

# Lotteries Morphing into a B2C Content Powerhouse

Presented By:  
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# Introducing: Aristocrat Interactive



# Industry-Leading Content Provider



# The Aristocrat Advantage



# ARISTOCRAT

INTERACTIVE™

Our vision is to be the most trusted interactive partner globally.



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# Morphing into a B2C Content Powerhouse





# Connecting with Players

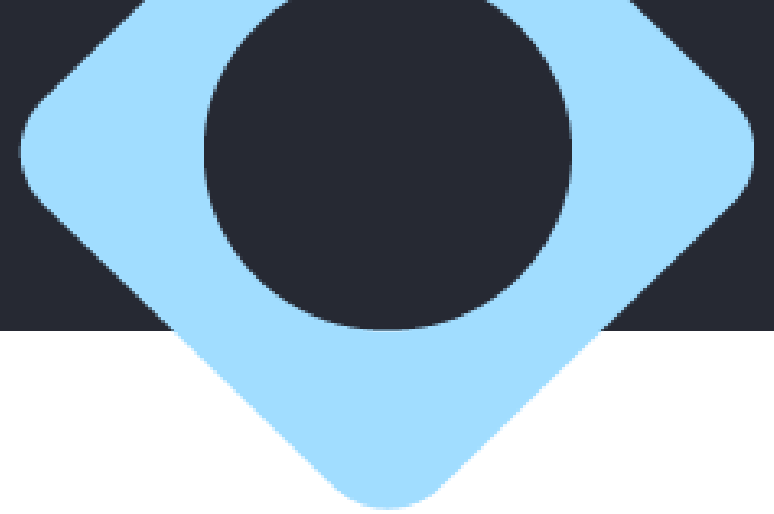
## The Shift from Retail to Online

Players are now expecting an entertainment experience that they expect from content and not a product.



- ❖ Limited player interaction through retail.
- ❖ Online players connect more with lotteries.
- ❖ Online lotteries **feel** B2C.
- ❖ Retail is a destination (and an important one). However, **online interactive is a JOURNEY.**
- ❖ Optimizing the balance of retail and online is the essential formula.

# Content is STILL King



**Players'  
segmentation**

**Customized  
content**

**Unique  
content**

**Content  
optimization**

**Data-driven decisions**

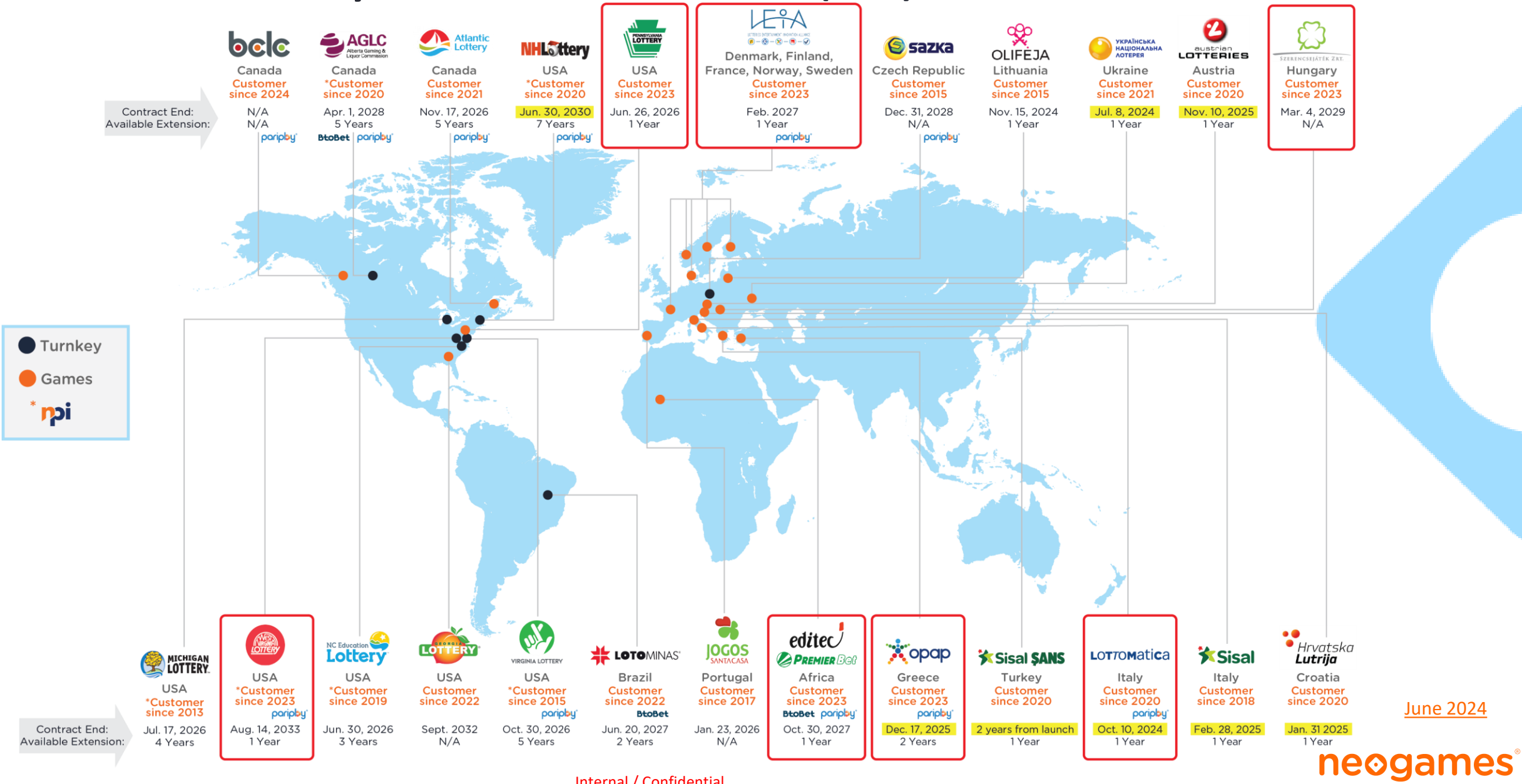


# Pulling it all Together...

- ❖ Bring knowledge and experience to support lotteries on their journey.
- ❖ Work together to face all challenges and determine the most effective solutions.
- ❖ Listen to what lotteries need to build the right content portfolio for maximum player experience and revenue.



# Global iLottery Customer Base (28)





# Thank You.

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How can we help drive your success?