



Scientific Games Loads More iLottery Game Content with Jelly Entertainment and Allodium Joining SG Content Hub

ATLANTA – September 24, 2024 – [Scientific Games](#) has deepened the [SG Content Hub Partner Program](#) with more game content for its iLottery customers around the world. The latest game studios joining the *SG Content Hub* are Prague-based online scratchcard creator [Allodium Games](#) and [Jelly Entertainment](#) (“Jelly”), a B2B gaming supplier in the UK. Both companies will bring their own unique iLottery content to the industry’s premier content delivery platform.

Allodium’s growing portfolio of games created over the past 16 years features best-in-class digital versions of land-based scratch games, including both bespoke and custom products adapted for individual lottery markets.

Martin Boháč, CEO of Allodium Games, said, “Our mission is to craft top-performing online scratchcards that captivate and retain players. We strongly focus on one thing only – to deliver the best possible online scratchcard games. With a new strategic partnership in place, we’re excited to bring over 100 of our games to a new audience. I am personally very excited about the possibilities this partnership will bring.”

Jelly released its first product in 2021 and is recognized as one of the leading challenger game developers in iGaming, having built a reputation for developing innovative, easy-to-understand and highly entertaining games for social and real-money play.

Salva Lima, Chief Commercial Officer at Jelly Entertainment, said, “We are very excited to be partnering with Scientific Games. It is an agreement that allows us to expand our reach to more players across various markets. Scientific Games holds top-tier status in a key vertical that will aid in our expansion locally, across Europe and westward as we look at the Americas.”

Scientific Games expects to contract with up to 25 studios for the *SG Content Hub Partner Program* by the end of 2024 as the company and its lottery customers create carefully curated game portfolios to entertain the increasing number of digitally focused consumers in markets worldwide.

Steve Hickson, VP of Digital Games for Scientific Games, said, “Our digital content experts around the globe welcome Allodium Games and Jelly Entertainment to the *SG Content Hub* and its rapidly expanding roster of partner studios. Each of these new partners offer unique, exciting game experiences further increasing the variety of content available to our customers and their players.”

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 largest 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.

Media Inquiries:

Media@scientificgames.com