

LA FLEUR'S *2023*
FAST FACTS





Ready Set Innovate

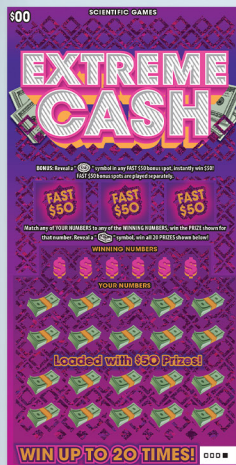
Strategically Enhancing the Instant Game Portfolio



Exciting inks, finishes, play styles and one-of-a-kind game enhancements sizzle at retail, entertain existing players and attract lottery newcomers. But building an instant game portfolio that generates profit is a balance of art and science.

At Scientific Games, data comes into play to make sure there's just the right balance of products to deliver sales performance. Every price point, playstyle and product enhancement in the portfolio is strategically planned.

Contact your Scientific Games representative for more information



Dimension

A new Scientific Games exclusive, the reflective shine of *Dimension* takes games to the next level with dimensional luxury like never before. Holographic 3-D patterns featuring *Cracked Ice* and *Stella* (stars) and *Spheric Lens* create depth and movement at different angle refractions above and below the game graphics. *Dimension* offers endless creative opportunities to add depth to the entire ticket or to highlight specific areas.

Punch N' Play

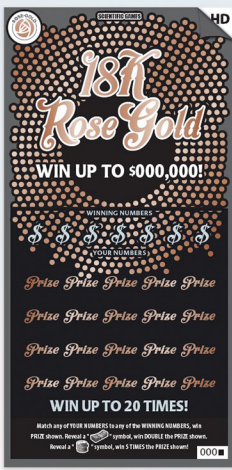
This unique new enhancement extends the excitement as players advance through multiple steps and levels in a coordinates-based game featuring hole punches and a fold. Scratch the coordinates and mark the corresponding play spots on the grid to match three symbols. The opportunity to win continues as the players fold the ticket, punch out the perforated holes, and scratch for more prizes.

HD Games

This affordable, patent-pending game enhancement elevates the overall game experience with high-definition, variable imaging for sharper detail with 3D characters, prize symbols and fonts. *HD Games* give players easy-to-read numbers and play symbols for a modern, crystal-clear scratch experience. Every *HD Games* product starts with a premium paper stock, followed by a full or spot HD gloss, depending on the game design. *HD Games* add opulence right to the very end of the player's instant game experience.

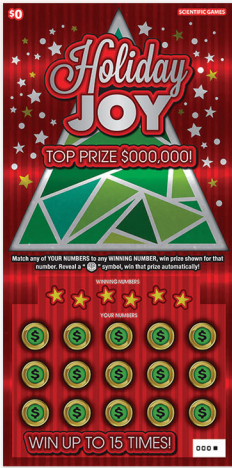
Sparkle Select

The Scientific Games Global Innovation team has expanded the endless innovation possibilities of the *Sparkle* product line to include the brand-new *Sparkle Select* series of foils. *Sparkle Select* combines the best of brilliant metallics with an intriguing holographic glow to give games an extra wow factor. Now, *Sparkle Select* can be combined with other enhancements like *Scratch My Back*, foil and holographic to create one-of-a-kind games players will never forget.



Rose Gold Sparkle

The beauty of rose gold blends with shimmering metallic sparkle for a truly dazzling effect on games. The color has grown in popularity in fashion, décor and many other consumer products over the past several years. Now, it's available in lottery games with Scientific Games' *Rose Gold Sparkle* – a brilliant metallic with a rose holographic glow, bringing the luxury of precious metal to instant games. Paired with digitally produced *HD Games*, it's the grand finale of the player's scratch experience.



Platinum

Instant games shine bright like never before with *Platinum's* limitless combinations of color and high-impact graphics on a mirror-like surface. Spanning categories and themes including licensed properties, multipliers, extended play and blowout games, *Platinum* has proven to be one of the easiest and most versatile ways to upgrade a game. Perfect for designs that maximize the display area, *Platinum's* versatility allows for any number of specialty inks or coatings to be used, and it's a great way to target variable imaging because of its brilliant white play area for maximum contrast on *HD Games' 3D* play symbols.



LuxShimmer

Elevate games and the lottery's brand with the luxury, shimmering semi-transparent coating of *LuxShimmer*, which shifts and changes the intensity of the graphics and colors beneath. Darker under colors create a more vibrant shimmer, while lighter backgrounds create a subtle water-mark effect revealed when the game reflects light. *LuxShimmer* blends seamlessly over the display and overprint areas without any need for separation, creating a unique game design perfect for scenes, pulses and families of games.

MicroMotion

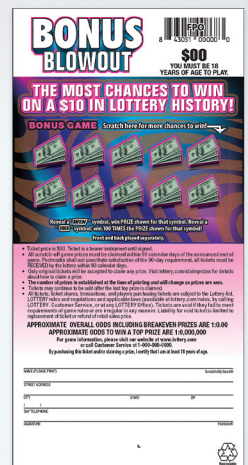
As the exclusive, worldwide provider of *MicroMotion*, Scientific Games uses a patented process with a series of special coatings on a highly reflective foil to create the illusion of motion on games. The finished products reflect light at varying angles to create a dazzling effect. The company's innovators re-engineered *MicroMotion* with formulated inks and a specialty holographic-foil hybrid combined with visual graphic enhancements and new patterns that demand players' attention.

X's & O's

A new twist on a classic player favorite! The more consecutive X's & O's, the more players win as they scratch to reveal bright holographic play symbols. Players scratch to reveal coordinates and mark them on their play grid utilizing Scientific Games' patented *ClearMark* marking system. It's a breakthrough playstyle and perfect for pairing with the high-definition vibrancy of *HD Games*.

Scratch My Back

Give players extra entertainment with more fun and more ways to win on the back of the ticket, all in four-color process. *Scratch My Back* was pioneered by Scientific Games in 2006 and this player-favorite product enhancement continues to advance. It's a great product for unique player value propositions and families of games, and can now be combined with other enhancements like foil and *Sparkle*.



66%

of the top-performing games sold in FY23 featured at least one *Strategic Product Enhancement*

*Includes US instant games ranked in the top 100 based on WPC sales

24%

of instant games sold in market in FY23 featured at least one *Strategic Product Enhancement*

7%

increase in the number of games in market featuring a *Strategic Product Enhancement* in FY23

* Scientific Games produced games for U.S. lotteries. UV & Marking Systems not included.

MicroMotion™ is a trademark of Serigraph Inc.

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