



Multiplay Gaming Joins Scientific Games' New SG Content Hub

Company Announces Exclusive WLA and NASPL Partnership with Malta-based iLottery Game Studio

ATLANTA – March 11, 2024 – [Scientific Games](#) has added yet another new studio partner to its *SG Content Hub*. In addition to games from its own SG Studios, the company will now offer its 30+ global iLottery customers curated, lottery-focused games from Malta-based [Multiplay Gaming](#). Multiplay Gaming is the eighth game studio to sign on as a partner since the program launched in late October.

Cosmin Pachiu, Co-founder of Multiplay Gaming, said, “We’re delighted to begin this exclusive long-term partnership with Scientific Games’ and the *SG Content Hub Partner Program*. This exciting new platform will allow us to provide lottery members of the [World Lottery Association](#) and [North American Association of State and Provincial Lotteries](#) with our innovative iLottery game content and mechanics.”

Founded in 2019 by a team of industry veterans who believe the next level of play is interaction between players, Multiplay Gaming creates interactive single and multiplayer digital games with high-quality graphics that can support progressive jackpots.

“We are pleased to welcome Multiplay Gaming to the *SG Content Hub*,” said **Steve Hickson, VP of Digital Games for Scientific Games**. “Multiplay Gaming’s deep portfolio and their ability to bring forward single and multiplayer games in styles lottery players love – including Bingo and Keno – make them a strong addition to our program. This latest partnership sees Scientific Games driving forward as continue making more of the very highest quality game content available for our customers, helping them sustainably grow their iLottery business.”

Scientific Games provides retail and digital games, technology, analytics and services to 150 lotteries in 50 countries around the globe. The company is a digital lottery innovator offering lotteries entertaining game content and industry-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.

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