

Creating Positive Social Impact

Sustainable Play In Action

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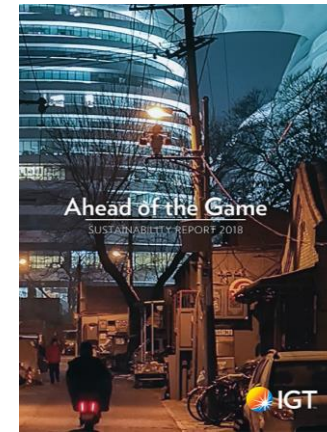
Laura Feliziani

Product Communication, Brand Content and Consumer Engagement



Sustainability Reporting Since 2007

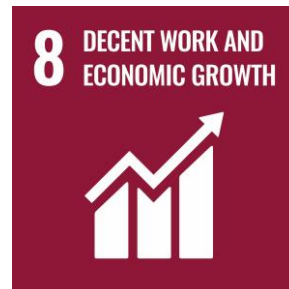
Ahead of the Game



17
years of
Sustainability
Reporting

IGT's Sustainability Strategy

Our efforts align with the United Nations Sustainable Development Goals.



We have adopted **9** of the **17** goals.



IGT SUSTAINABILITY PILLARS



Valuing and Protecting Our People



Advancing Responsibility



Supporting Our Communities



Fostering Sustainable Operations

AMBITION

**Become the employer of choice
for talent of the future**

**Contribute to a secure and positive
gaming environment**

**Engage with community partners to facilitate
opportunities for support, learning and growth**

**Fight climate change, promote circularity
and enhance sustainable procurement**

Lottery Players Raise Environmental Concerns



"Which of the following, if any, have you done to reduce your impact on the environment and live more sustainably?"

Recycled products that I've used (e.g. paper/newspapers, glass, cardboard, cans, etc.)

49%

Avoided products with lots of packaging

36%



"Which of these sustainable practices, if any, do you think are important for brands to adopt? "

Completely recyclable packaging

52%

Making products from sustainable materials or ingredients

46%

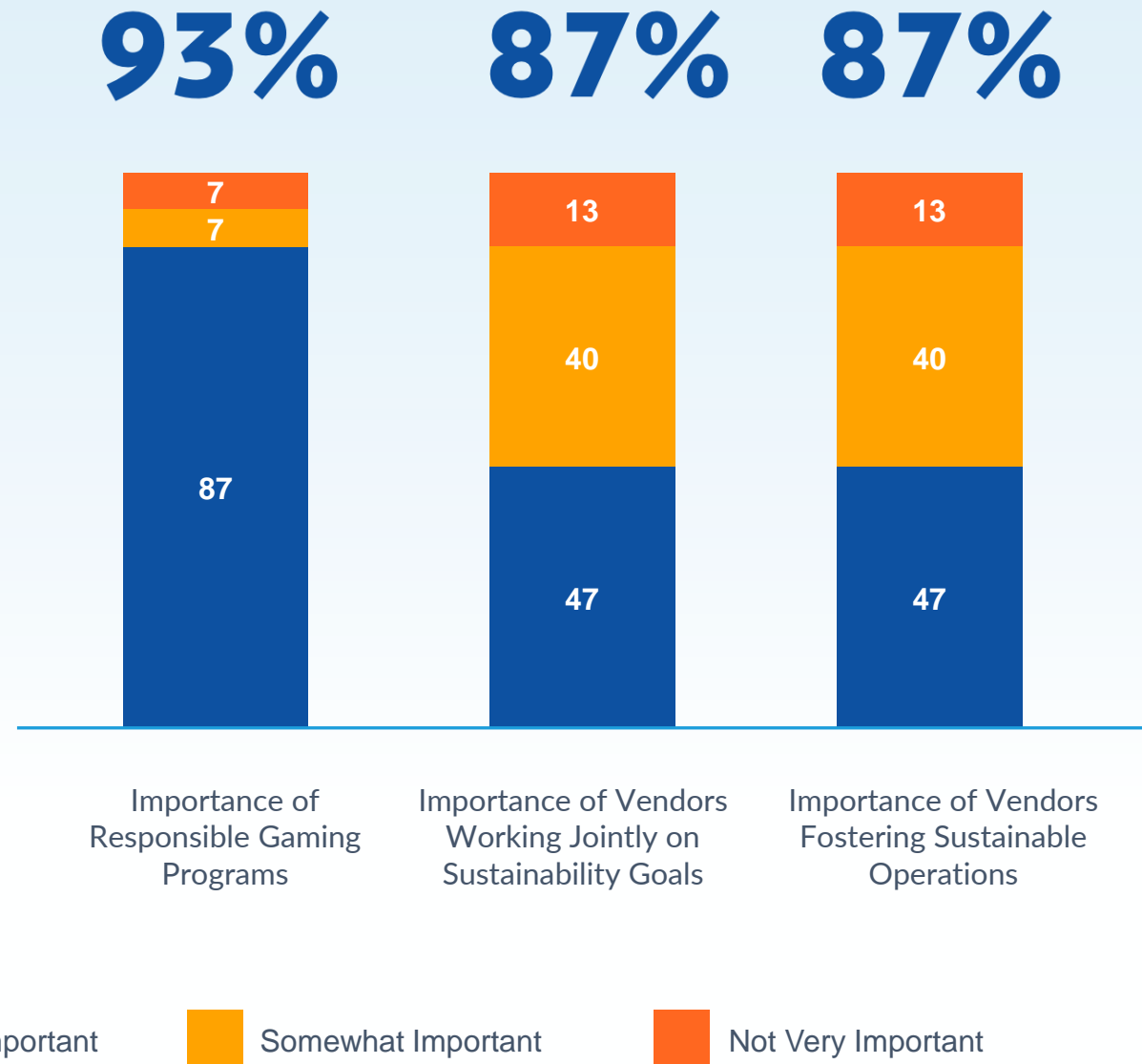
Helping to regenerate natural resources e.g., replanting forests

43%



IGT Customer Importance Ratings

The vast majority of IGT Customers place great importance on responsible gaming programs.



What are some ways IGT can help customers achieve their Sustainability Goals?



Share best practices and insights for sustainable operations



Offer sustainable products ex., scratch-cards on FSC paper



Improve and strengthen our sustainability policies and goals.



Help us calculate our emissions and create a sustainability plan.



Team up to promote Responsible Gaming.



**Our Commitment to
Climate Change Through
Sustainable Operations**



Our Commitment to Reducing Emissions

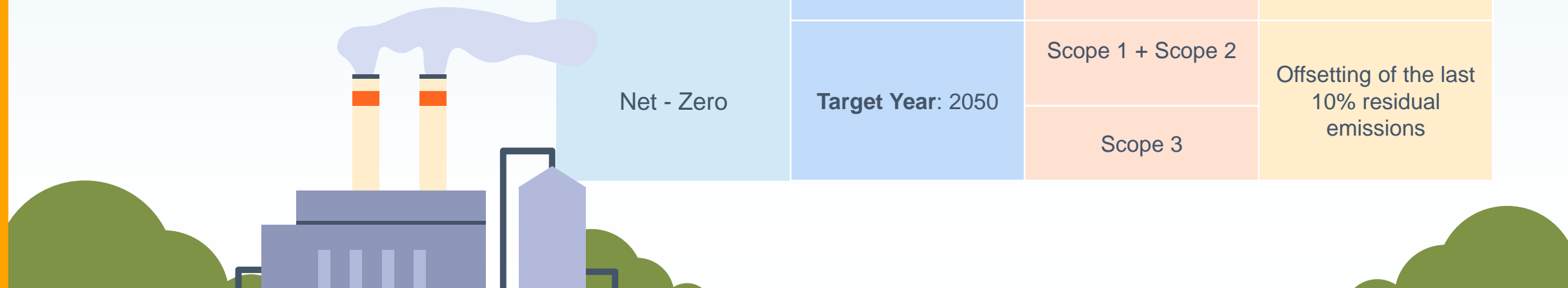


SCIENCE
BASED
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

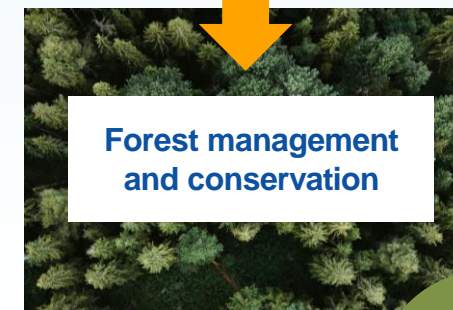
| SBTi Target Near Term | Timeframe | Emission GHG | GHG Reduction Targets |
|-----------------------------------|-------------------|-------------------|---|
| | Target Year: 2030 | Scope 1 + Scope 2 | - 50% |
| | | Scope 3 | - 30% |
| Science Based Target Long Term | Target Year: 2050 | Scope 1 + Scope 2 | - 90% |
| | | Scope 3 | |
| | Target Year: 2050 | Scope 1 + Scope 2 | Offsetting of the last 10% residual emissions |
| | | Scope 3 | |

Net - Zero



Reducing Paper Consumption for Greater Impact

Managing paper consumption is crucial due to its impact on deforestation, climate change, and biodiversity loss.



Italy Case Study

Fostering Sustainable Operations



IGT Lottery Italy Overview

Draw Games



34,000 POS

Instant Lotteries



54,000 POS

92%

Share of Italy
Lottery Market

Sustainability @IGT Italy

IGT Italy has long been committed to sustainability through specific programs to address primary targets



Retailers

1. Retail Digital Interaction

Reduce the impact of IGT activities vs retailer

2. Trade Marketing Goes Green

Avoid waste and foster respect for the environment



Players

1. Products

Strong commitment to the responsible use of resources

2. Communication

Promote virtuous consumer behaviour



Specific Projects for Retailers

Many of the activities have been designed and implemented to reduce their impact on the environment

In this areas IGT has launched projects which had been a positive result.



e-Training & Communications



In-store Communications



Logistics

e-Training and Communications

The relationship with retailers in Italy is **strongly digitalised**, thanks to the web portal and the APP.
Some projects have significantly contributed to the **achievement of sustainability goals**:

- **E-training** activities on different topic throughout the whole life cycle (+**29.000** retailers formed in 2023)
- Full **digitisation of legally binding communications**



Reduction of logistics
(**people and materials**)

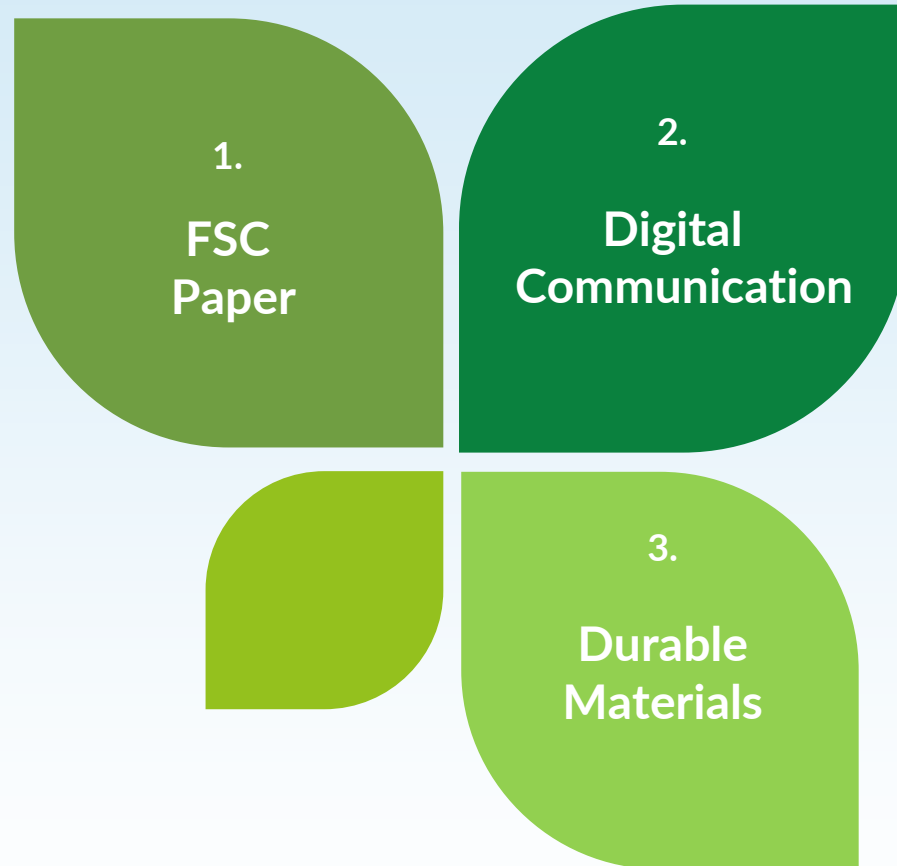


Reduction of paper mailings
from **14k** (2018-2022)
to **3k** (year 2023)



Reduction of Paper and GHG Emissions

In-store Communications



IGT Italy continued its “trade marketing goes green” effort pursuing three objectives:

1. Using only paper sourced from a **FSC certified suppliers**
2. Implementing alternative **digital solutions for communication** at the point of sale
3. Deploying branded and **permanent point-of-sale materials**

Logistics Optimization



IGT in Italy **optimized** the logistic process in order to avoid waste of materials. In particular:

- Using **smaller boxes**
- Sending materials **only when necessary**
- Shipping optimizations
(use **same package** for different needs)



Reduction of GHG Emissions



Specific Projects for Players

In Italy has long been committed to sustainability through the **conscious use of natural resources** in producing product and implementing solution to avoid waste of paper.

Since 2022 we improve our effort to foster Retailer and Player **virtuous behavior**.

Products

- **FSC paper**
- **Digital Lotto Playslip** as option
- **B level of paper recyclability** According to the "Aticelca 501 Rating System*" for Instant Tickets and Lotto playslip & receipt

Communication

Multi-stakeholder engagement campaign

FSC Paper Logo

Visibility on IGT Products



Instant Tickets

The FSC logo on our products indicates that the paper they are made of comes from responsibly managed forests.



Instant Ticket: 10€



Instant Ticket: 5€



Instant Ticket: 3€

Lotto Playslip and Receipt

The FSC logo on our products indicates that the paper they are made of comes from responsibly managed forests.

Million DAY VERIFICA SE HAI VINTO SULL' APP MY LOTTERIES!

SEGLI 5 NUMERI SU UNA O PIÙ GIOCATE

GIOCATA 1

| | | | |
|----|----|----|----|
| 6 | 7 | 8 | 9 |
| 16 | 17 | 18 | 19 |
| 26 | 27 | 28 | 29 |
| 36 | 37 | 38 | 39 |
| 46 | 47 | 48 | 49 |

GIOCATA 2

| | | | |
|----|----|----|----|
| 6 | 7 | 8 | 9 |
| 16 | 17 | 18 | 19 |
| 26 | 27 | 28 | 29 |
| 36 | 37 | 38 | 39 |
| 46 | 47 | 48 | 49 |

GIOCATA 3

| | | | |
|----|----|----|----|
| 6 | 7 | 8 | 9 |
| 16 | 17 | 18 | 19 |
| 26 | 27 | 28 | 29 |
| 36 | 37 | 38 | 39 |
| 46 | 47 | 48 | 49 |

GIOCATA 4

| | | | |
|----|----|----|----|
| 6 | 7 | 8 | 9 |
| 16 | 17 | 18 | 19 |
| 26 | 27 | 28 | 29 |
| 36 | 37 | 38 | 39 |
| 46 | 47 | 48 | 49 |

GIOCATA 5

| | | | |
|----|----|----|----|
| 6 | 7 | 8 | 9 |
| 16 | 17 | 18 | 19 |
| 26 | 27 | 28 | 29 |
| 36 | 37 | 38 | 39 |
| 46 | 47 | 48 | 49 |

extra MillionDay

Per verificare se hai vinto confronta i tuoi numeri giocati con i 5 numeri estratti da EXTRA MillionDay estratti e concorsi ai premi riportati nella tabella sottostante. Gli importi vinti con EXTRA MillionDay si sommano a quelli vinti al MillionDay.

| PREMI EXTRA | VITTORIA |
|-------------|----------|
| 5 | 100.000€ |
| 4 | 1.000€ |
| 3 | 100€ |
| 2 | 4€ |

La giocata vale per la prima estrazione disponibile oppure puoi scegliere:

Per maggiori informazioni e per scoprire tutte le novità, vai su www.giocodelotto.it e www.millionday.it.

Lotto Playslip

10e LOTTO Verifica se hai vinto sull'App My Lotteries!

SEGLI DA 1 A 10 NUMERI

| | | | | |
|----|----|----|----|----|
| 1 | 2 | 3 | 4 | 5 |
| 11 | 12 | 13 | 14 | 15 |
| 21 | 22 | 23 | 24 | 25 |
| 31 | 32 | 33 | 34 | 35 |
| 41 | 42 | 43 | 44 | 45 |
| 51 | 52 | 53 | 54 | 55 |
| 61 | 62 | 63 | 64 | 65 |
| 71 | 72 | 73 | 74 | 75 |
| 81 | 82 | 83 | 84 | 85 |

SEGLI L'IMPORTO

1 15 2 25 3

SEGLI LE ESTRAZIONI

OGNI 5 MINUTI SUL MONITOR

SEGLI LE OPZIONI DI GIOCO

UN'ESTRAZIONE DI ULTERIORI 15 NUMERI

SEGLI PER QUANTE ESTRAZIONI GIOCARE

2

Scarica l'APP MY LOTTERIES e compila la schedina direttamente sul tuo smartphone!

Lotto Receipt

10e LOTTO Numeri giocati: 3 7 11 25 35 40

Controlla i risultati del LOTTO del 10e LOTTO EXTRA 1.000€ Ristampa 0A99030260

LOTTOITALIA ADM

IL GIOCO È VIETATO AI MINORI DI 18 ANNI E PUÒ CAUSARE DIPENDENZA PATOLOGICA. Informati sulle probabilità di vincita e sul regolamento di gioco sui siti www.adm.gov.it e www.giocodelotto.it e presso i punti vendita.

Barcode: 0A 9905224 06180 417

Test di prova Area Marketing SIT

19/01/2022 16:09 0A990302602098948

La partecipazione ai concorsi implica la conoscenza integrale e l'accettazione incondizionata di tutte le norme dei relativi regolamenti (www.giocodelotto.it e www.adm.gov.it). Per il pagamento della vincita lo scontrino deve essere consegnato entro 60 gg dall'affissione del bollettino ufficiale delle giocate vincenti del relativo concorso. Il pagamento della vincita avviene a condizione che lo scontrino risulti integro, completo e leggibile.

Per maggiori informazioni e per scoprire tutte le novità, vai su www.giocodelotto.it e www.millionday.it.

FSC 100% legno da foreste gestite responsabilmente C1504845

POS Material

The FSC logo on our products indicates that the paper they are made of comes from responsibly managed forests.

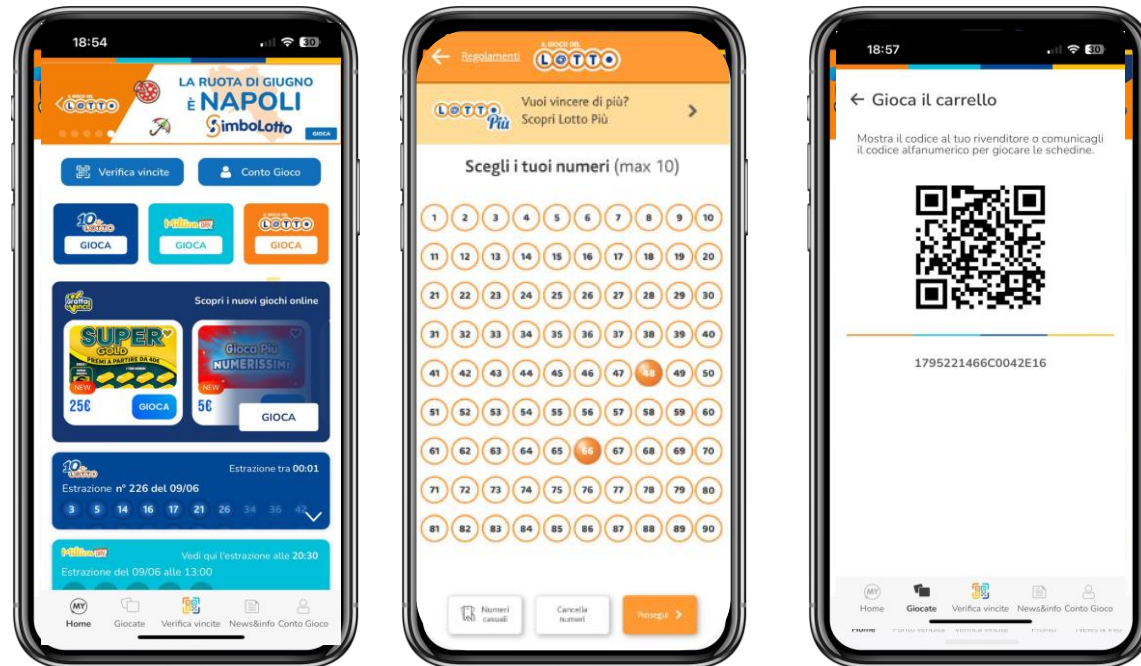




Evolving the Player Experience

Lotto Digital Playslip

Digital Lotto Slips



In App My Lotteries, IGT Italy has integrated a new functionality:

Players can fill out the Lotto playslip **directly on their smartphone** and finalize it in the point of sales



Reduction of Paper

What about Recyclability?



Circularity: Starting Point



The **Junker App**, a free Italian app that tells you how to differentiate each single product, **has launched a contest.**



They asked his users:

“Do you know where Instant tickets should be thrown?”

- ☐ Paper bin
- ☐ Unsorted



80% voted unsorted



People did not know that Scratch tickets are recyclable in the paper bin.

Communication Campaign

We started with an information campaign to communicate that scratch tickets and lotto receipts are recyclable in the paper bin.

Message:

***Make the environment win!
Recycle non-winning tickets
in the paper bin***

Key Visual:

Origami represent the rebirth of paper into another object.

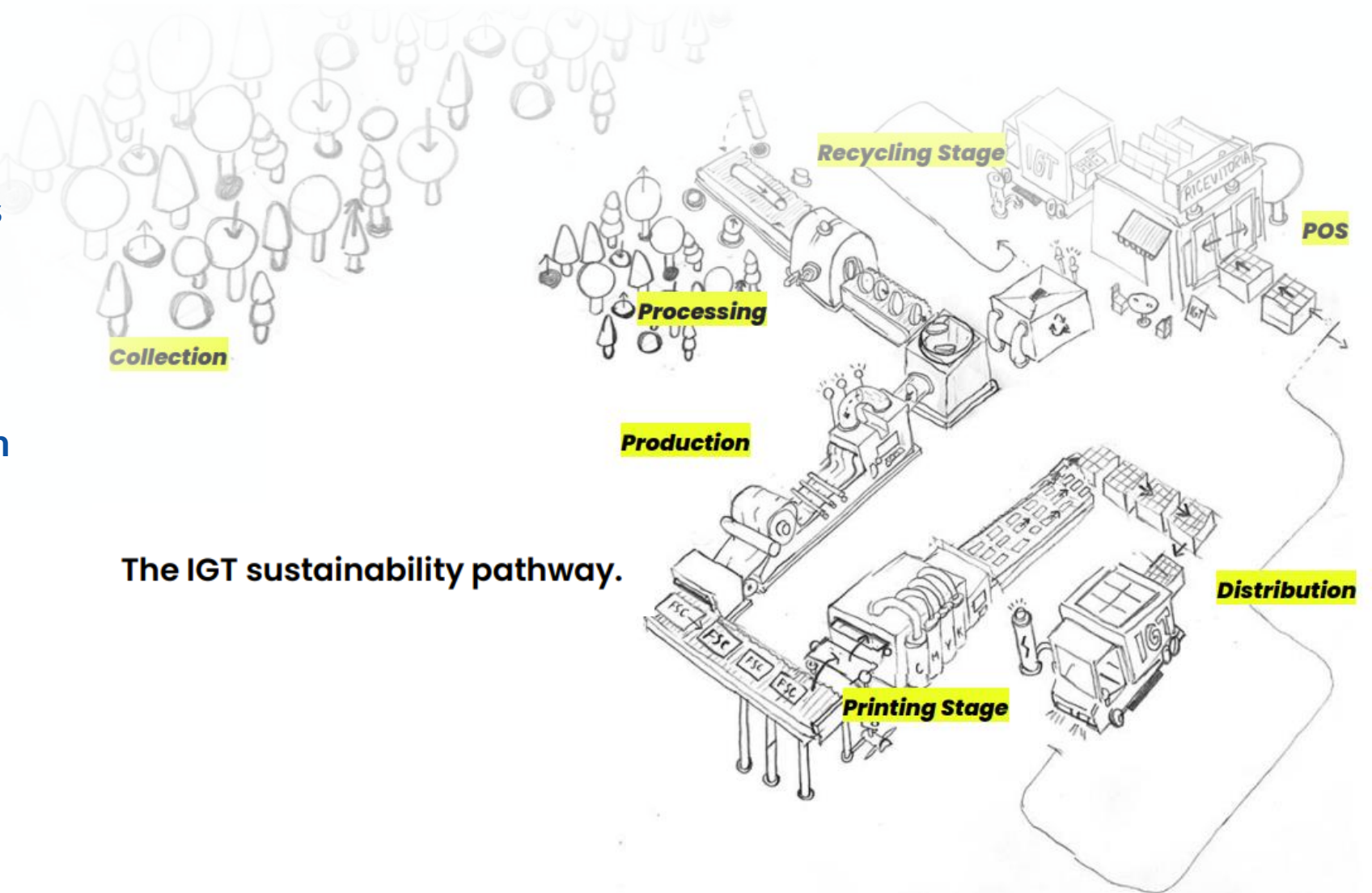
We chose an endangered animal to reinforce our commitment to environmental conservation.



Sustainability: Phase 2

We enriched the storytelling to communicate that Scratch cards and receipts are made with paper from **responsibly managed forests**.

We made a **new communication** to show the **whole cycle** of the paper used for our products to the different target audiences involved.



Sustainable Communication: Innovative Creative Concept

A new communication style that combine *shapes and movement* to create an **iconic and distinctive** world that enhances brand value with a modern and innovative image.

An **Oddly Satisfying Video** with **isometric and low-poly** graphics to create a **social-friendly communication** and a **universal language**.





Thank you!

