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SCIENTIFIC GAMES AND MEDALLIA PARTNER ON INDUSTRY-FIRST UNDERSTANDING OF DIGITAL LOTTERY CUSTOMER EXPERIENCE

Tech Collaboration Helps Optimize Digital Lottery Programs for Top-performing U.S. Lotteries

ATLANTA – July 25, 2023 – Scientific Games is one-year into a unique, lottery industry-first partnership with Medallia, a pioneer and global leader in enterprise customer experience platforms for mission-critical insights and action. The CX partnership helps lotteries achieve 360° visibility into players' online experience at scale, utilizing in-the-moment feedback and behavioral insights to optimize online engagement. Three U.S. lotteries, Maryland, Pennsylvania and South Carolina – all ranked among the Top 15 performing lotteries worldwide *(La Fleur's 2022 World Almanac 2022 based on total per capita sales)* – are already participating in the ground-breaking CX program.

Medallia has collaborated with 2,000+ brands including 3M, H&R Block, Hyatt Corporation, Four Seasons, State Farm Mutual Insurance Co, Airbnb, and 7-Eleven, as well as a number of government agencies. Scientific Games is the lottery industry leader in business intelligence, consumer research, analytics and insights that help lotteries responsibly drive revenue for their good cause programs.

Lee Becker, Senior Vice President for Public Sector at Medallia, said, "Our customer experience technology offers insights on players' digital behavior that the lottery industry has never had before. Medallia's digital solutions empower teams to understand customer behaviors and intentions, and use that information to curate intuitive, personalized experiences in real time."

Medallia's artificial intelligence (AI) and machine-learning engine are tailor-made for experience data so companies can easily analyze and align with what consumers care about. The partnership with Scientific Games utilizes a player feedback tool built into the lottery's website or mobile app and an interaction analytics tool that allows the lottery to improve future player engagement with its brand.

Christina Hura, Director of Customer Experience for Scientific Games, said, "This technology collaboration provides a powerful enhancement to our own research and data analytics, providing a much deeper understanding of how players engage and the moments that matter most in the players' digital interaction with Lottery. The direct line to the voice of the player combined with behavioral data provides the critical insights we need to optimize the player experience across their digital journey. Our goal is to help lotteries build a consistent pipeline of promoters, accelerating digital share of wallet."

Scientific Games brings its lottery expertise and industry-specific insights to the program to provide an understanding of digital behavior such as the ease with which a player can navigate a lottery website or mobile app, or how they engage with the lottery's digital offering.

Currently serving more than 30 iLottery customers worldwide with entertaining game content and industry-leading digital programs, including CRM, loyalty, promotions, second chance, mobile and web applications, Scientific Games is a global leader in digital lottery innovation, games, technologies and services.

About Scientific Games
Scientific Games is a leading provider of lottery games, technology, analytics and services to

government-sponsored lottery programs globally. From cutting-edge backend systems to exciting entertainment experiences and trailblazing retail and digital solutions, we elevate play every day. We push game designs to the next level and are pioneers in instant games, data analytics and iLottery. Built on a foundation of trusted partnerships, 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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