

PRESS RELEASE

FIRST INTRALOT HACKATHON ADDS A NEW DIMENSION TO THE GROUP'S CULTURE OF INNOVATION

December 4th, 2017

The first **INTRALOT Hackathon** was held with great success on **24-26 November 2017**, at **INTRALOT Innovation Center** with the participation of over 50 employees and 16 mentors and coaches. Among 15 participating teams, the **AR-Lot Team** was ranked first for developing an augmented reality concept for retail customer engagement.

INTRALOT Hackathon 2017 is an internal innovation contest for **INTRALOT's** employees in Greece, aiming at generating ideas for new products, distribution and support channels, as well as improving the Group's existing operational flows while promoting the spirit of collaboration and out-of-the box thinking to drive innovation and growth.



Mr. A. Diamantis Group CTO stated: "By designing **INTRALOT Hackathon 2017** we aimed at offering an environment of creativity for our staff and enhancing their ability to develop new products and technology solutions for our customers all over the world. I was thrilled not only by the quality of ideas but also by the excitement and the level of engagement of everyone who participated. All ideas presented were excellent and selection of the top three was a very difficult task. I would like to thank all colleagues who committed their time as

mentors and for inspiring our talented creators as well as the People Development Team of the HR Department and all other colleagues for their tireless efforts towards such a successful organization."

The competition

The 15 teams that participated in the final phase on November 26th, after a three-month ideation, knowledge sharing preparatory process, gathered at the hackathon for more than **50 hours** in a specially designed space at the **Peania Innovation Center** to complete their prototype. Sixteen highly qualified mentors and coaches from **INTRALOT** and selected companies supported the teams, offering practical advice and guidance. At the conclusion of the competition, the teams presented their proposals to a **5-member jury**, which consisted of high-ranking executives of the Group. The jury voted for the top three winning teams that were rewarded with Prizes of € 5,000, 3,000 and 2,000 respectively.

INTRALOT Hackathon 2017 was implemented in collaboration with [The Cube Athens](#) and [Hippocampus.io](#) Innovation Consultancy.

About INTRALOT

INTRALOT, a public listed company established in 1992, is a leading gaming solutions supplier and operator active in 52 regulated jurisdictions around the globe. With €1.32 billion turnover and a global workforce of approximately 5,300 employees (3,450 of which in subsidiaries and 1,850 in associates) in 2016, INTRALOT is an innovation – driven corporation focusing its product development on the customer experience. The company is uniquely positioned to offer to lottery and gaming organizations across geographies market-tested solutions and retail operational expertise. Through the use of a dynamic and omni-channel approach, INTRALOT offers an integrated portfolio of best-in-class gaming systems and product solutions & services addressing all gaming verticals (Lottery, Betting, Interactive, VLT). Players can enjoy a seamless and personalized experience through exciting games and premium content across multiple delivery channels, both retail and interactive. INTRALOT has been awarded with the prestigious WLA Responsible Gaming Framework Certification by the World Lottery Association (WLA) for its global lottery operations.

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