



Scientific Games Debuts Ground-breaking iLottery Game Hub Technology and Services

Company Announces Industry-first, One-stop Access to Curated iLottery Games from Studios
around the World

ATLANTA – August 17, 2023 – [Scientific Games](#) announces the debut of a lottery industry first with the launch of the *SG Content Hub* and *Partner Program*, a unique combination of content aggregator and game content partnership program with best-in-class, lottery-focused game studios across the globe. In addition to improving access to lottery-focused games and distribution, bringing the *SG Content Hub* and *Partner Program* together benefits both game studios and lotteries through streamlined operations, simplified tech integrations, and enhanced data and analytics that drive game development and iLottery game portfolio management.

The new *SG Content Hub* offers one-stop, frictionless access to multiple iLottery game studios and integrates seamlessly with a lottery's existing gaming systems and iLottery technology. Scientific Games partners with lotteries on iLottery game portfolio planning and management, game studio contract negotiations, studio integrations, and billing, which streamlines the entire digital content management process.

Partner game studios that are part of the company's *Partner Program* will have access to select licensed properties from Scientific Games' portfolio of 100+ brands to develop new iLottery game experiences only available on the *SG Content Hub*. All participating studios and their games will meet robust standards, including responsible gaming criteria and lottery best practices

Steve Beason, President of Digital and Sports for Scientific Games, said, "We've laid the foundations of our all-new digital lottery business over the past 16 months, now we are applying our 50 years of game portfolio management experience to help lotteries build dynamic, high-performing iLottery game programs with top games from a selection of game studios. Combining the *SG Content Hub* and *Partner Program* is ground-breaking for the lottery industry. There's nothing like it available in the market today."

Scientific Games designed the *SG Content Hub* to remove the challenges that lotteries often experience when expanding game content in their iLottery programs. The platform provides a diverse and exciting selection of games from a variety of game studios to keep iLottery portfolios relevant and entertaining for players.

Steve Hickson, VP of Digital Games for Scientific Games, said, "The *SG Content Hub* gives lotteries access to iLottery games from our game studios as well as curated, best-in-class games from boutique studios they may not have access to. The number of studios in our

Partner Program will continue to grow for the ultimate benefit of lotteries and their players' entertainment experience."

The *SG Content Hub* also offers access to highly popular branded iLottery games such as *THE PRICE IS RIGHT*, *MONOPOLY* and *THE GAME OF LIFE* from the company's portfolio of 100+ licensed brands. This simplifies planning for omni-channel licensed game launches across retail and digital, including instant scratch games, Fast Play terminal-generated games, and instant games.

"Scientific Games has long been known for setting the global standard for the highest quality lottery games and content delivery that meets and often exceeds responsible gaming standards. We're bringing five decades of lottery portfolio management experience and player insights to hand-select iLottery games to maximize portfolio performance," said Hickson.

The company will unveil the *SG Content Hub* at the [North American Association of State and Provincial Lotteries](#) 2023 Conference in late October with demonstrations of how the platform can operate independently or fully integrate with the company's next generation iLottery systems platform.

Scientific Games provides retail and digital games, technology, analytics and services to 130 lotteries in 50 countries around the globe. The company is a digital lottery innovator currently serving more than 30 iLottery customers with 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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