



Scientific Games' SCiQ Lottery Retail Technology Launches for First Time in Europe

Company's Lottery Retail Ecosystem Customized for Major UK Supermarket through Partnership with Allwyn

ATLANTA – February 3, 2025 – [Scientific Games](#) has launched the global lottery company's SCiQ retail technology for the first time in Europe. Through the partnership with [Allwyn](#), the operator of [The National Lottery](#), the Scientific Games retail ecosystem has debuted at an [Asda](#) store east of Manchester, UK. Asda is the second-largest supermarket chain in the UK. SCiQ, which has proven to create efficiencies and support lottery sales in more than a dozen U.S. markets, will modernize how The National Lottery's scratchcards are managed and purchased at retail.

SCiQ is the only technology of its kind for managing the lottery category within stores. The Scientific Games system provides retailers with a comprehensive suite of features, including touch-of-a-button store reporting, automated inventory management, real-time store-specific sales analytics and market basket performance reports. In addition to streamlined lottery category management, SCiQ offers enhanced product security and modernizes the lottery experience for the shopper with digital screens and automatic dispensing.

Christopher Allen, VP, Lottery Marketing Strategy for Scientific Games, said, "Our global technology teams continue Scientific Games' 50+ year commitment to innovate across the lottery landscape and bring to market new, advanced technologies helping lotteries future-proof across all channels of play. We are delighted to bring our proven SCiQ retail ecosystem to our partnership with Allwyn and thrilled that Asda was the first retailer in the UK to deploy the system in-store."

Scientific Games customized the software in accordance with Allwyn's pioneering 10-scratchcard limit, automatically preventing Asda store staff from selecting more than 10 National Lottery Scratchcards per transaction.

Innovating for a changing retail landscape and new-look stores, Scientific Games worked with both Allwyn and Asda to customize SCiQ specifically for the customer service area of the Asda store. This is the first phase of a trial that will take several months as the technology is tested to inform any broader rollout plans in the future.

Allwyn's Operations Director, Jenny Blogg, said, "As we continue transforming The National Lottery from the inside out, we're deploying innovative lottery technology fit for the future. Thanks to the teams at Allwyn and Scientific Games, this innovative concept Scratchcard retail technology takes player and retailer experience to a whole new level and we're confident it will

change the way people buy Scratchcards. We also worked closely with Asda to meet the specific requirements of their new-look store and are absolutely delighted with how it's turned out. We'll now assess it over the next few months to determine how we move forward with the technology, but we're really excited by the initial results."

Scientific Games is the world's largest lottery games company and the largest lottery systems technology partner in Europe. The company provides games, technologies, analytics and services to more than 150 lotteries in 50 countries worldwide.

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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.

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About Allwyn/The National Lottery

- Allwyn is the licensed operator of The National Lottery® and is committed to raising money for National Lottery-funded projects designated by Parliament. Allwyn is not responsible for distributing or awarding these funds.
- The National Lottery generates, on average, more than £30 million each week for National Lottery-funded projects. In total, over £50 billion has now been raised and more than 700,000 individual grants have been made across the UK. With hundreds of lottery grants in every postcode district, most people will have benefited from a National Lottery-funded project at some point.
- The National Lottery has awarded over £95 billion in prizes and created more than 7,400 millionaires or multi-millionaires since its launch in 1994.
- For further information on Allwyn The National Lottery and its games, please visit: www.allwyn.co.uk and www.national-lottery.co.uk.
- Players of all National Lottery games must be aged 18 or over.