



## From Europe to the U.S. and Canada – Introducing Dimension Games

The next phase of Scientific Games' global instant scratch game manufacturing expansion is officially live. The industry-first, lottery instant scratch game printing technology debuted at the company's Leeds, UK facility to serve European lotteries. Now, it has launched at the company's global headquarters in Atlanta.

The new technology is producing *Dimension* products featuring a 3D holographic-like effect for North American lotteries with the Colorado Lottery, New Mexico Lottery and South Carolina Education Lottery set to offer the first *Dimension* games in the U.S. to players this spring and summer.

"Scientific Games continues to lead the way in specialty and HD digital printing

technology to innovate new games for today's players," said John Schulz, President of Americas and Global Instant Products for Scientific Games. "We're advancing game innovation through our long-term technology expansion plan so our customers can offer their players the most exciting scratch play experiences in the industry and drive sustainable revenues for lottery good cause funding."

### Record-breaking Launch

In Poland, Totalizator Sportowy – one of the top 20 performing instant game lotteries in Europe – was one of the first lotteries in the world to offer players *Dimension* games with *BIG 777* launching at PLN 10. Supported by an ad campaign, launch day was the second highest in the Lottery's history at approximately 1.6 million PLN. The first week of sales turned out to be record-breaking for the Lottery in this price category, reaching nearly 6.49 million PLN.

"The new *Dimension* product resulted in a record month of sales in August. After such positive feedback from players, we've introduced another five games with this 3D effect: *BOOM 777*, *CZARNA PERŁA*, *PREMIA 777*, *EXTRA 777*, and *PERŁY RUBINY*," said Katarzyna Woźnica – Borkowska, Instant Tickets Manager for Totalizator Sportowy. "The 3D effect is ideal to use in scratchcards, especially with the theme and graphics that refers to pearls. The spherical 3D effect perfectly enhances the depth and makes the scratchcard incredibly attractive for players. It brings the game to a whole different level from a marketing point of view."



*Dimension* games are coming to U.S. lotteries, with three lotteries already set to launch games this spring and summer



3D *Dimension* games have been well-received by players in Poland, including Totalizator Sportowy's pearl-themed and mainstay 777 games

The 777 family of *Dimension* scratch-cards is a mainstay in Totalizator Sportowy's game portfolio. Every year the Lottery introduces a version with a refreshed name and color variety.

### Investing in Game Innovation

The company's global teams adopt trends from inside and outside the industry, exploring what's next, using analytics, and testing new products with player research groups to produce strategically enhanced games.

"Our UK manufacturing facility has a long history of designing and building, in-plant machine capabilities to enable ongoing product R&D and automation of processes. In recent years, this includes the development of the first *Sparkle* press in conjunction with a third-party partner and subsequently the development of the *Dimension* concept which brought to market a brand new 3D dimensional product for our customers' game portfolios," said Mark Scholey, VP of Global Manufacturing for Scientific Games.

Inspired by the latest trends in printing for higher-end consumer packaged goods, the *Dimension* production technology was first developed by innovation teams at Scientific Games' UK facility. The *Dimension* technology produces holographic-like patterns on instant scratch games, including the popular *Cracked Ice* and *Stella* (stars). A Scientific Games exclusive, Spheric Lens is the newest three-dimensional

pattern that creates depth and movement at different angle refractions with spherical circles that simultaneously appear above and below the game graphics. Additional patterns are currently under development.

Following the company's player research and testing, cross-continental innovation teams, including game designers, printing technologists, product managers and market analysts, worked to perfect *Dimension* product samples.

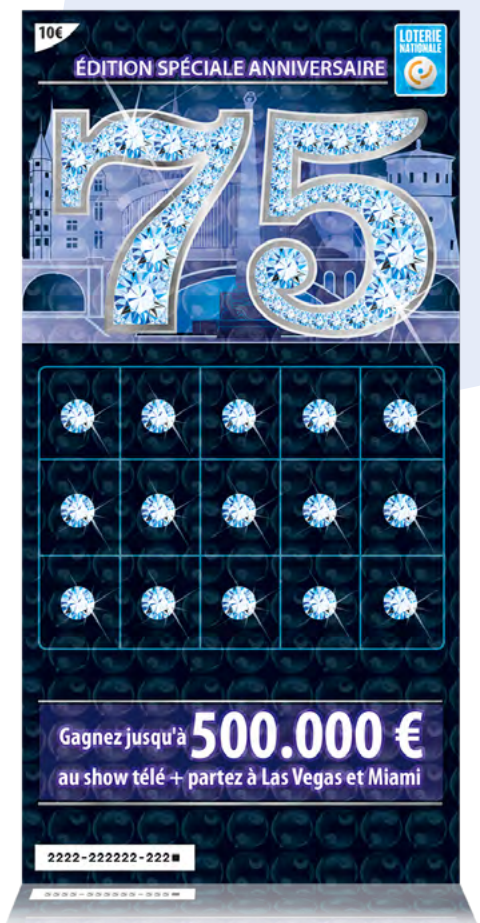
In Europe, games featuring *Dimension* have varied across price points., while in the U.S. initial interest from lotteries has been for USD 10 and higher price point games, as well as families of games, holiday and special occasion games.

### Beyond Special

With its 75th anniversary approaching, another top 20 performing instant game lottery in Europe chose to celebrate the special occasion with a *Dimension* product.

"We were happy with this ticket because we wanted this special effect to differentiate the product from our range and make it a little more 'premium'. This idea was a success for the 75th Anniversary of the Lottery in Luxembourg," said Xavier Feller, Head of Marketing Communication, for Loterie Nationale Luxembourg.

Loterie Nationale Luxembourg celebrated its 75<sup>th</sup> Anniversary with a *Dimension* game



SAZKA's Goldfish family in Czech Republic was among the first *Dimension* games in Europe



In the Czech Republic, SAZKA is also among the first to launch *Dimension* games with a lucky *GOLDFISH* family. The Lottery is ranked among the top 20 performing instant game lotteries in Europe.

“Thanks to the 3D effect, the goldfish appear to be swimming underwater. This family of base games looked fantastic and it is another creative example of the successful use of *Dimension* in the product portfolio,” explained Scholey.

### Expanding Product Possibilities

As consumers return to their retail shopping habits in the post-pandemic world, physical instant scratch games remain the biggest revenue driver for lotteries around the world. Representing more than 34% of revenues, instant games are a USD 118.7 billion business and growing. From 2020 to 2021, retail sales in the product category grew 16% globally.

“We are using the science inside our data analytics to meet lotteries’ needs with new products that keep players excited and engaged. Our game

design, manufacturing and customer teams are continuously collaborating with product innovation teams – including across the continents,” said Schulz. “Our teams have samples of new products like *Dimension* and because the innovation is data-driven, there is great interest from product managers to see what’s new for 2023 and beyond.”

In the U.S., the South Carolina Education Lottery is among the first lotteries planning a *Dimension* game launch.

“We were drawn to this innovative print feature because of the subtle, but eye-catching layer of dimension it gives to tickets, as well as the variety of designs it offers. We chose the *Spheric Lens* design for our \$1,000,000 *Riches* game to give it a classic, royal feel,” said Carolina Hinson, Product Manager for the South Carolina Education Lottery. “Our \$10, \$1,000,000 top prize games are some of our most popular, and we wanted to make sure we offered a ticket that would stand out in our dispensers – the 3D effect of *Dimension* does just that! We are confident that our players will be drawn to this ticket design. We look forward

to utilizing even more of the *Dimension* designs on future games.”

In recent years, Scientific Games has invested tens of millions of dollars in instant scratch game production technology at its five instant game production facilities around the world, most recently increasing global capacity by 20% with the new press in Leeds, UK. The company’s annual production capacity is more than 53 billion instant scratch tickets.

Scientific Games is the world’s largest creator, manager and producer of instant scratch games, with products representing 70% of global retail sales. The company currently supplies 130 lotteries in 50 countries with digital and retail games, technologies, analytics and services.

Source: Worldwide lotteries ranked by 2021 instant game per capita sales and 2021 worldwide lottery sales, La Fleur’s 2022 World Lottery Almanac.

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