



Scientific Games' iLottery Games Portfolio Expands as Pixiu Gaming Joins SG Content Hub

Exciting New Hasbro-Licensed *MONOPOLY* and *BATTLESHIP* iLottery Games Coming Via SG Content Hub

ATLANTA – July 21, 2025 – [Scientific Games](#) welcomed [Pixiu Gaming](#) as the newest studio partner to the *SG Content Hub*. Pixiu Gaming joins the government-regulated lottery industry's premier iLottery content delivery platform, featuring an expanding, highly curated selection of iLottery games from Scientific Games and partner studios around the globe. The games are available to lotteries in multiple languages and in a variety of play styles for all player segments.

Widely recognized as the leading supplier of Keno games in North American regulated gaming markets, Pixiu Gaming is a boutique developer focused on authentic, engaging and player-centric games. Founded in 2014 and based in London, UK with a remote global team, Pixiu is named after a fierce Chinese mythical creature that attracts and preserves great wealth.

Scientific Games, the world's largest lottery games company, is collaborating with Pixiu Gaming to bring exciting new *MONOPOLY* and *BATTLESHIP* iLottery games to lotteries through its exclusive licensing agreement with Hasbro. Games created by Pixiu Gaming will be available in the *SG Content Hub*, in addition to games from Scientific Games' own SG Studios and other premier partner studios worldwide.

Tony Plaskow, Pixiu Gaming Co-Founder, said, "Pixiu Gaming is thrilled to join the *SG Content Hub* to bring our games to more lotteries. We look forward to working with Scientific Games and Hasbro to create exciting, brand-sensitive *MONOPOLY* and *BATTLESHIP*-themed iLottery game experiences. These iconic brands are familiar worldwide, and each provides the perfect mix of strategy and luck. We will weave a true-to-brand digital game experience with fun, simple-to-understand content that entertains players."

Matt Lynch, President, Digital for Scientific Games, said, "We are very excited to partner with Pixiu Gaming, an up-and-coming studio. Their unique approach to game development and artistic vision brings a differentiated offering to market that will add depth to iLottery portfolios by expanding game play options for existing players while bringing new game experiences to attract new players. Scientific Games is focused on creating an unparalleled range of playstyles and game mechanics for players with the *SG Content Hub*, and we are proud to soon include play experiences from Pixiu Gaming."

SG Content Hub offers partner studios select exclusively licensed brands from the company's portfolio of more than 100 licensed brands, which also includes other Hasbro-licensed games such as *CONNECT 4*, *THE GAME OF LIFE* and *YAHTZEE*. *MONOPOLY* is perennially the

lottery industry's top performer, with 33 lotteries worldwide offering *MONOPOLY*-themed games in fiscal year 2025, resulting in more than \$2 billion in retail and digital sales during the year.

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 most extensive 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 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.

About Pixiu Gaming

Pixiu Gaming is a boutique, high-quality, game studio in the regulated Canadian, US and European markets. We create beautiful, player-centric, authentic games with a focus on fun and innovation. We also pride ourselves on working closely with our partners, including Canadian Provincial governments and the Dan Marino Foundation, to help charitable and community-focused good causes.

Pixiu specialises in entertaining Kenos, establishing itself as the market leader in Canada, plus a range of innovative arcade and slot titles.

We pride ourselves on collaboration, mutual benefit, and delivering fun, responsible gaming.

About Hasbro

Hasbro is a leading toy and game company whose mission is to entertain and connect generations of fans through the wonder of storytelling and exhilaration of play. Hasbro delivers engaging brand experiences for global audiences through toys, consumer products, gaming and entertainment, with a portfolio of iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, Hasbro Gaming, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands.

Hasbro is guided by our Purpose to create joy and community for all people around the world, one game, one toy, one story at a time. For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, one of the World's Most Ethical Companies by Ethisphere Institute and one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50. For more information, visit <https://corporate.hasbro.com>.

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