



AI FOR LOTTERIES

*The First Era, and
What Comes Next*

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This is LEIA

- / LEIA is an international collaboration between lotteries sharing the same goal
- / To foster open innovation, strengthen market position and boost digital growth locally
- / Established in 2018 to create a shared marketplace for lotteries
- / 300 games and 200M€ annual GGR across 5 markets



*Inspire & innovate
together*



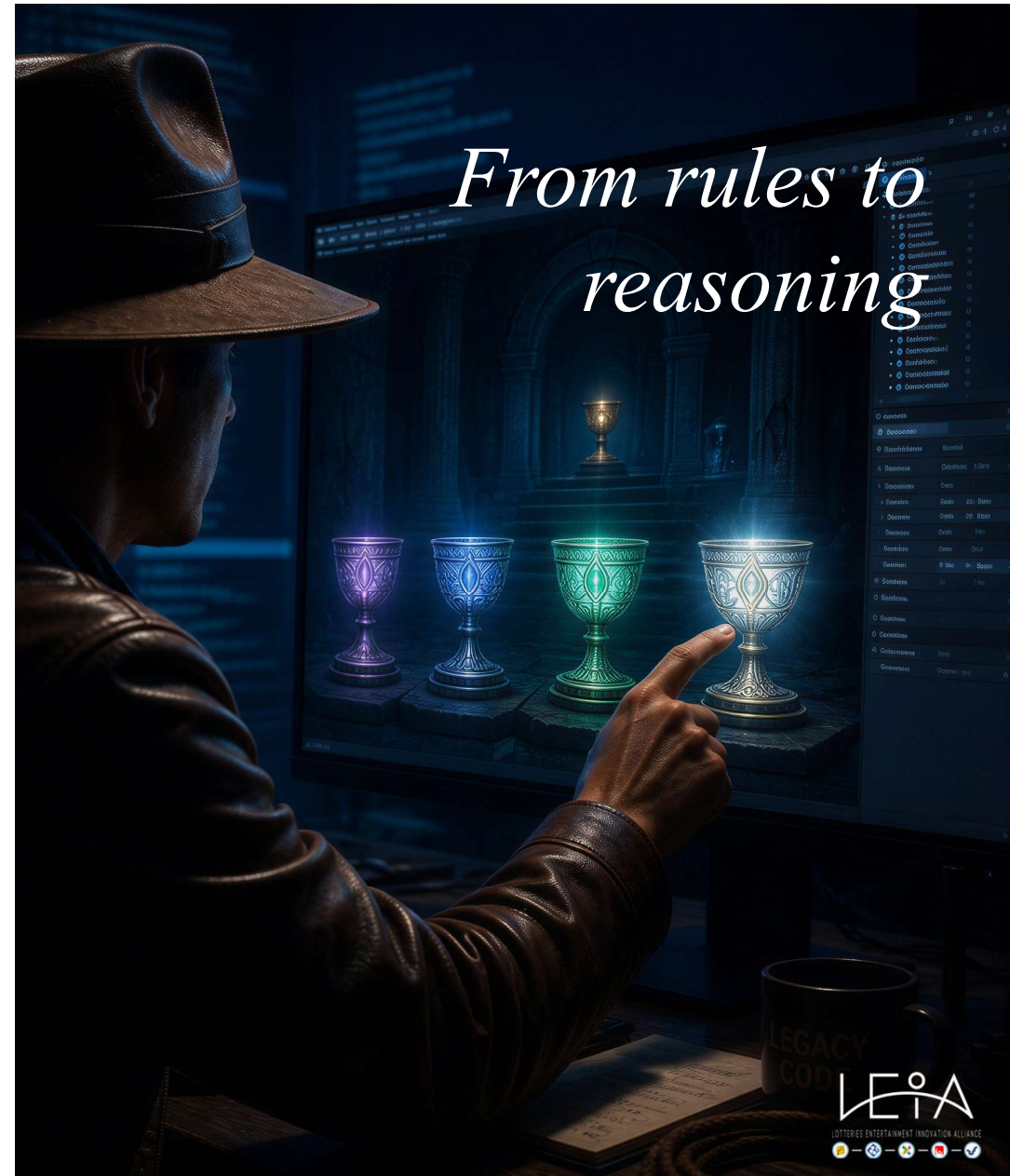
How we innovate

- / One open, collaborative innovation lab
- / Shared engines, shared roadmaps across markets
- / From early trends to launch, together

Where AI stands today

“An old research topic, as a Graal tale of technology”

- / Seventy years: from rule-based logic to generative models
- / Predicting the next word and in doing so, appears to think
- / A handful of AI models now lead, with Claude and Gemini as current clear winners



From rules to reasoning

The next horizon

Where AI is going

- / Local computing: models running on our own infrastructure
- / AI-stacks: preserved, versioned, sovereign
- / Quantum on the horizon: a step change in what is computable

Our first era: AI companion

- / AI embedded across the innovation workflow
- / Concepts, documentation, probabilities, prototypes
- / Always human-reviewed, never human-replaced



Trend to playable

-
- # Trend to playable
- ANAL

ysis

Mini Games

LEIA-TrendScout

- > scanning global data stream...
 - > social chatter emerges: 2.88 posts
 - > earliness index: +127%
 - > emerging pattern detected
 - > category: Cozy Mini Games
 - > confidence: 0.98
 - > trend predictor: (cozy, aiol-game, coloring, calmness, cozy, story-nostalgia)
 - > postcard packaged for devtoons agents
 - > claptastling...

trend_packet.json

OK

LEIA-MechanicInventor

- > received trend_packet.json
 - > decomposing fun factor...
 - > core trace identified: collect, merge, discover
 - > designing mechanic variations...
 - > evaluating engagement curves...
 - > selected mechanic: Merge & Recombine
 - > additionally cover: merge
 - > predictive prediction: 88% CO / 40% OI
 - > mechanic_package_generated

mechanic_package.json

OK

LEIA-GameDesigner

- > received mechanic_package.json
 - > designing game structure...
 - > game design
 - core_flow.ad
 - poogmation.ad
 - oceaneg.ad
 - leadin
 - level_00.json
 - level_00.json
 - level_00.json
 - level_00.json
 - level_00.json
 - all_flow.ad
 - > class: Cozy MiniGame
 - > target audience: 8-14 years
 - > game_design_package.json generated

game_design_package.json

OK

LEIA-GraphicDesigner

- > received game_design_package.json
 - > generating art directions...
 - > aylee art: 3D, cozy, pastel
 - > creating assets...
 - background... 100%
 - character... 100%
 - props... 100%
 - UI... 100%
 - UI... 100%
 - > connecting scenes...
 - > optimizing for mobile...
 - > art_package_generated

art_package_generated

OK

GAME PROTOTYPE

Bollio: 0.9.7-alpha

Size: 68.2 MB

Target: IOS / Android

PLAYTEST

LEIA MULTI-AGENT PIPELINE

LEIA-TrendScout

Completed

2.7s

LEIA-MechanicInventor

Completed

3.6s

LEIA-GameDesigner

Completed

4.7s

LEIA-GraphicDesigner

Completed

7.2s

Total Pipeline Time

17.4s

Agents Operated Autonomously

LEIA

LOTTIER ENTERTAINMENT INNOVATION ALLIANCE

VOLUME

BIGGER

More games

- / More ideas from real trends
- / More prototypes
- / More final games

QUALITY

BETTER

More quality

- / More complex win tables
- / More ambitious game loop
- / More graphic quality

SPEED

FASTER

Less time

- / Shorter ideation plan
- / Faster game documentation
- / Automated tools

AI BENEFITS

Real effectiveness on 3 main pillars for LEIA



*Is the human the new
bottleneck?*



TRUST



FATIGUE



DISPERSION



BOTTLENECK



COST

Things to think about

/ Reluctance to share sensitive
information

/ Multitasking fatigue

/ The dispersion risk

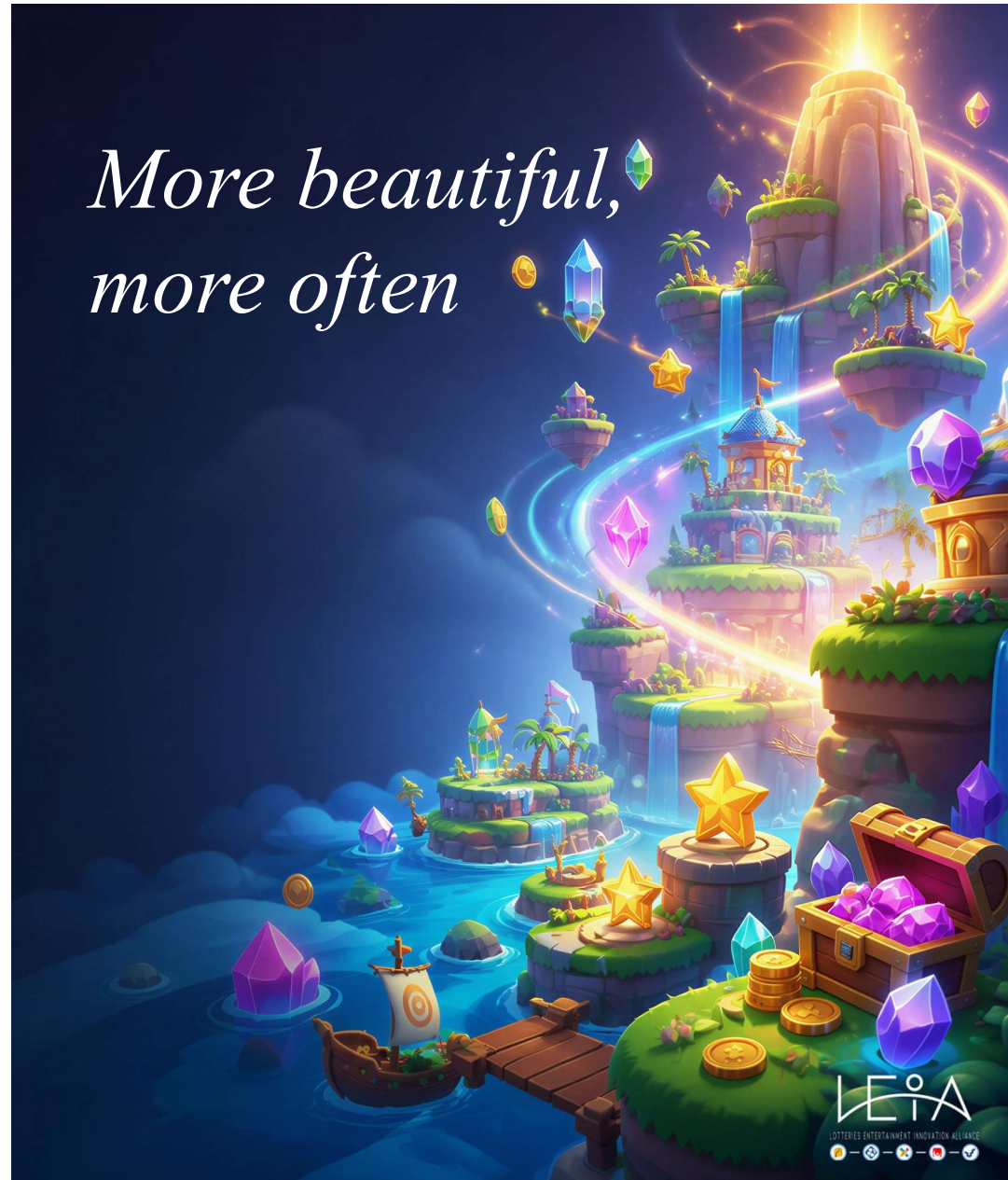
/ The human action bottleneck

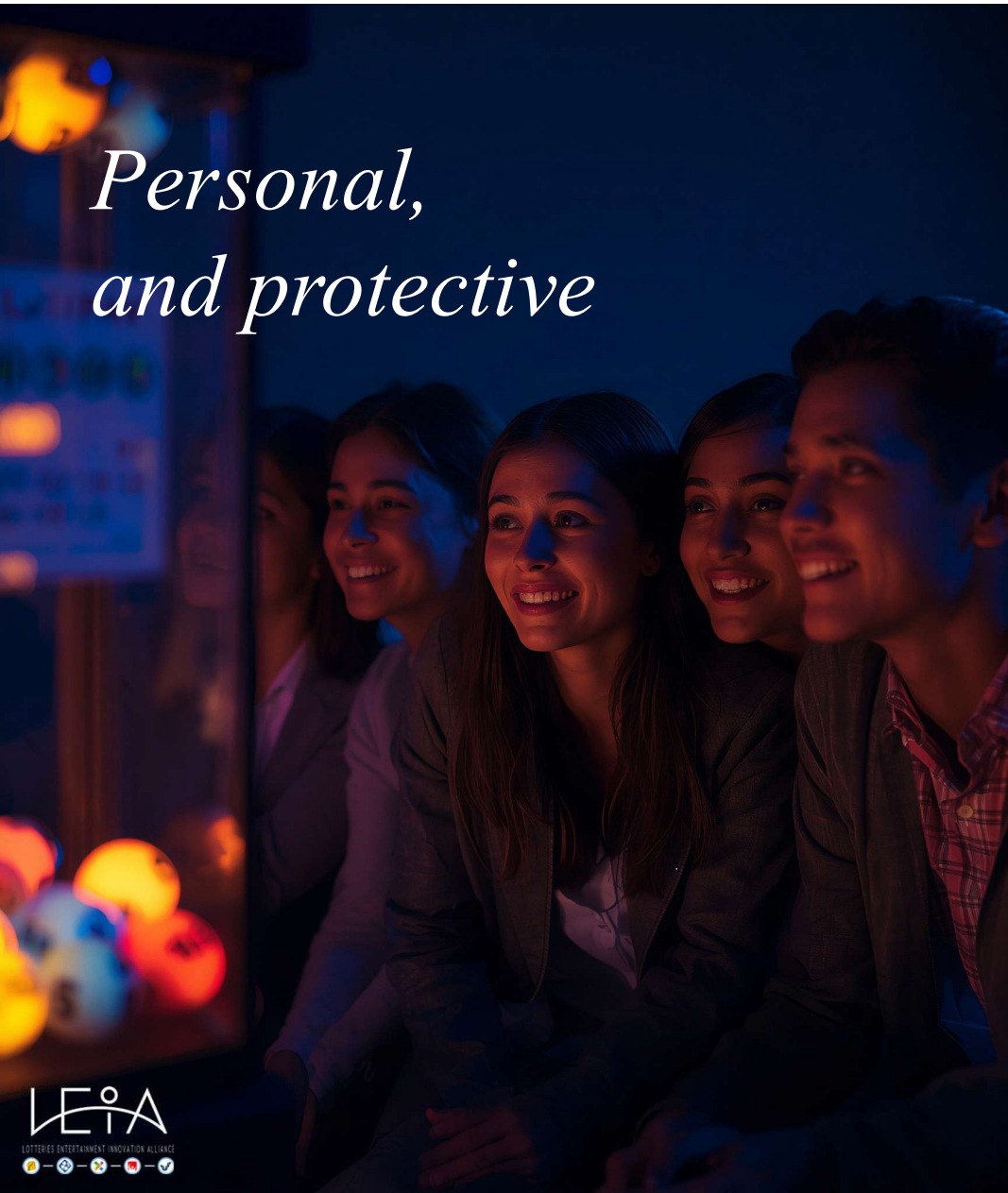
/ Exponential token costs

Better & more games

AI applications in lotteries

- / Richer game mathematics and win structures
- / Endless symbols, collectibles and seasonal reskins
- / Faster testing and smoother player experience
- / Faster Time-To-Market





*Personal,
and protective*

Closer to players

AI applications in lotteries

- / Real personalization beyond a name on a banner
- / Responsible gaming tuned to each player
- / Live reorientation toward safer play

Trust by design

AI applications in lotteries

- / Continuous, automated compliance checking
- / AI as an added verification layer for human teams
- / AI-supervised draw, resulting and process controls



Thank you

Tak! Merci! *Takk!*
Tack! KIITOS!



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Product Leader | Voice/AI Startup Founder



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