



## Scientific Games Announces Newest iLottery Studio Partners for SG Content Hub

Company Adds Unique Instant Games from More Lottery-Focused Studios

**ATLANTA – February 15, 2024** – [Scientific Games](#) has added two more partners to the new *SG Content Hub and Partner Program*. In addition to games from its own SG Studios, the company will now offer curated iLottery games from [Bwloto](#) and [Random State](#) to its 30+ iLottery customers globally. Currently, a total of seven lottery-focused game studios have signed on as partners.

“Scientific Games welcomes Bwloto and Random State to the *SG Content Hub and Partner Program*. Both are highly respected digital content providers, and we look forward to offering a selection of their unique games to our iLottery customers worldwide through the *SG Content Hub*,” said **Steve Hickson, VP of Digital Games for Scientific Games**. “Our goal is to continually provide our customers with high-performance games that drive incremental growth in their iLottery business.”

With 50 years of expertise in lottery games, Scientific Games has accelerated further investment in iLottery innovation with the *SG Content Hub and Partner Program* [announced](#) in late October. The company is seeking partner studios that offer unique, high-quality game mechanics that will complement SG Studios’ portfolio of games.

Based in Iceland with lottery customers in Canada and Europe, Bwloto offers products and services to the global regulated lottery and gaming market. Led by a trio of 20+-year lottery experts, Bwloto specializes in longer, yet quicker play instant games customized for individual lotteries and adapted for local regulatory environments. The games support any return-to-player.

**Bwloto CEO Ivar Hermann Unnthorsson**, said, “We are thrilled to become a member of the *SG Content Hub and Partner Program*, as it allows us to expand our reach and get our games into the hands of more players across various markets. This partnership aligns perfectly with our mission to offer players around the world an unforgettable gaming experience.

Random State, a Swedish game studio, has earned recognition with prestigious awards such as The Swedish Gambling Awards and Pitch ICE London for their pioneering approach to digital lotteries and bingo. Dedicated to innovation, Random State releases a new unique game every month, consistently pushing the boundaries of what iLottery can achieve.

**Mattias Westholm, CEO for Random State**, said, “We at Random State are excited to join the *SG Content Hub and Partner Program*. This partnership represents a significant milestone in our quest to deliver innovative, world-class gaming experiences to players globally. By merging

iLottery with casual gaming, we are setting a new standard in the industry,” says Random State CEO Mattias Westholm.”

Along with the *SG Content Hub and Partner Program* feature set, game studios joining the partner program will have the potential to access select licensed properties from Scientific Games’ portfolio of 100+ licensed brands to develop new iLottery game experiences.

Developed to improve lotteries’ access to games and distribution, the *SG Content Hub* provides scalable features that work with partner games as well as the company’s games, including progressive, linked and multi-jurisdictional jackpots. The *SG Content Hub and Partner Program* delivers streamlined operations, simplified technical integrations, iLottery game portfolio management, and enhanced data analytics to ensure access to a huge volume of game content delivered via one simple integration.

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 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](https://scientificgames.com).

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