EVOPLAY

INNOVATIVE STRATEGIES FOR PLAYER ACQUISITION



Frank Cecchini

Head of Lottery, Evoplay

Frank Cecchini

Evoplay	2024
EveryMatrix	2020-2023
Infintec	2019-2020 (Covid)
Dimoco	2018-2019 (Payment - carrier billing)
Novomatic	2014-2018
TQG	2014
GTECH	1999-2013

5 years
in iGaming addressing the lottery market

19 years
in Lottery

EVOPLAY

2017
FOUNDED

170+
HEADCOUNT

250+
GAMES OF DIFFERENT GENRES

3 HUBS
LIMASSOL, WARSAW, KYIV

3
UNIQUE FLAGSHIP TITLES

SiGMA AMERICAS
Slot Game Provider 2023

SBC AWARDS
Industry Innovation of the Year, 2023

EGR B2B AWARDS 2023
Innovation in Mobile

GLOBAL GAMING AWARDS
Product Launch of the year (silver), 2023

SBC AWARDS
Innovation in Casino Entertainment 2022

BRIDGING INNOVATION AND INSPIRATION

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At Evoplay, we believe that iGaming is not just a form of gambling, it’s, first and foremost, the art of entertainment. We are dedicated to staying at the forefront of the gaming industry, consistently challenging the limits of what can be achieved with cutting-edge technologies and creative concepts.

Our goal is to provide players with a gaming experience that they won't find anywhere else. We're in the business of creating experiences, and we're passionate about what we do.



WHAT ARE THE GAMING PREFERENCES ACROSS DIFFERENT GENERATIONS?

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BOOMERS

Have a strong preference for traditional forms of gambling, such as lotteries, slot machines, table games, and bingo.

GEN X

Favours classic games and seeks high-quality graphics and immersive gameplay, albeit less dynamic than titles with more modern mechanics.

GEN Y (MILLENNIALS)

Leans towards interactive gaming experiences, favouring classic games such as engaging slots, blackjack, or roulette alongside titles with more dynamic mechanics like instant games.

GEN Z

Zoomers prefer contemporary games with trendier mechanics like instant, crash, or mix for their technological advancement, dynamic nature, and simplicity.

GEN ALPHA

Have brand influence and purchasing power beyond their years. They shape the social media landscape, are the popular culture influencers, the emerging consumers and by the end of the 2020's will be moving into adulthood, the workforce and household formation, ready or not.

PLAYER ACQUISITION

Getting and keeping players is a challenge across the gambling industry as a whole, not just for lotteries and not just for online.

The industry has fretted over the future since as far back as 1955 when ‘Life’ magazine published this article about the attractiveness of gambling in Vegas.

Its perhaps more valid today than it was then.



LIFE

Vol. 38, No. 25 June 20, 1955

NOEL COWARD GOES OUT IN A HOT DAY'S SUN AT LAS VEGAS WHERE FOR A FOUR-WEEK NIGHTCLUB ENGAGEMENT AT DESERT INN HE IS BEING PAID $160,000

SET FOR ITS BIGGEST BOOM, LAS VEGAS STARTS TO WORRY

GAMBLING TOWN PUSHES ITS LUCK

At Las Vegas last week the temperature was up to a torrid 110° and the townsfolk who operate the only large gambling center in the country welcomed the seasonable weather. With it they expected the usual bountiful summer crop of tourists trying out their luck and leaving their money behind. The signs of good times seemed everywhere. An announcement on a vacant lot offered a hotel site at a flamboyant price. Out on the burning desert could be seen a cool, dinner-coated Britisher, Noel Coward, who had come half way around the world to pick up $40,000 a week entertaining in a Las Vegas nightclub.

But with all this a shadow of doubt fell across Las Vegas, a worry that the boom it was set for had started to wilt.

The preparation for the boom had been stupendous. Three hotels, costing a total of $15 million, had already opened in the spring. All of them had air-conditioned rooms, oddly shaped swimming pools, excellent cuisines, fabulous nightclub entertainment —and, of course, gambling rooms for which all these other attractions were simply come-ons, bringing in customers from all over the country to play the games which bring in rich profits for Las Vegas.

HOTEL SITE FOR SALE $3,000,000.00 INQUIRE AT El Rancho Vegas

ASKING PRICE for property reflects high-pitched optimism in Las Vegas.

Then, to top this, in the past month two new hotels opened. One was the $5 million Dunes which lugged in 120 slot machines, the "one-armed bandits," in anticipation of the rush. The other was the Moulin Rouge, the first interracial hotel in Las Vegas which welcomed both whites and Negroes to its accommodations and gambling tables. It had Joe Louis as part-owner and host, and a lively, lovely chorus (see cover) in its floor show.

Like a gambler on a prolonged winning streak, Las Vegas had the feeling its run of luck couldn't end. For more than a decade it had parlayed one prosperous year into a more prosperous next year and went into the expansion more in the spirit of hunch than of calculated economics. Business kept up briskly around the roulette wheels, crap tables and blackjack boards of the town's older places. The opening of the new hotels and of what Las Vegas hoped would be its new era of money-making was opulent and promising, as the color pictures on the next four pages show. But when the excitement of the opening died down, the town looked at its new places where customers were scarce and the betting light (p. 25) and wondered: Had Las Vegas pushed its luck too far?

20 FITTING OUT FOR OPENING NIGHT, CORPS OF DUNES HOTEL WORKERS TOTE SLOT MACHINES INTO THE GAMBLING CASINO

WHAT'S THE ISSUE?

GGB news had an interesting article* dealing with this very topic three years ago. Post pandemic, the effect on land based gambling was a disaster - mitigated only by an online presence.

People played online, they had a much broader choice of how to spend their money.

'Same old, same old'

Boring repetitive - no involvement

From the article:

"In a recent study led by Andrew Cardno, CEO of Game Changing Technologies, unique player data was reviewed for multiple years of slot machines, table games and skill-based gaming.

More than 70 percent of slot revenues are coming from players over the age of 55. Players between the ages of 60 and 70 represent the largest share of slot revenue for the casino. By contrast, players between the ages of 20 and 30 represent the smallest share of revenue, even lower than that from players between the ages of 80 and 90. *Those are not encouraging statistics with regard to desired players."*

Source: GGB News

WHAT'S THE ISSUE?

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Typical Ilottery Game

- ☒ Slow
- ☒ Boring

SLOW DOES NOT HAVE TO BE BORING!

WHAT'S THE ANSWER?

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What games do millennials play?

WHAT'S THE ANSWER?

EVOPLAY



What games do millennials play?

WHAT'S THE ANSWER?

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There is a shift in the demand for innovative gaming experiences, specifically among younger players who are highly engaged in video gaming. Statistics reveal that an impressive **81% of Gen Z are active video game players***.

How do we attract this audience to the iGaming world? By offering them something familiar.

That was the idea behind our flagship titles which combines elements from both video games and iGaming.

Source: Newzoo

STAR GUARDIANS

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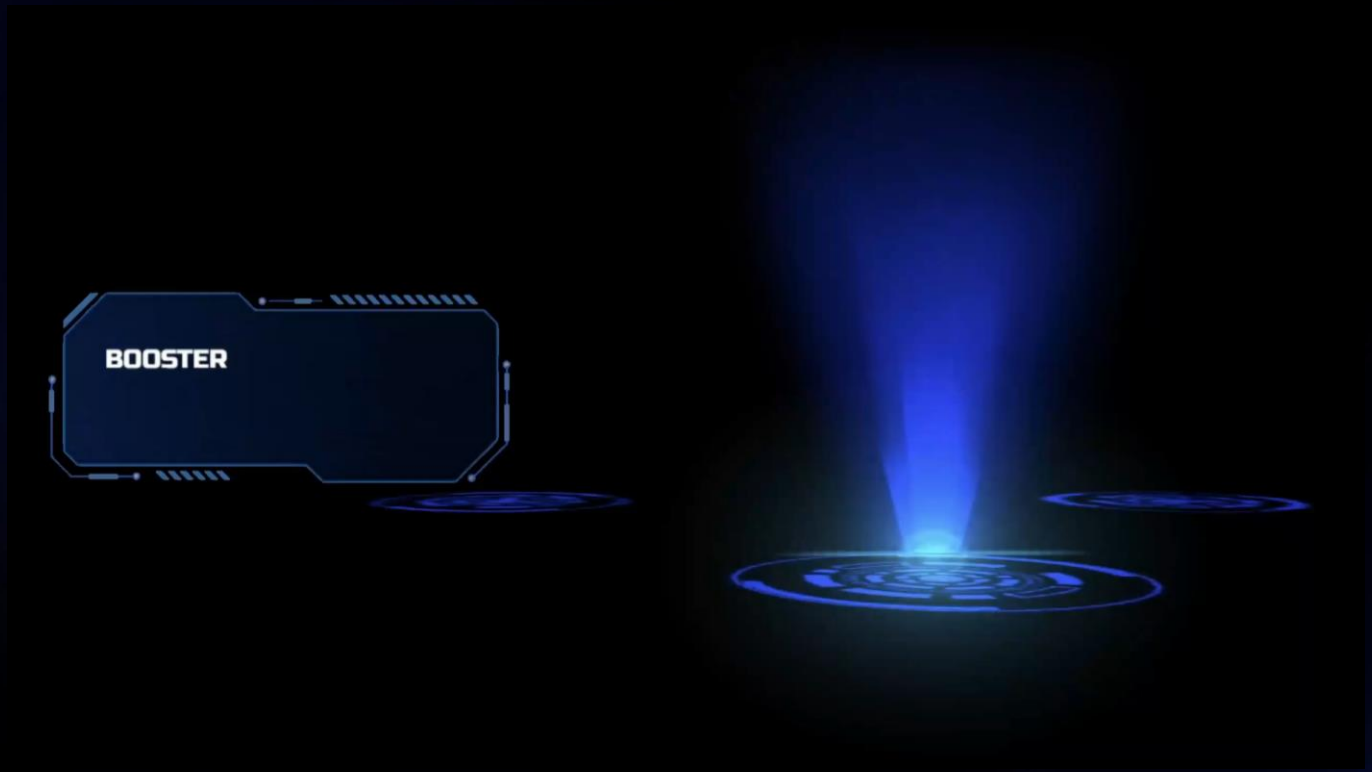


The industry-first third-person-shooter gambling game

Character selection

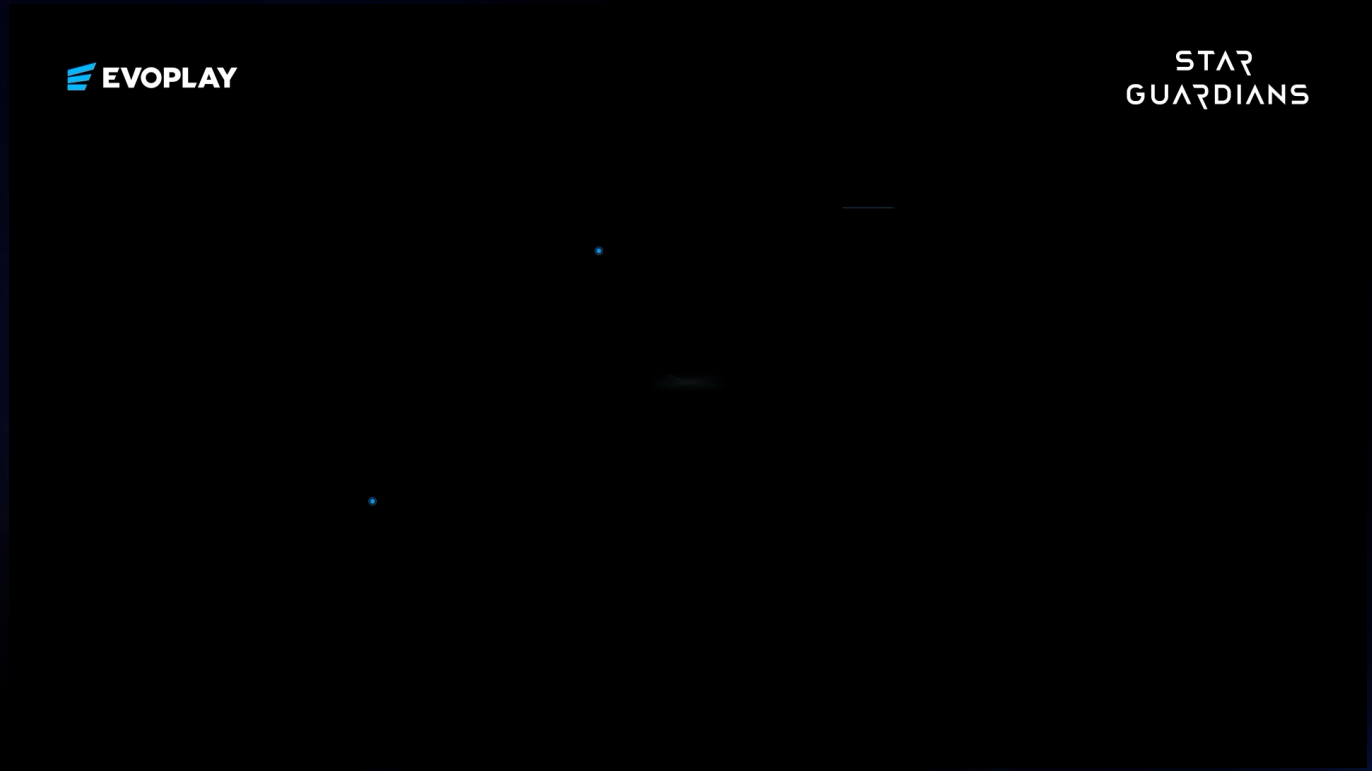
Manual control

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CHARACTER SELECTION AS AN IN-GAME DIFFERENTIATOR

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NOT THE GAMEPLAY, BUT THE REAL SPACE GAME SCENE

PENALTY SHOOT-OUT: STREET - THE ULTIMATE INSTANT FOOTBALL GAME

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- Opportunity to choose a country to play for
- Quick mechanics
- Opportunity to select a spot to shoot a ball at
- Instant result framework
- Progress bar

HOCKEY SHOOTOUT - THE ICE GAMING THRILL

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- Opportunity to choose a country to play for
- Quick mechanics
- Opportunity to choose the direction to send the puck
- Instant result framework
- Progress bar

B-BALL BLITZ - THE EXCITING BASKETBALL EXPERIENCE

EVOPLAY



- Instant result framework
- Quick mechanics
- Progress bar

A REAL GAME-CHANGER IN THE IGAMING WORLD

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A UNIQUE GAME TAILORED TO EACH PLAYER'S STYLE

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- Manual control
- Character and car selection
- 3 racing routes with varying difficulty levels
- Car upgrades
- Exciting bonuses

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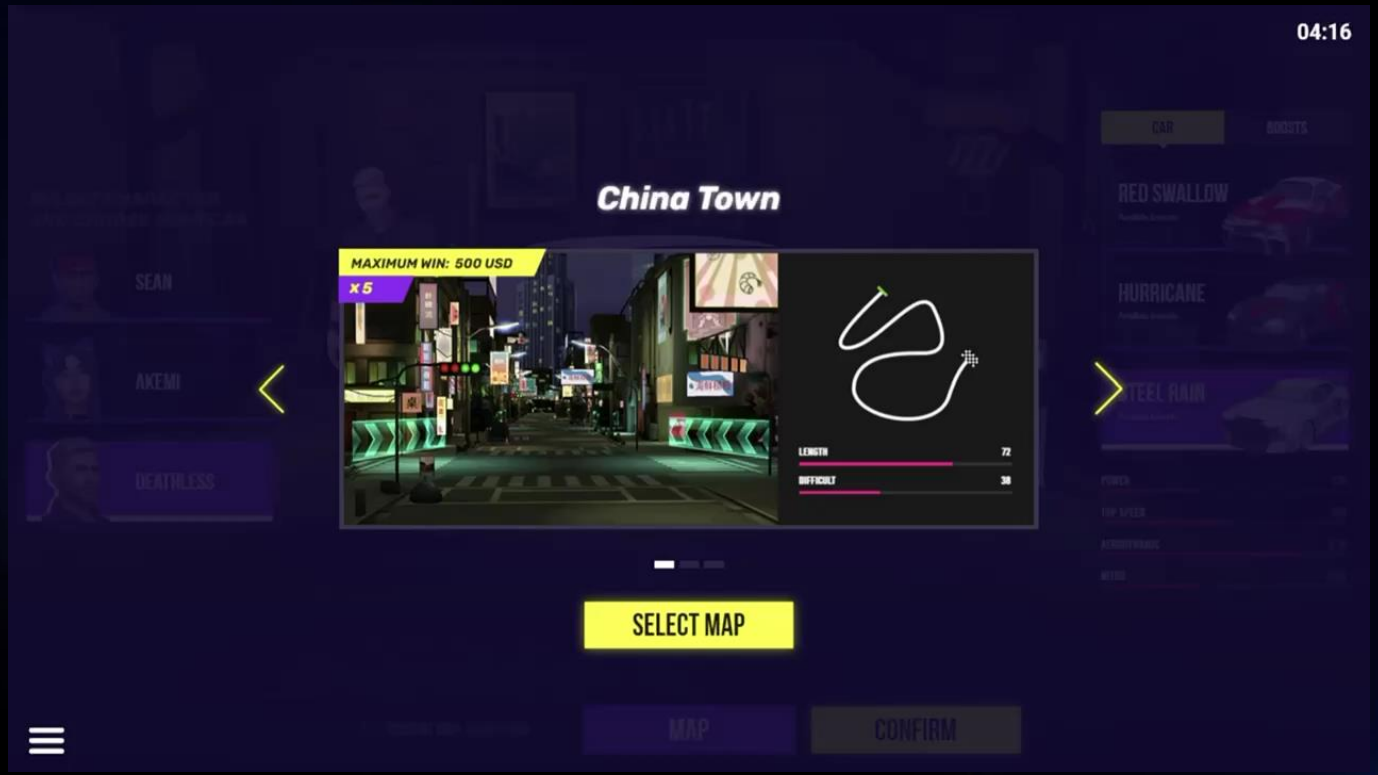
CHARACTER SELECTION

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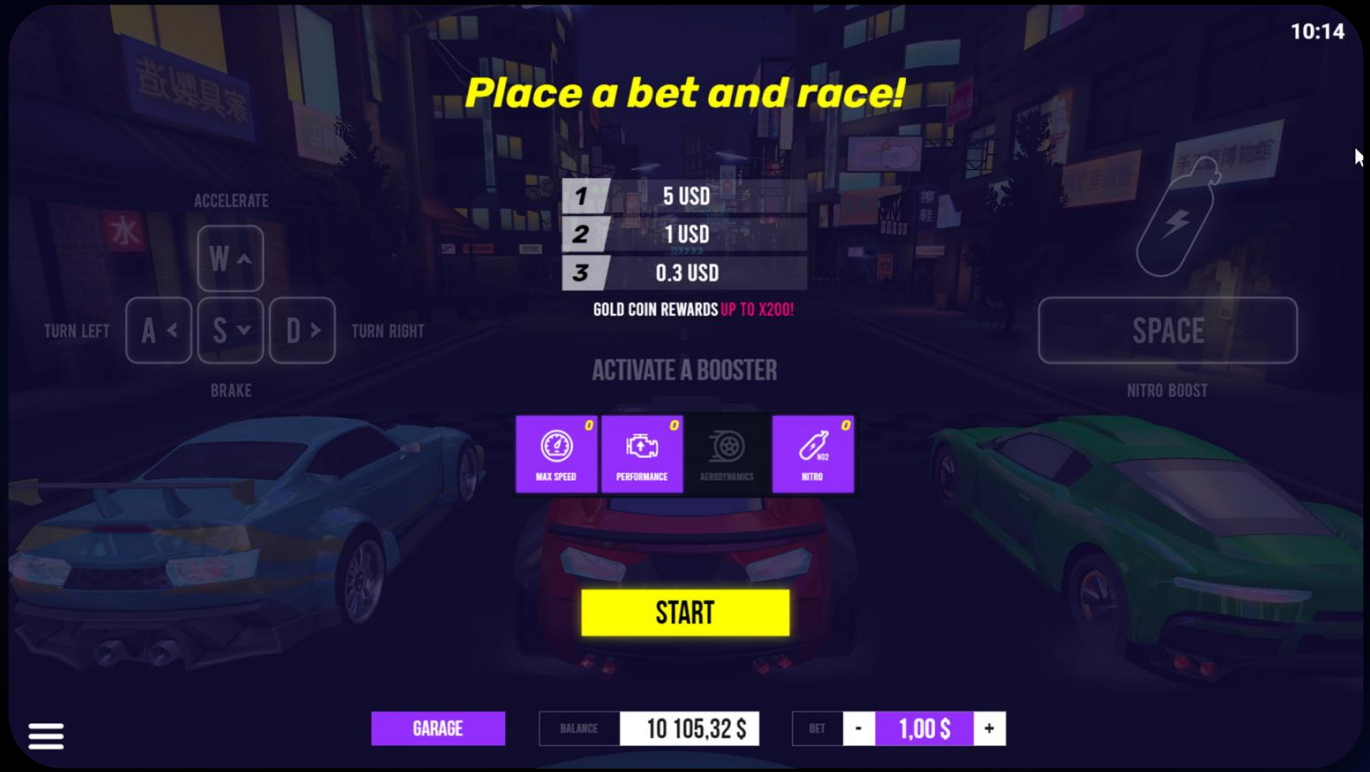
CAR SELECTION

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MAP SELECTION

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PLACE A BET AND RACE!

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250+

GAMES OF DIFFERENT GENRES

3

UNIQUE FLAGSHIP TITLES

ENGAGING GAMEPLAY

TOP-NOTCH GRAPHICS THAT APPEAL TO AUDIENCES OF ALL AGES

EVOPLAY

Q&A



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