

INNOVATION + CUSTOMER SUPPORT

Innovation and Continuous Improvement — How a Supplier Can Support its Customers

Responsible Gaming That Works In The Real World

Jade Luchauer
Director, Responsible Gaming & Community

20-MINUTE SESSION

EUROPEAN LOTTERY SPECIALISTS



ABOUT BRIGHTSTAR

A Premier Pure Play Global Lottery Company

Brightstar combines secure technology, lottery operations, retail and digital solutions, games, services, innovation and insight across the lottery value chain.

OUR PURPOSE

Elevating Lotteries, Inspiring Players

OUR PROMISE

Advancing Lotteries

Our people bring expertise and reliability to comprehensive solutions that support customers across their lottery businesses.

WHY THIS MATTERS

Responsible gaming is considered across products, systems, services and customer relationships.




BRIGHTSTAR

Global Scale, Local Customer Relationships



~90

Lottery Customers Globally

RETAIL

Terminals and Self-service

6

Continents Served

DIGITAL

iLottery and Connected Experiences

8 of 10

Largest Lotteries Served As Primary Technology Provider

GAMES

Draw, Instant and eInstant Portfolios

~400K

Lottery Devices Deployed Globally

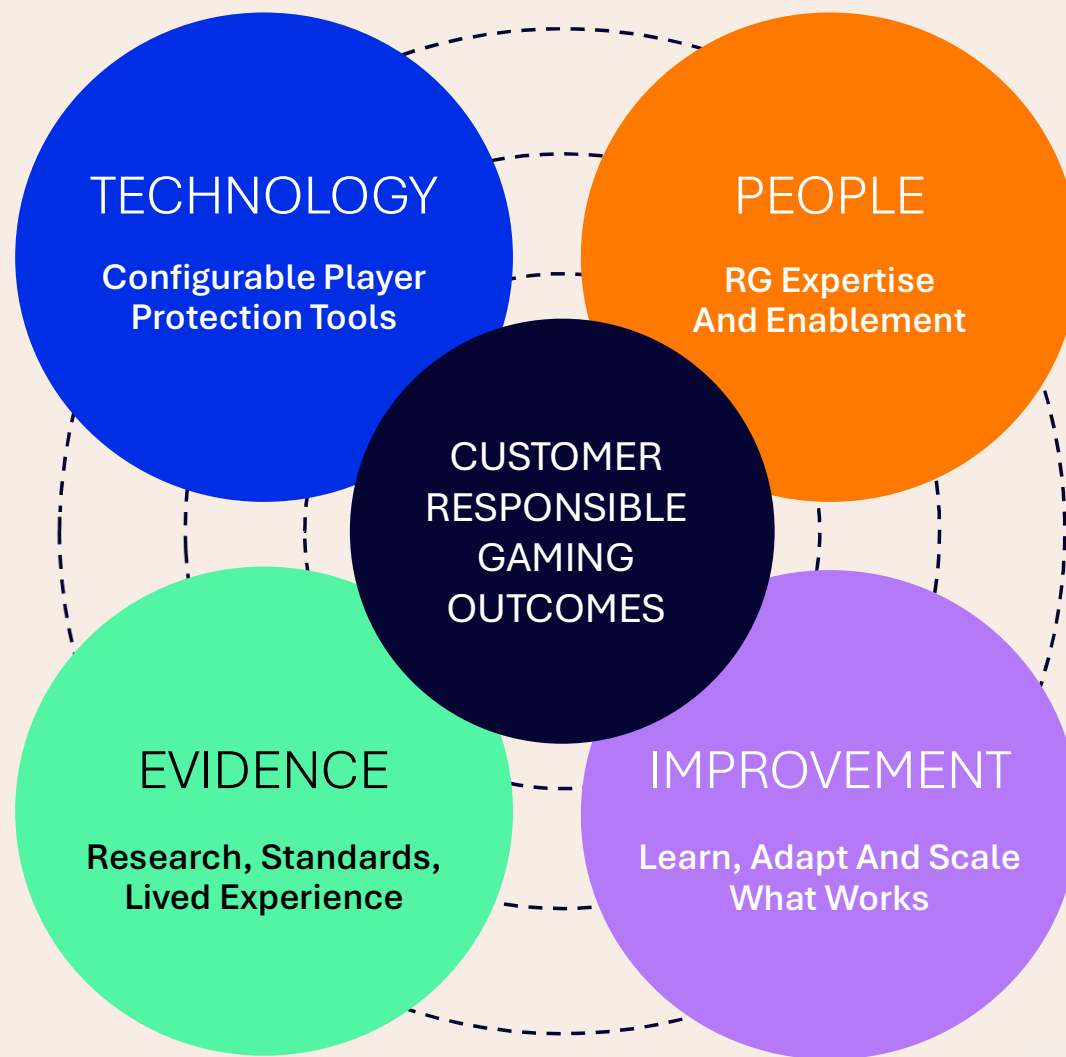
SERVICES

Operations, Insight and Customer Support

THE PREMISE

Responsible
gaming innovation
is a service,
not a feature.

Player protection improves when technology, people, evidence and continuous improvement work as one system, the same four threads that run through our global responsible gaming model.



One Model Connects Strategy To Continuous Action

Three strategic areas are activated
through six cross-functional activity areas.

AWARENESS

Positive Play • Risk Management

Build understanding and help players make
informed decisions.

PROTECTION

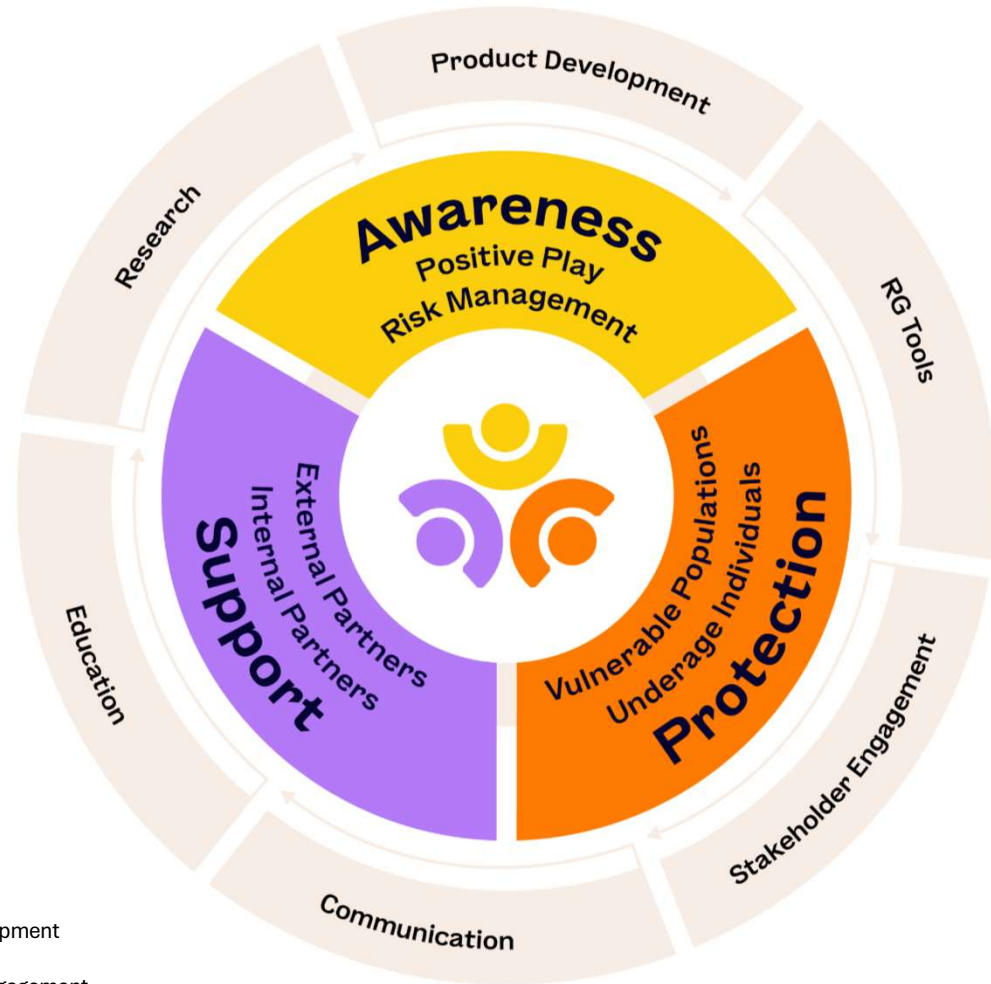
Vulnerable populations • Underage individuals

Embed safeguards and reduce gambling-related risk.

SUPPORT

External partners • Internal partners

Connect expertise, customers and stakeholders
around player protection.



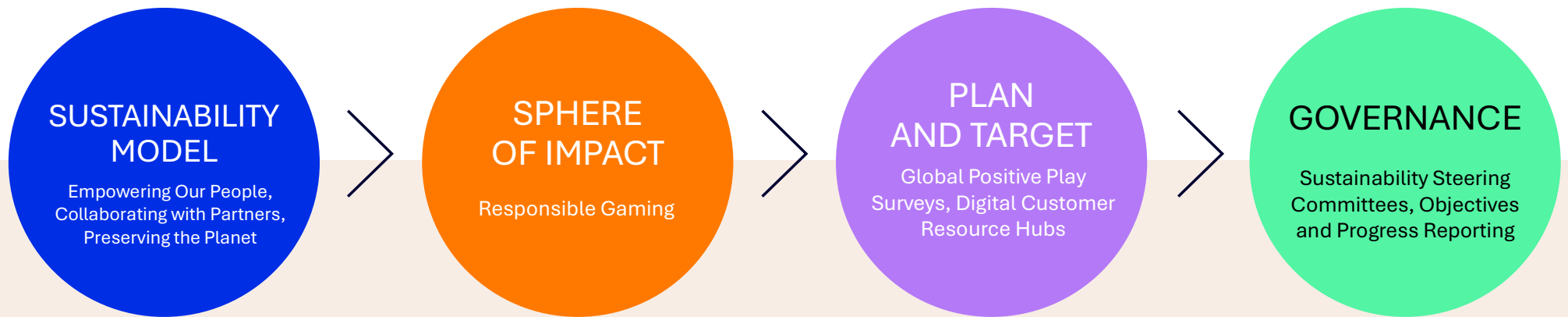
ENABLED BY

- Research
- Product Development
- RG Tools
- Stakeholder Engagement
- Communication
- Education

GOVERNANCE AND TARGETS

From the Sustainability Model to Responsible Gaming Action

Responsible gaming is a sphere of impact within a broader sustainability strategy, plan and reporting cycle.



HOW THIS BENEFITS LOTTERY CUSTOMERS

Continuity beyond individual projects

Clear ownership and accountability

Evidence for stakeholder conversations

A structure for measuring progress

RESEARCH AND EVIDENCE

Lottery Research and Education Program

Independent, pooled research helps lotteries address shared questions about player behavior and responsible gaming.

PROGRAM PURPOSE

Pools member resources to fund independent, peer-reviewed research on lottery player behavior, responsible gaming and ways to mitigate harm.



PROGRAM MEMBERS



LOTTERY-FOCUSED RESEARCH

Social Media, Lottery Marketing, And Gambling

NORC at the University of Chicago is linking survey data with ethically donated social media records to examine how digital lottery exposure relates to play, risk and responsible marketing.

Advertising and Messaging In Lottery Gambling

Research on how advertising, promotions and public-awareness messaging influence gambling behavior, help-seeking, stigma and harm-reduction strategies.

Lottery Seed Grants

Lottery-specific studies support actionable research relevant to lottery operations and to Italy’s cultural, social and regulatory context.

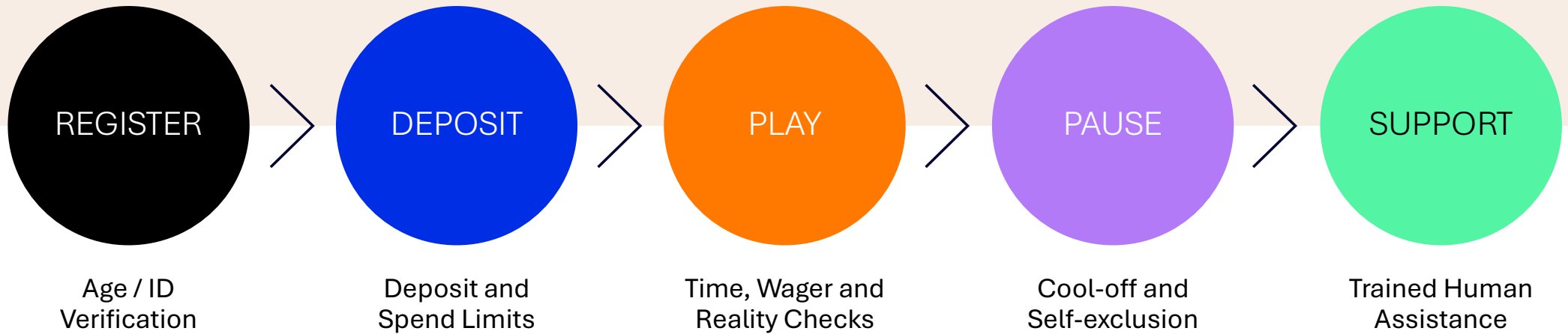


HOW THIS BENEFITS LOTTERY CUSTOMERS

Shared access to independent evidence that can inform responsible marketing, education, player protection and program design.

Player Protection Across the Journey

Tools become more useful when they are configurable, visible and connected to customer operations.



Connected Play Can Extend Account-based Visibility and Selected Controls Across Retail and Digital Experiences.



One View Of The Player

Retail and digital activity roll up to a single account, so spend and time signals are no longer fragmented across channels.

Protections That Travel

A deposit limit, cool-off or self-exclusion set in one channel is honored everywhere, closing the gaps players can drift through.

Sharper Insight, Timelier Messaging

Richer behavioral insight lets the lottery personalize reality checks, safer-play prompts and support offers, and deliver them at the moment they matter.

Reaching Players Before They Register

Most lottery app activity is anonymous, so behavior-based messaging engages players long before an opt-in exists

- 1 OBSERVE** Anonymous app behavior signals intent: number checks, promotion views, instant tries
- 2 REACH** In-app messaging reaches 100% of app users, with no opt-in required
- 3 NOTIFY** Push notifications reach roughly 45% who consent, deep-linking players straight to the right screen
- 4 CONVERT** Relevant, well-timed prompts turn anonymous users into registered, known players

WHY IT WORKS

60%

of active app users are anonymous

20% - 30%

typical email opt-in, so CRM misses most players

53%

of push notification opens come from anonymous players

33%

of registrations came from anonymous in-app campaigns

SUPPORTING OUR LOTTERY CUSTOMERS

How We Support Customer Responsible Gaming Goals

Our role is to make each lottery's responsible gaming program easier to run, evidence and evolve.

Technology and Tools

Configurable player-protection controls built into the platform, so each lottery can set policy to its own regulatory framework

Governance And Foundational Policies

A responsible gaming policy, responsible marketing policy and supporting compliance processes that give the program a documented foundation

People and Training

Responsible gaming grounding for every employee, role-based training for those closest to players, and continuous education as practice and regulation evolve

Standards and Assurance

Subject-matter expertise for certification, audit readiness and adapting as responsible gaming standards evolve



Your Policy And Your Standards • Our Tools, Expertise And Evidence To Deliver Them

CONTINUOUS IMPROVEMENT

A Focus On Stakeholder Feedback

Tell us what's working and what isn't. That's what we act on.



We ask, you tell us



We check what's behind it



We find a solution together

Where we hear from you...

ACCOUNT REVIEWS

SUPPORT CASES

ADVISORY GROUPS

SEMINARS

SUPPORTING OUR LOTTERY CUSTOMERS

Nothing About Players Without Players

People who have lived gambling harm and recovery see things data and policy alone cannot show. We work with individuals in Gamblers Anonymous, local support affiliates and GRIN, the Gambling Recovery Information Network, to bring that perspective into our work

TRAINING THAT RINGS TRUE

First-hand stories give employees a real sense of how harm develops and how a conversation with a player should feel

MESSAGING THAT LANDS

Lived experience reviewers tell us which words help, which feel like blame, and what actually prompts someone to seek support

TOOLS PEOPLE WILL USE

Limits, breaks and self-exclusion are shaped by the people most likely to need them, so they are easy to find and free of stigma

A STANDING RELATIONSHIP

Ongoing dialogue rather than one-off consultation, so lived experience informs decisions early and continuously



Lived Experience Is Expertise • We Treat It That Way

CUSTOMER CAPABILITY

Supporting Customers Beyond Technology

The relationship should increase capability, not dependency.

Knowledge Sharing

Exchange practices through workshops, conferences and peer dialogue.

Research Access

Connect customers with academic partners, independent research and experts.

Technical Assistance

Support product implementation, training and certification readiness.

Stakeholder Connections

Facilitate dialogue with researchers, advocates and practitioners.

Local Decision-making

Provide evidence and options while respecting local requirements.

Continuous Learning

Review evidence, gather feedback and strengthen the program over time.



Three Opportunities To Keep Improving Together

Where supplier innovation and lottery expertise can raise the standard of player protection.

1

REACH EVERY PLAYER



How do we extend safe play tools and timely messaging to anonymous players, not just registered accounts?

2

LIVED EXPERIENCE



How do we make player and lived experience voices a standing input to training, messaging and product design?

3

IMPROVE CONTINUOUSLY



What can we learn from each other's feedback and evidence, while respecting local regulatory context?

Supplier Brings Capability, Scale And Innovation. Lotteries Define What Serves The Public Interest And The Standard Of Care In Their Market.

RESPONSIBLE INNOVATION

Responsible gaming requires more than technology.

Governance creates accountability.
Research creates insight. Partnerships
create credibility. Innovation and
continuous improvement help turn those
foundations into practical player
protection.

Thank you!

Questions & Peer Exchange

