POLLARD

banknote limited

POLLARD banknote limited

JENNIFER WANKLING



DIRECTOR SALES & MARKETING
Pollard Banknote

SHAY WAHL

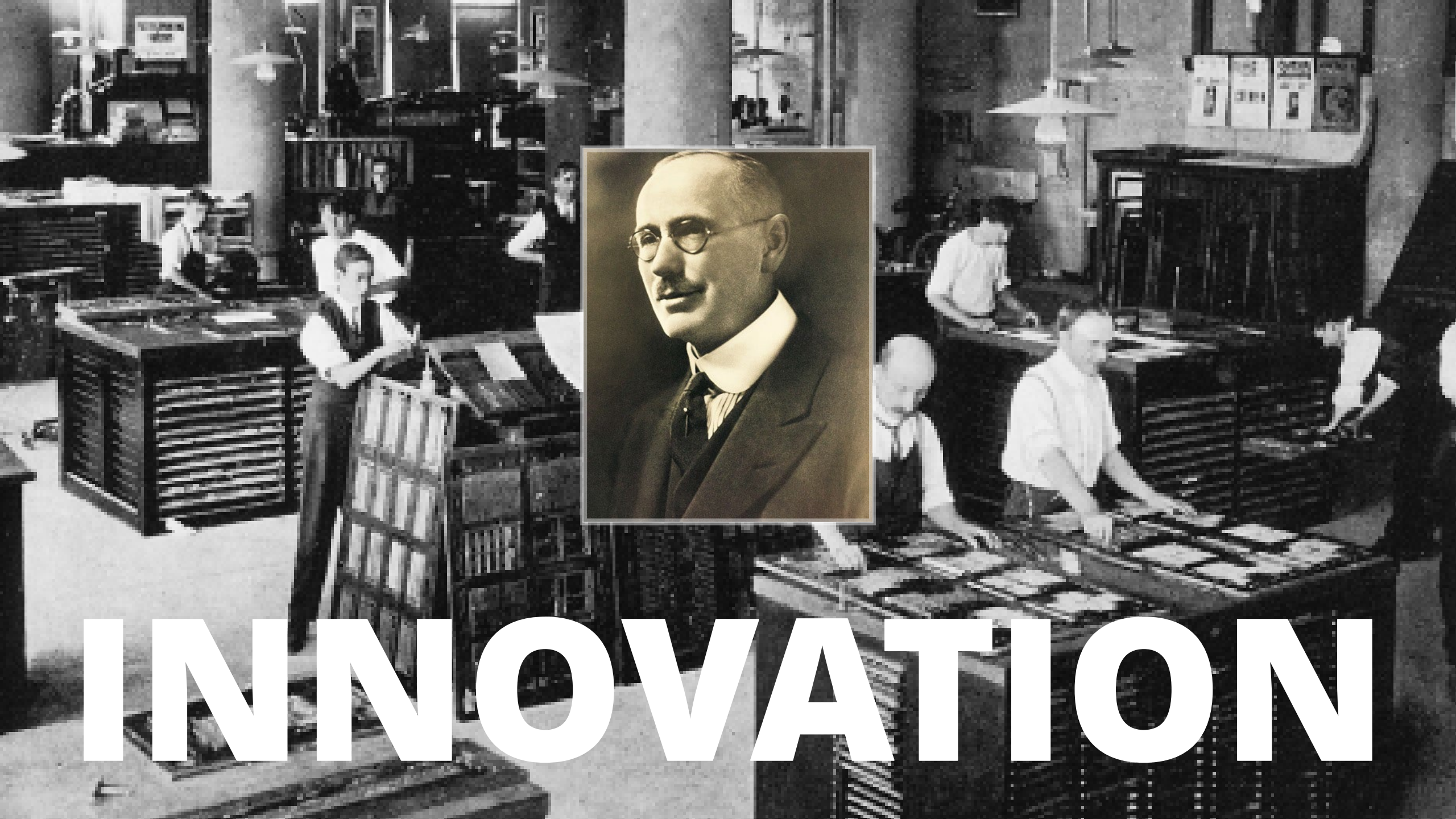


NORTH AMERICAN SALES & MARKETING DIRECTOR
Schafer Retail Solutions+

THE CASE FOR

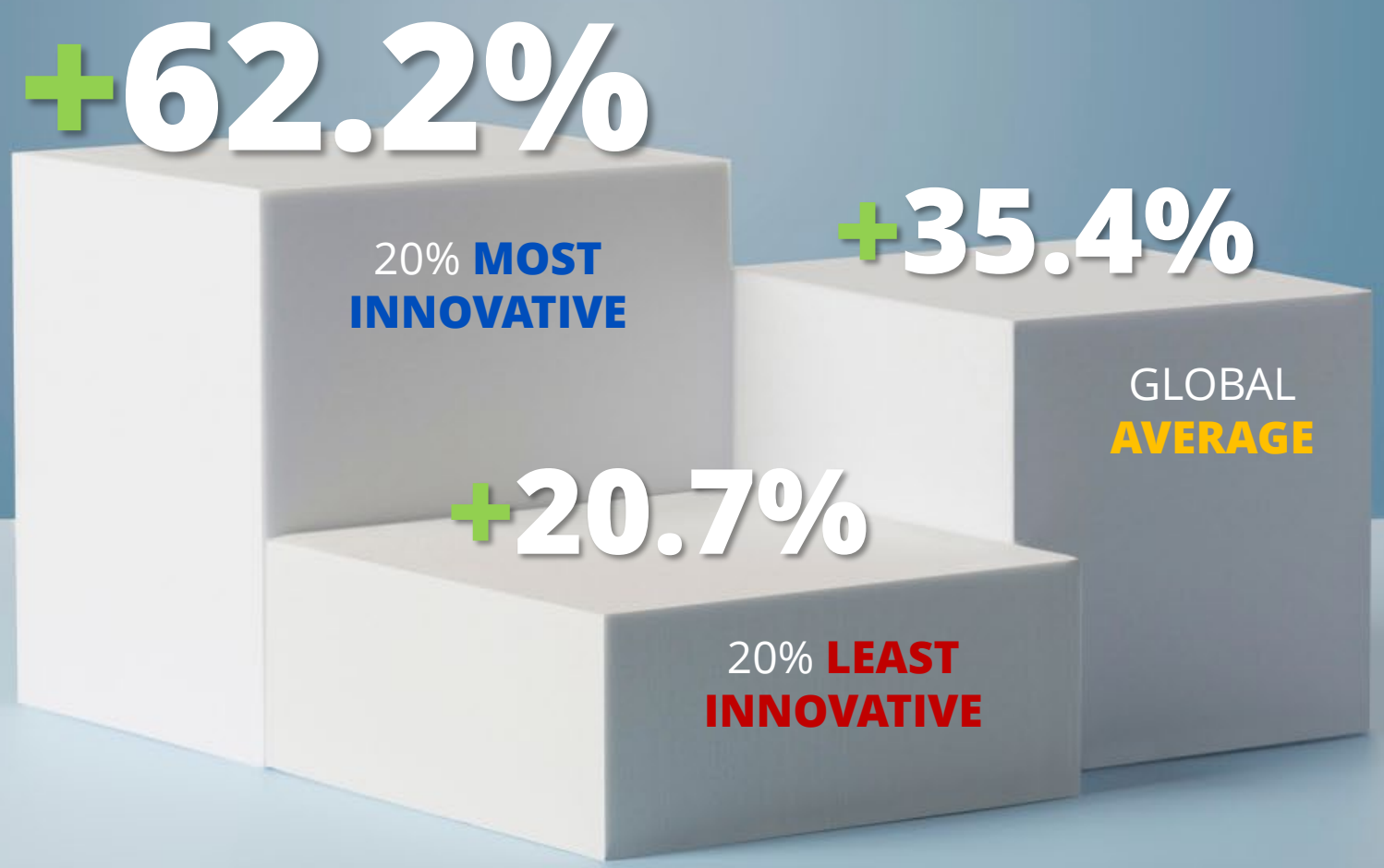
INNOVATION

POLLARD banknote limited



INNOVATION

INNOVATIVE ORGANIZATIONS
GROW FASTER



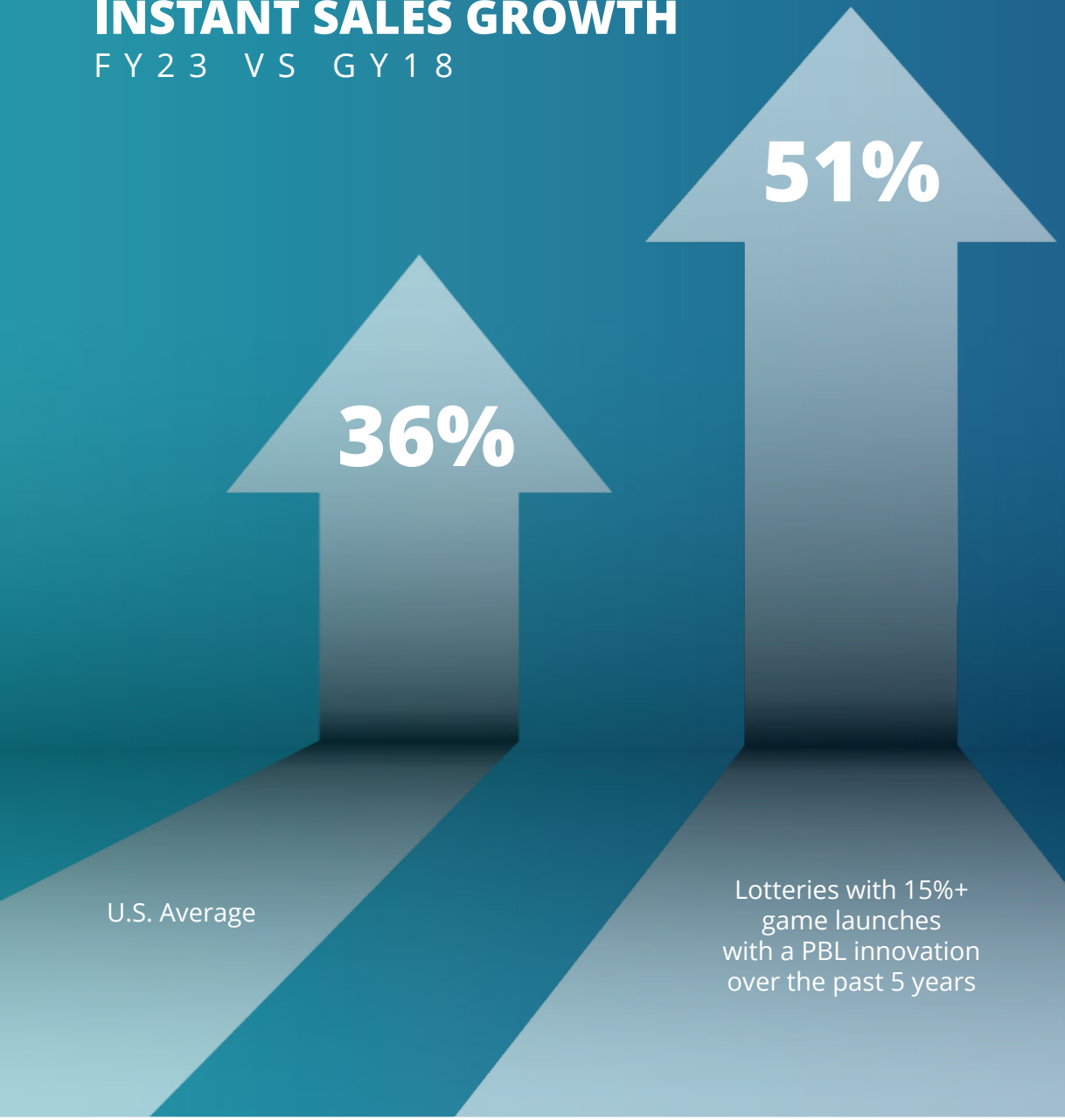
Anticipated revenue growth rates over the next five years.

POLLARD banknote limited

*PWC (Price Waterhouse Coopers companies anticipated growth over the next five years)

INSTANT SALES GROWTH

FY23 VS GY18



U.S. lotteries with a significant amount of **PBL Innovations** experienced stronger instant **sales growth** over the past five years.

POLLARD banknote limited

CROSSWORD
INTRODUCTION



POLLARD banknote limited

CROSSWORD
TODAY

14%
OF LOTTERY SALES

SOME AS HIGH AS
31%
OF LOTTERY SALES



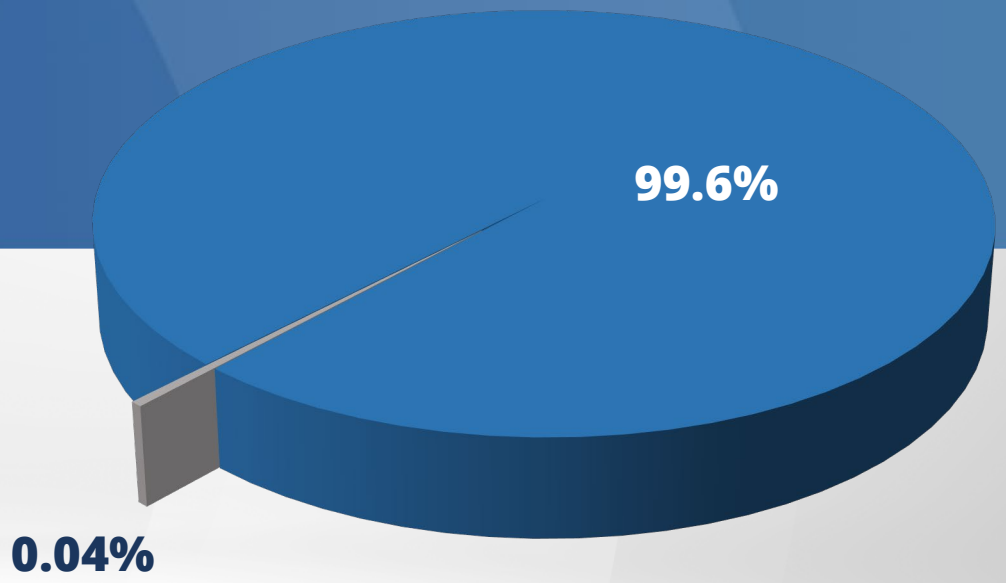
POLLARD banknote limited

iLOTTERY Before NPi

0.4%

FY2014 iLOTTERY SALES

*Average of US states with iLottery

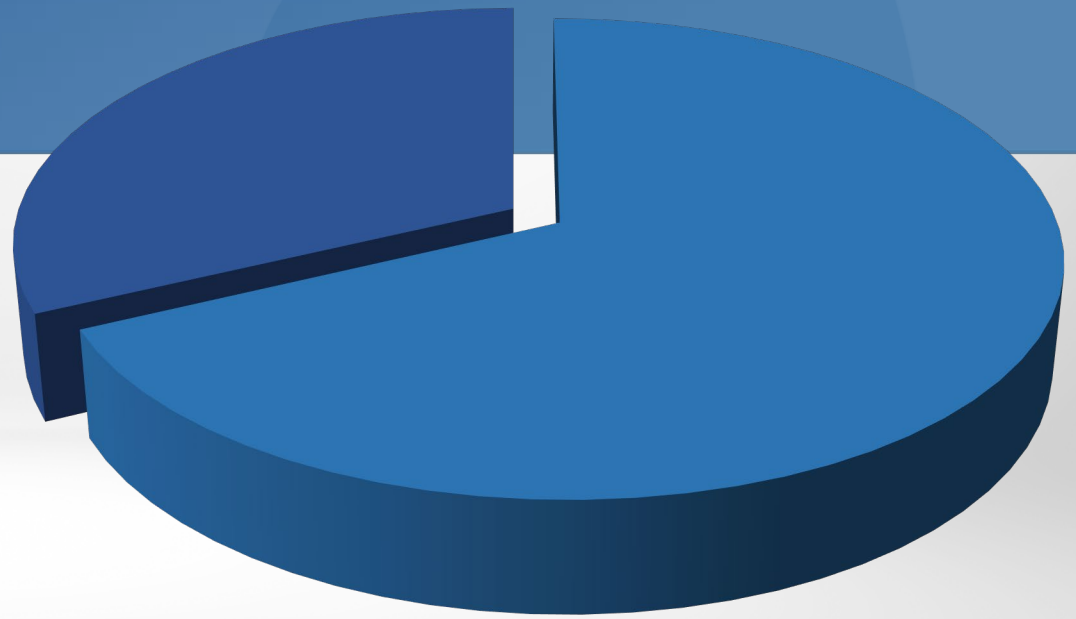


POLLARD banknote limited

iLOTTERY NPi

32%

TOTAL LOTTERY SALES



Sources: iLottery Bets from NPI sales reports, Total lottery sales from lottery annual reports

POLLARD banknote limited

INNOVATING
WITH OUTSTANDING GAMES



Expand your retail line up with captivating innovations, fun play formats, and omnichannel strategies from Pollard Banknote.

Outstanding Games.
Retail Excellence.
Digital Innovation.

ELEVATE
THE FAMILY

147

TEN WEEK FAMILY INDEX



POLLARD banknote limited

ELEVATE

LOWER PRICE POINTS

159

TEN WEEK INDEX
$1 PRICE POINT



POLLARD banknote limited

SCRATCH FX DUOS



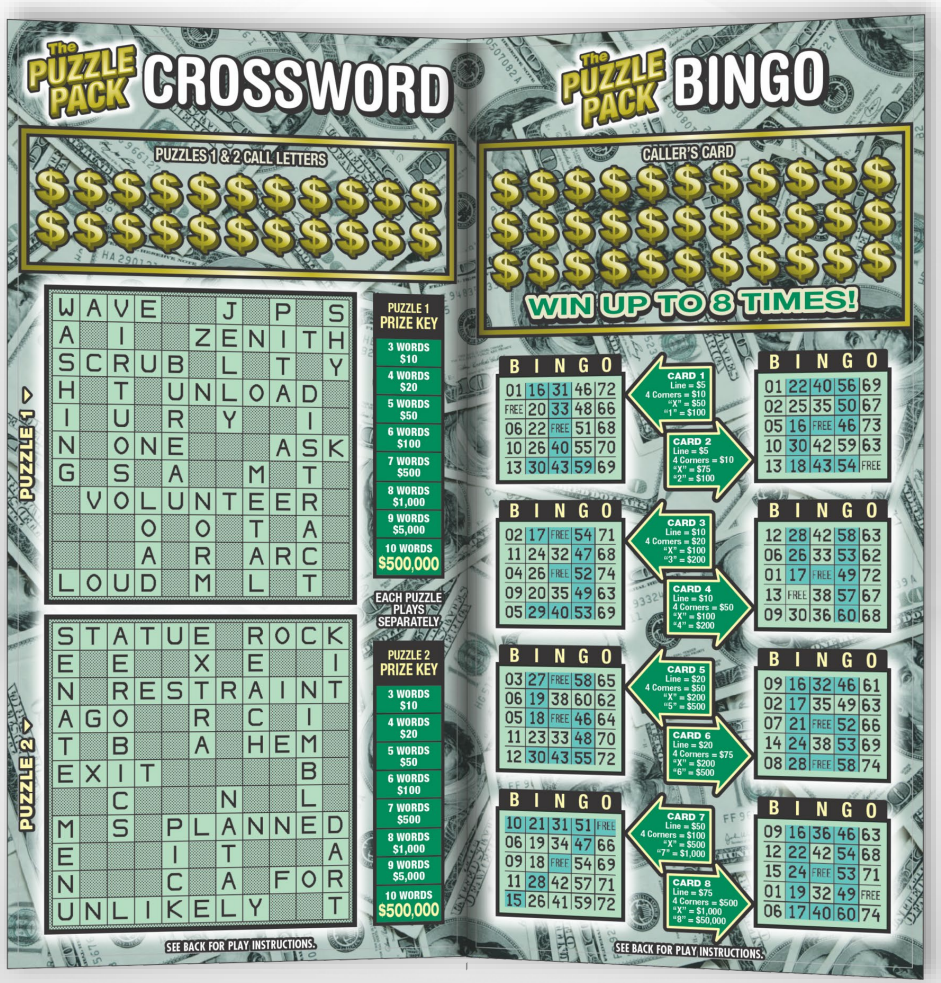
POLLARD banknote limited

SCRATCH FX DUOS



POLLARD banknote limited

EASYPACK™





POLLARD banknote limited

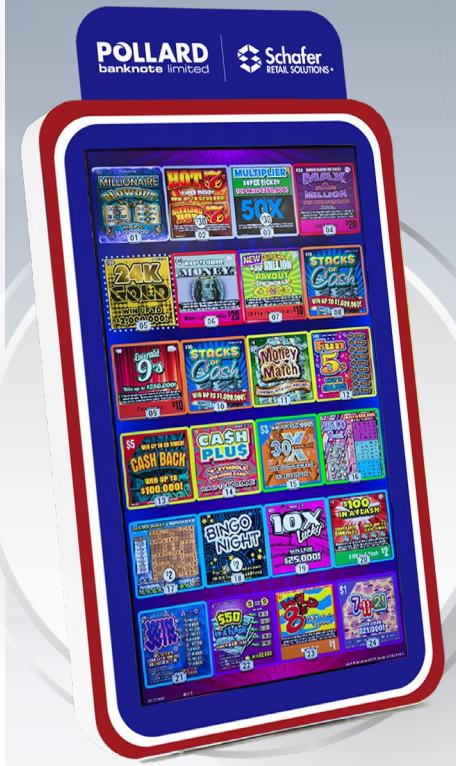
NEW SOLUTIONS TO SUPPORT EXISTING RETAILERS AND EXPANSION



Select 4™



HALO



DMB
Digital Menu Board



easyVEND™

Select 4™

OH! LOTTERY®

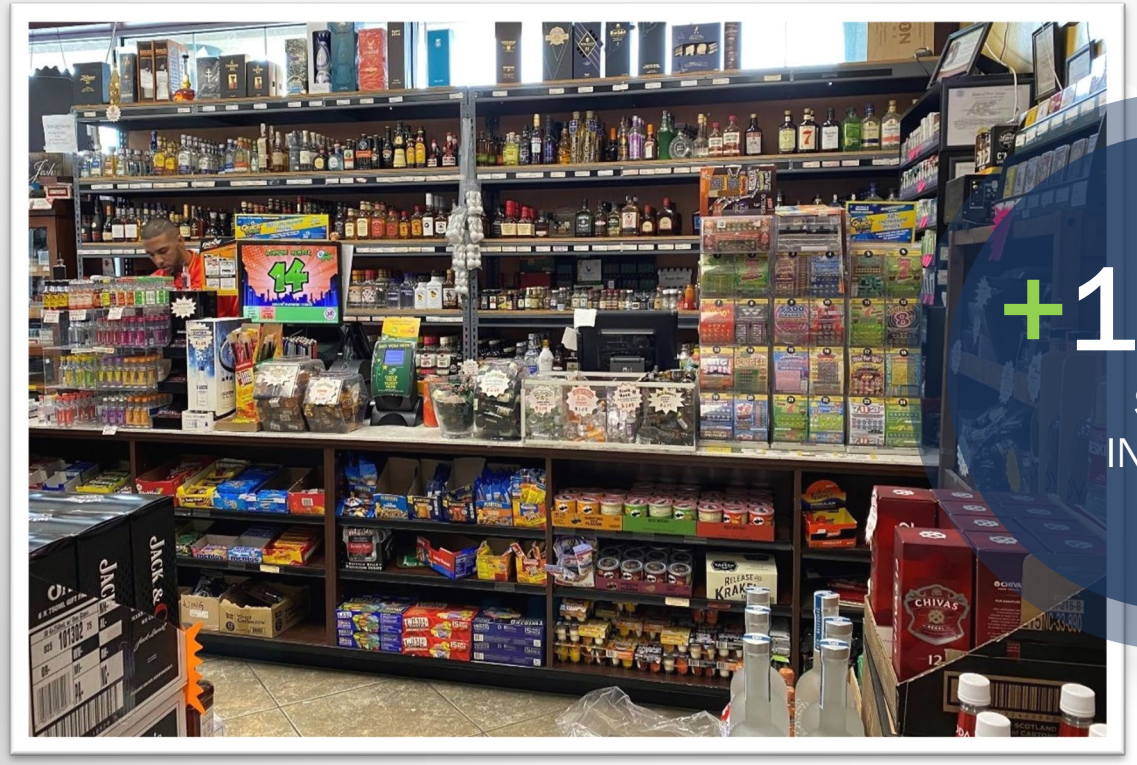
+$11.5M

NEW SALES
SINCE LAUNCH



POLLARD banknote limited

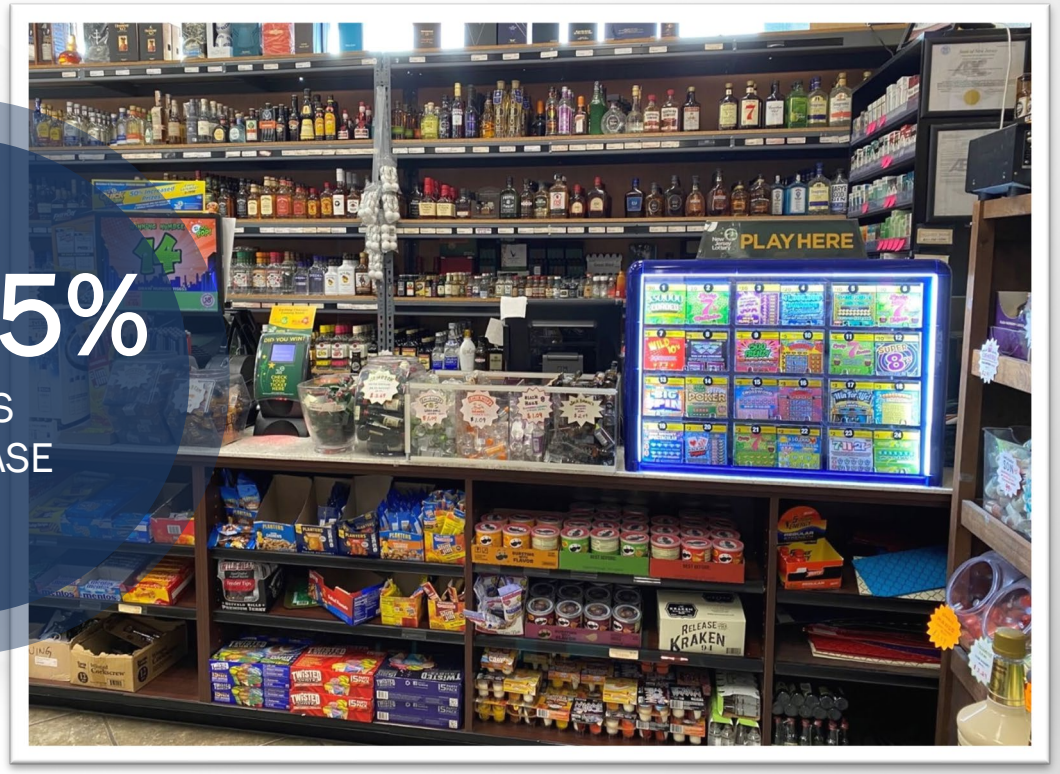
HALO



BEFORE

+11.5%

SALES INCREASE



AFTER

POLLARD banknote limited







17%

AVERAGE SALES INCREASE

DMB

Digital Menu Board


FRICTION FREE
BUY INSTANT LOTTERY TICKETS HERE!
POLLARD banknote
QUEEN HEARTS
WIN UP TO $100,000!
win $500
EXTREME CASH
WIN UP TO $4,000,000!
$20 MILLION SUPREME
$20,000,000 TOP PRIZE
SHORTLISTED
LOTTERY PRODUCT OF THE YEAR
easyVEND™

SOLVING FOR SELF SERVE



Pollard Banknote Limited Proprietary Information

INNOVATION IS THE ABILITY TO SEE CHANGE AS AN OPPORTUNITY – NOT A THREAT.

STEVE JOBS

POLLARD banknote limited

IS IT RISKY TO INNOVATE?

OR IS IT MORE RISKY NOT TO?

POLLARD
banknote limited

POLLARD banknote limited

Outstanding Games.
Retail Excellence.
Digital Innovation.

INVESTED IN LOTTERY

INNOVATION

