

# CORPORATE PRESENTATION

2020

***intralot***



**Business Innovation**  
driven by **Digital Technology**

# OVERVIEW

# GLOBAL LEADER IN THE GAMING INDUSTRY



**44** COUNTRIES &  
JURISDICTIONS

**€ 720.6 m**  
Revenues

**71**  
Contracts

**3,800**  
Employees

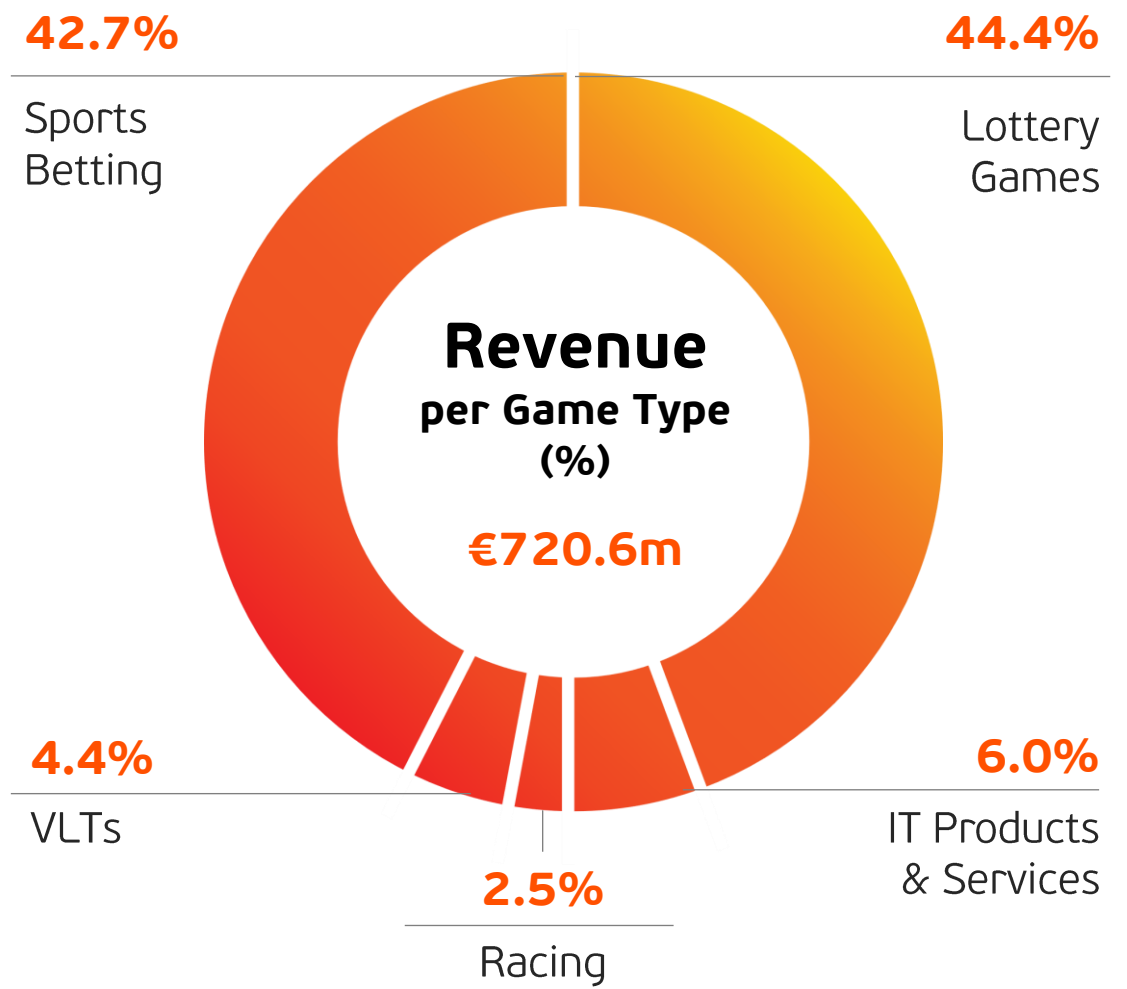
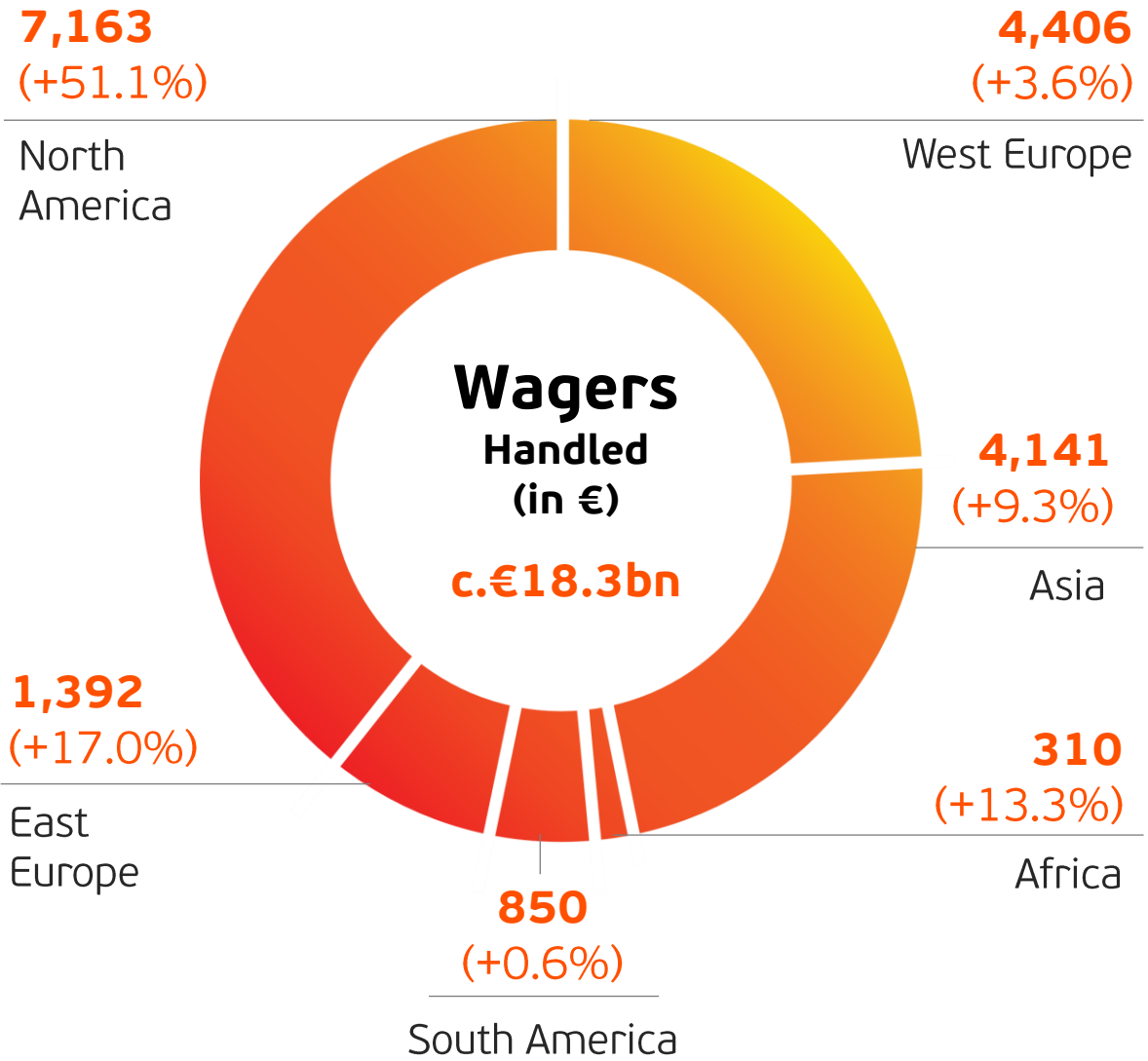
**€ 18.3 bn**  
Wagers

**290 k**  
Retail Solutions  
Worldwide

**€ 1.4 bn**  
5 year  
contracted backlog

Figures refer to FY19

# INTRALOT REVENUE MIX 2019



# INTRALOT, INC.

A SOLID SUBSIDIARY WITH POSITIVE DYNAMICS



## New technology hub

of INTRALOT, Inc.  
located in Greece

**40m**

Population Coverage

**8-y**

Average Contract Length

**670**

Employees

**10%**

Market Share in Lottery Wagers Handled Terms



## Lottery

- > Arkansas
- > DC
- > Georgia
- > Idaho
- > Illinois
- > Louisiana
- > Montana
- > New Hampshire
- > New Mexico
- > Ohio
- > Vermont
- > Wyoming

## Sports Betting

Partner for lottery-run sports betting

- > D.C.
- > Montana
- > New Hampshire

## New Launches

- > Lotos Xi
  - ✓ Three states in the USA
- > Keno
  - ✓ One state in the USA
- > INTRALOT ORION
  - ✓ Montana
  - ✓ Washington, DC
  - ✓ One state in the USA

# REST OF THE WORLD

## Canada

- > British Columbia

## South America

- > Argentina (11 Jurisdictions)
- > Brazil
- > Chile
- > Peru

## Africa

- > Morocco

## Europe

- > Bosnia & Herzegovina
- > Croatia
- > Germany
- > Greece
- > Ireland
- > Malta
- > Netherlands
- > Turkey

## Asia

- > Azerbaijan
- > Malaysia
- > Phillipines
- > Taiwan

## Oceania

- > Australia (2 Jurisdictions)
- > New Zealand



## New Launches

- > Lotos Xi
  - ✓ One country in the EU
- > Sports Betting
  - ✓ Netherlands
- > Canvas
  - ✓ Taiwan
- > eSports
  - ✓ Peru
  - ✓ Taiwan
  - ✓ Malta

# OUR STRATEGY



# OUR STRATEGY

## Our Purpose

To offer players an **unparalleled gaming experience** and support gaming operators around the world in **raising funds for good causes**.

## Our Promise

To redefine **innovation** and **quality of services** in the gaming sector.

## Our Strategy

Introduce **business innovation** in the industries we serve, using advanced **digital technology** as an enabler.

Improve the **quality of our services** and achieve **economies of scale**.

Establish **new partnerships** to expand **licensed operations (B2C)**.

Drive **growth** by boosting **B2G/B2B** sales in targeted geographies.

Optimize our **capital structure**.

## We are One

We are **one team** with an open, collaborative culture working together to seize new opportunities.

We believe in **one smart**, creative, accountable and innovative individual who stands behind her or his work.

We are dedicated to **one goal**, to bring INTRALOT at the top of the industry.

We operate holistically, based on **one systemic model** that brings together People, Organizations, Processes and Tools.

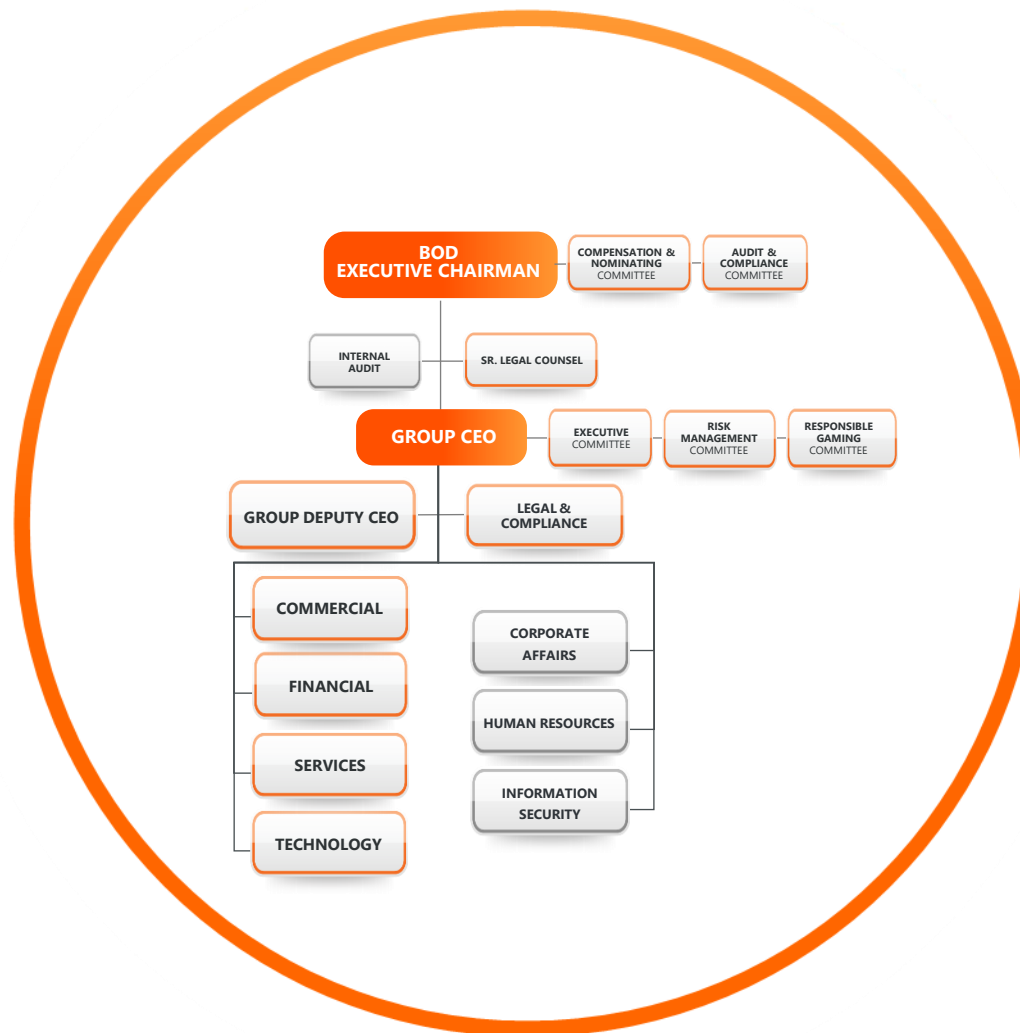
Business Innovation  
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# NEW ORGANIZATION MODEL

## GOAL

to **simplify**  
its structure  
increase **efficiency**  
create **synergies**



## NEW STRUCTURE

A unified **TECHNOLOGY** division with two branches (Athens, Atlanta), focused on innovation through digital technologies

**COMMERCIAL** division focused on growth in existing and new markets

**SERVICES** division focused on optimizing customer satisfaction and achieving economies of scale

**FINANCE** division focused on strict monitoring and optimization of the Company's financial figures

# PRODUCTS & SERVICES

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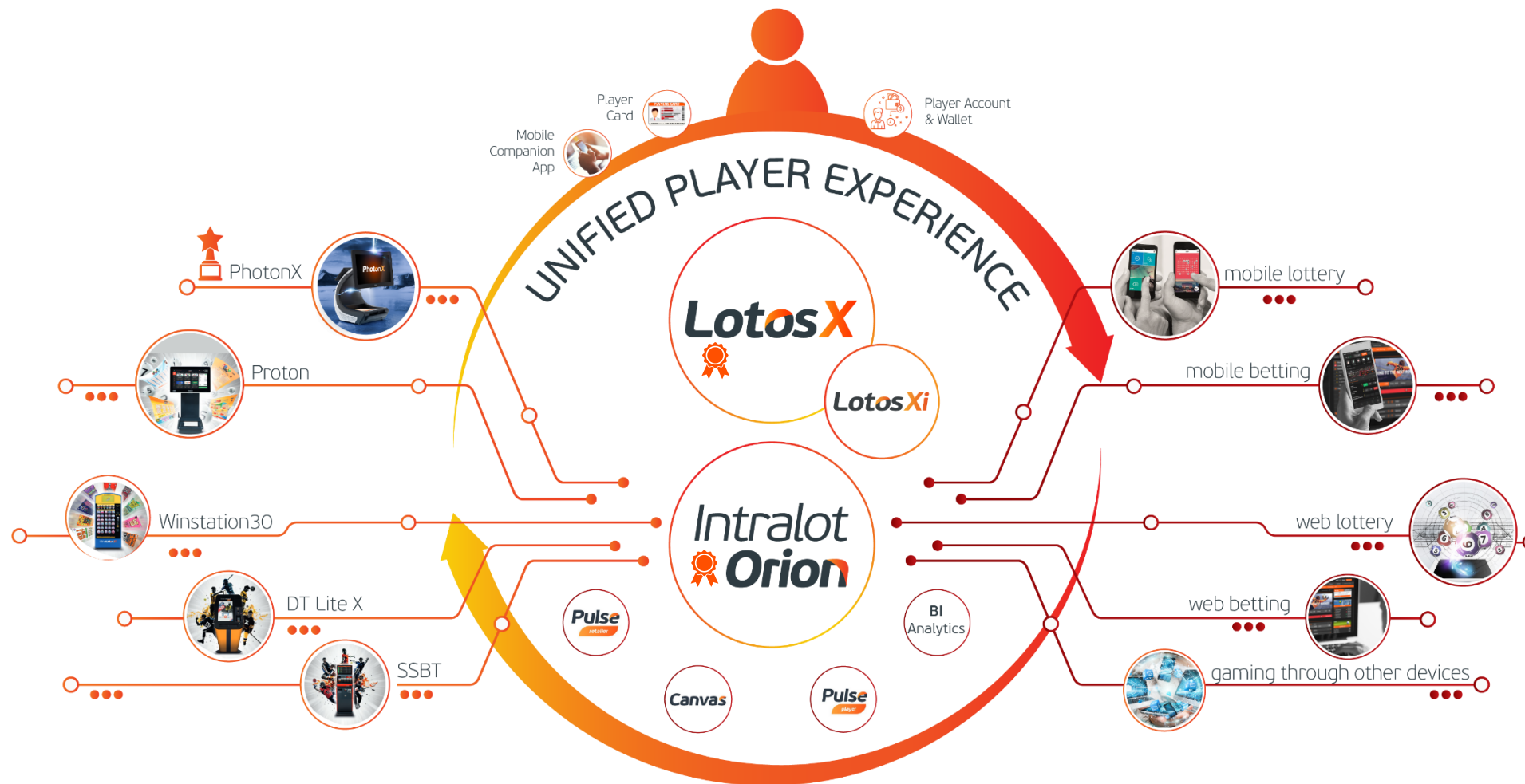


# DRIVING DIGITAL TRANSFORMATION



RETAIL

ONLINE



# INTRALOT SOLUTIONS

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**Lottery**



**Sports Betting**



**Gaming**

## Platforms

### LOTTERY

- > Passive/Draw/Instant & Hybrid games support
- > Flexible & parametrical rules engine

### BETTING

- > Pre/Live fixed odds games & pari-mutual
- > Virtual Games & e-Sports
- > Advanced trading tools & algorithmic pricing

### ENABLERS

- > PAM
- > Content management
- > DMS
- > Digital Signage
- > Monitoring System
- > Licensing System
- > CRM

## Touchpoints

### RETAIL

- > Retailer Terminals
- > Self-service Terminals
- > Instant vending & hybrid terminals
- > In-lane solutions

### ONLINE

- > Lotos Xi
- > Native Mobile App
- > Portal

## Services

- > Platforms & Technology
- > Customer Operations
- > Customer Support
- > Sports Betting Operations
- > Sales
- > Marketing

# NEXT-GENERATION PLATFORMS

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## LOTOS X

- › Built on future-proof microservices technology
- › Highly parametrical games & draw management
- › Easy to integrate through an API Gateway layer
- › Infrastructure & deployment model agnostic (on-premises/cloud/hybrid)
- › Ensures security, integrity, reliability & responsible gaming
- › True omni-channel



## INTRALOT ORION

- › All-inclusive platform managing entire bet lifecycle (event creation, odds compilation, risk management & settlement)
- › Supports a wide range of pre/live betting markets & sports
- › Player-centric features including promos, bonusing, personalized pricing, cash out
- › Flexible, configurable & highly scalable
- › Advanced trading tools & derivatives engine
- › True omni-channel



# CUSTOMER TOUCHPOINTS





# SERVICES

We provide services and support worldwide tailored to our lottery and betting operators.

## Platforms & Technology

- > Infrastructure setup
- > Telecoms
- > Platform & terminals deployment
- > Digital channels deployment
- > End-to-end system implementation

## Customer Operations

- > Instant product management/ CSP
- > Field services & maintenance
- > Call center
- > Logistics & distribution
- > Monitoring
- > Consulting and Advisory
- > Application Operations

## Sales

- > Product portfolio development
- > Market research & consumer insights
- > Retail development
- > Sales force management
- > Trade marketing

Full coverage of the B2G/B2B & B2C value chains

## Customer Support

- > Application support services
- > Solution Monitoring
- > IT System & Network Services
- > Reporting and data analytics

## Sports Betting Operations

- > Managed Trading Services (MTS)
- > Content management (events/fixtures)
- > Margin strategy
- > Trading & Risk management

## Marketing

- > Brand management & advertisement
- > Campaign management & consumer promotions
- > Interactive operations (Player acquisition & retention, content management, segmentation & CRM, fraud management)
- > BI & Reporting
- > Responsible gaming consulting



# OUR PEOPLE

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# WHAT DIFFERENTIATES US



# OUR PEOPLE HIGHLIGHTS

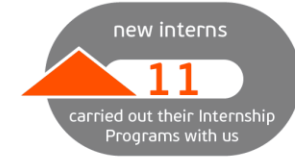


WE ARE ONE



## PROFESSIONAL ADVANCEMENT

### PROMOTIONS 2019



## PERSONAL DEVELOPMENT



## WORKING ENVIRONMENT



# COMPLIANCE & CERTIFICATIONS

# GROWING RESPONSIBLY

Unwavering  
commitment to  
**responsible  
gaming** and  
**integrity**



# RESPONSIBLE GAMING & CORPORATE RESPONSIBILITY



INTRALOT is one of the first gaming companies certified under the **ISO 37001 Standard for its Anti-bribery Management System**

INTRALOT is one of the first vendors to become **GLMS Associate Member** (Global Lottery Monitoring System of Sports Betting)

INTRALOT is certified under the **ISO 14001:2015 Environmental Management System**

INTRALOT is one of the first vendors that has been awarded the prestigious certification **Responsible Gaming Framework** by the World Lottery Association

INTRALOT's subsidiary in Malta, Maltco Lotteries, is certified for its commitment at the highest standards of integrity and responsibility with the **WLA Responsible Gaming Level 4 Certification** and **EL Responsible Gaming Certification**

# SECURITY & QUALITY STANDARDS

## Our Certifications

**ISO**  
20000:2011

**1<sup>st</sup> vendor**  
to achieve  
certification on  
**IT Service  
Management**

**ISO**  
9001:2015

Maintain  
a strict **Quality  
Management  
System**

**ISO**  
29993:2017

Accredited with  
certification on  
our **Learning  
Services**

**1<sup>st</sup> vendor  
certified in  
WLA Security  
Control Standard  
and  
ISO 27001:2013  
Standard**

INTRALOT Headquarters  
INTRALOT Innovation Center  
INTRALOT Nederlands BV  
INTRALOT - OPAP  
INTRALOT Germany GmbH  
INTRALOT SA Scratch Tickets Operation  
INTRALOT Gaming Services Pty Ltd  
INTRALOT Inc  
Goldbet S.p.A.  
INTRALOT de Peru SAC  
INTRALOT Ohio  
INTRALOT Maroc  
Bit8 Ltd.  
Tecno Acción S.A. Argentina  
Tecno Acción Salta S.A. España  
INTRALOT Arkansas  
INTRALOT Chile SPA  
INTRALOT Montana  
INTRALOT Louisiana  
INTRALOT Idaho  
INTRALOT New Mexico  
INTRALOT New Hampshire  
INTRALOT Wyoming  
INTRALOT Illinois  
INTRALOT Benelux B.V.



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