

LA FLEURS 2024

FAST FACTS





Eight Enhancements to Power Up Your 2025 Instant Game Portfolio

A small investment in premium enhancements can have a big impact on lottery sales and profits.

Shimmering finishes, high-definition graphics, specialty papers and inks stand out at retail, giving core players one-of-a-kind scratch experiences and attracting new players. But building an instant game portfolio that not only resonates with players but generates profits takes expertise.

At Scientific Games, every price point, playstyle and product enhancement in the portfolio is strategically planned. Data comes into play to create the right balance of products for sales performance. The key is managing the entire portfolio to ensure variety and excitement.



HD Games™

1

Scientific Games was the first to bring players an enhanced play symbol experience. *HD Games* give players high-definition, easy-to-read numbers and play symbols for a modern, crystal-clear scratch experience. The patented *HD Games* enhancement elevates the overall game experience with high definition variable imaging that allows much sharper detail for characters, prize symbols and fonts.

Every *HD Games* product starts with a premium paper stock, followed by a full or spot HD gloss, depending on the game design. Beneath the high-definition imaging, players find a brighter play area with improved contrast and clarity. The ticket back features a second display color that can pair with price point color themes to help retailers and warehouse employees easily identify games.

Players clearly enjoy the high-definition play experience, with *HD Games* performing 4% better than other games in the \$1 to \$20 price point categories. In fiscal year 2024, *HD Games* sales grew by nearly 29%.



Platinum™

2

Instant games shine bright like never before with *Platinum's* limitless combinations of color and high-impact graphics on a mirror-like surface. Spanning categories and themes including licensed properties, multipliers, extended play and

blowout games, *Platinum* is proven to be one of the easiest and most versatile ways to upgrade a game and potentially reach more players.

Platinum offers all the benefits of *Foil* games but elevates a product further. It's perfect for designs that maximize the display area. *Platinum's* versatility allows for any number of specialty inks or coatings to be used, and it's a great way to target variable imaging, because of its brilliant white play area for maximum contrast on *HD Games*, the company's digitally produced high-definition play symbols.

In fiscal year 2024, *Platinum* games performed 6% better than non-*Platinum* games in \$1 to \$25 price point categories. The \$5 and \$10 categories performed particularly well at 10% higher than games that do not feature *Platinum*.

VariPlay Duo™

3

VariPlay Duo is the first launch in Scientific Games' *Crossover* product line developed to connect a physical scratch game to a second-chance promotion on players' mobile phones. Instead of just scanning the barcode or entering the ticket numbers into the promotion microsite, players are taken on a quick, intuitive journey with a visual appeal. Players interact with the lottery's brand on their mobile and ideally become open to more digital lottery play experiences.





FusionHolo™

4

Scratch games on holographic paper stock are growing in popularity with players, representing \$4.1 billion in U.S. retail sales in fiscal year 2024 – an increase of 7% from the year prior. Based on the average fiscal index in fiscal year 2024, holographic games outperformed non-holographic games by more than 12% in every price point from \$1 to \$20.

FusionHolo is an all-new holographic scratch game enhancement from Scientific Games featuring two holographic patterns fused together in the game graphics, allowing the shimmering play area to clearly stand out. To create the 'fusion,' lotteries select from a combination of three graphic border themes (Money, Casino or Holiday) and three inner patterns (Silver, Pillars or Diamonds), resulting in a truly unique holographic product.



Ice Ink®

5

The appeal of *Fluorescent Inks* has been effective in attracting players' attention, enhancing game designs and unifying families of games. The intriguing, crystalized color can also refresh core games. It's also an effective enhancement.

Ice Ink, the latest evolution of Scientific Games' *Fluorescent Inks* brings a gloss and glitter shine seamlessly from the display graphics into the overprint. The frosty shimmer of *Ice Ink* is the perfect way to add a lux feel to scratch games for a premium play experience.

Since 2020 games with *Ice Ink* have performed 7% better than games without the enhancement.



Micromotion™

6

As the exclusive, worldwide provider of *Micromotion*, Scientific Games uses a patented process with a series of special coatings on a highly reflective foil to create the illusion of motion on games. The finished products reflect light at varying angles to create a dazzling effect. The company's innovators re-engineered *Micromotion* with formulated inks and a specialty holographic foil hybrid combined with visual graphic enhancements and new patterns that demand players' attention.

Micromotion games performed 9% better than games without *Micromotion* in the \$1 to \$10 price point categories in fiscal year 2024. The \$3 category saw its very first *Micromotion* games in fiscal year 2024, with the games performing 15% better than those without *Micromotion*. In fiscal year 2024, *Micromotion* was featured in 15% more games than the year prior and sales grew by an impressive 32%.

Dimension™

7

Unique to the industry, the reflective shine of *Dimension* takes games to the next level with a subtle, dimensional luxury. A transparent holographic overlay allows the graphics below to shine through, creating a reflective effect on the entire ticket including the scratch-off area. Or it can be used to highlight specific areas on the ticket.

Dimension offers well-known holographic patterns like *Cracked Ice* and *Stella* (stars). A Scientific Games exclusive, *Spheric Lens* is the newest dimensional pattern that creates depth and movement at different angle refractions.

In fiscal year 2024, *Dimension* games represented \$674.7 million in retail sales.

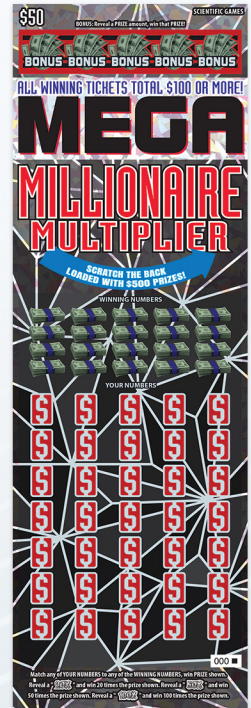


Scratch My Back®

8

A top performer in player research testing, *Scratch My Back* games offer more entertainment value with more chances to win on the back of the ticket. In fiscal year 2024, *Scratch My Back* game sales grew by more than 22%, topping \$2 billion in industry sales revenue.

The innovation team at Scientific Games also recently trialed and approved the use and material procurement to produce the extra play spots on the back of the company's *Foil* games and *Cracked Ice* holographic for an even more elevated scratch experience.



53% of games in the \$10 and higher price point categories produced by Scientific Games for U.S. lotteries since 2018 featured at least one *Strategic Product Enhancement*

60+% of instant game retail sales across the \$10 and higher price point categories were generated by these games

Micromotion™ is owned by and use with the permission of Serigraph, Inc. All rights reserved.

Dimension™, *FusionHolo™*, *HD Games™*, *Ice Ink®*, *Platinum™ Foil*, *Scratch My Back®*, and *VariPlay® Duo* are trademarks of Scientific Games, LLC. © 2024. All rights reserved.