses on driving omnichannel player engagement and retention for the Kentucky Lottery's traditional retail and digital lottery programs, including second-chance and iLottery. Individualized insights and a data-driven model of the player lifecycle allow the Kentucky Lottery to personalize and optimize marketing messages.

"CRM has given us the capability to easily segment our players to make sure that the right communications reach the right audience at the right time. From pre-planning to onboarding, to post-launch strategy sessions and reporting, the Scientific Games team has been an important asset when it comes to CRM," **said Mary Harville, CEO and President of the Kentucky Lottery**. "We've seen incredible growth since going live only two years ago and expect to see this trend continue with the recent integration of real-time event triggering and app push functionality."

Scientific Games' Digital Growth Marketing Team provides personalized CRM services to 12 U.S. lotteries. In fiscal year 2023, the team helped lotteries increase the total retail value of tickets entered into their second-chance programs by 66% year-over-year, with a 40% YOY increase in the total number of tickets entered. Scientific Games was named CRM Team of the Year at Optimove's 2022 Heptagon Awards, which recognizes high-achieving CRM results across a wide variety of global industries.

"We're proud to extend our CRM partnership with the Kentucky Lottery. We've already seen great results, and we're excited about what we can accomplish together in the future," said **Steve Beason, President of Digital and Sports Betting for Scientific Games**. "Keeping up with a fast-moving, omni-channel consumer base requires a data-driven marketing approach to achieve growth. Our CRM program helps lotteries engage strategically with players and drive retention across key segments."

In addition to the CRM partnership, Scientific Games has provided the Kentucky Lottery with instant games since the Lottery began in 1989. The company also partners with the Kentucky Lottery in the *Scientific Games Enhanced Partnership,* a technology-driven instant game management program that drives sales performance and increases revenue for the Lottery's beneficiary programs.

Scientific Games is a global leader in digital lottery innovation, games, technologies and services. The company currently serves more than 30 iLottery customers worldwide with entertaining game content and industry-leading digital programs, including CRM, loyalty, promotions, second chance, mobile and web applications.

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.

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