

Experiences That Stick

Digital Strategies That Keep Customers Coming Back

TINA WOLF, VP Product Strategy & Growth

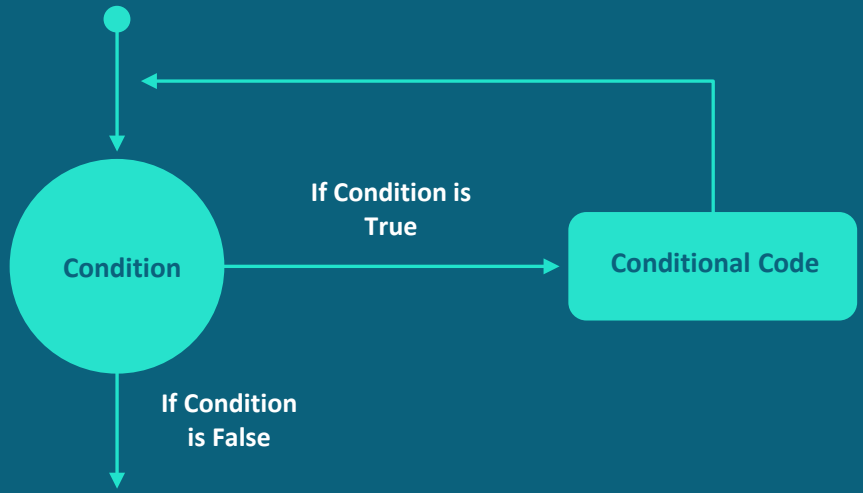
BRAD HEATHCOTE, Director Digital Products

Brands That Keep You Coming Back

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Infinite Loop



Allwyn North America

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[1]CY 2023 Unaudited Financials

Allwyn North America

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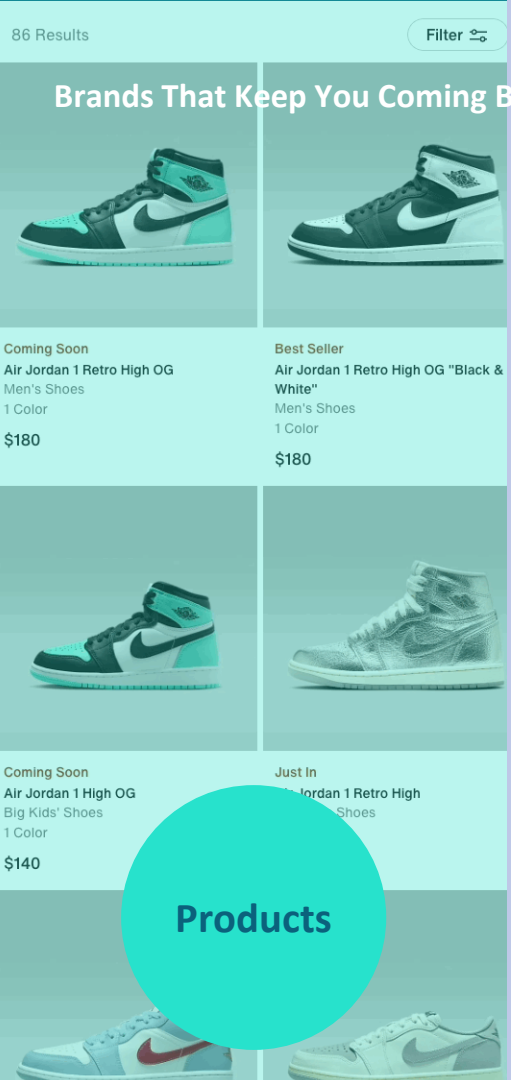
Operate and advise lotteries

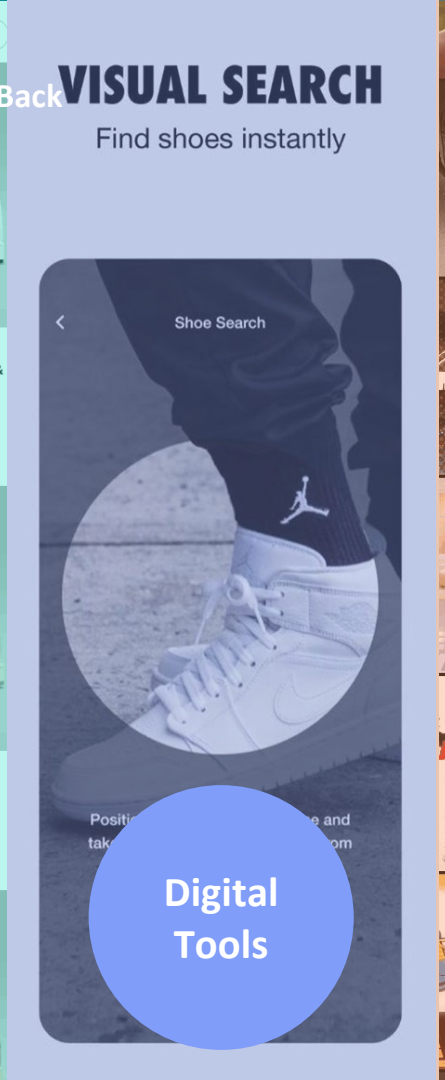


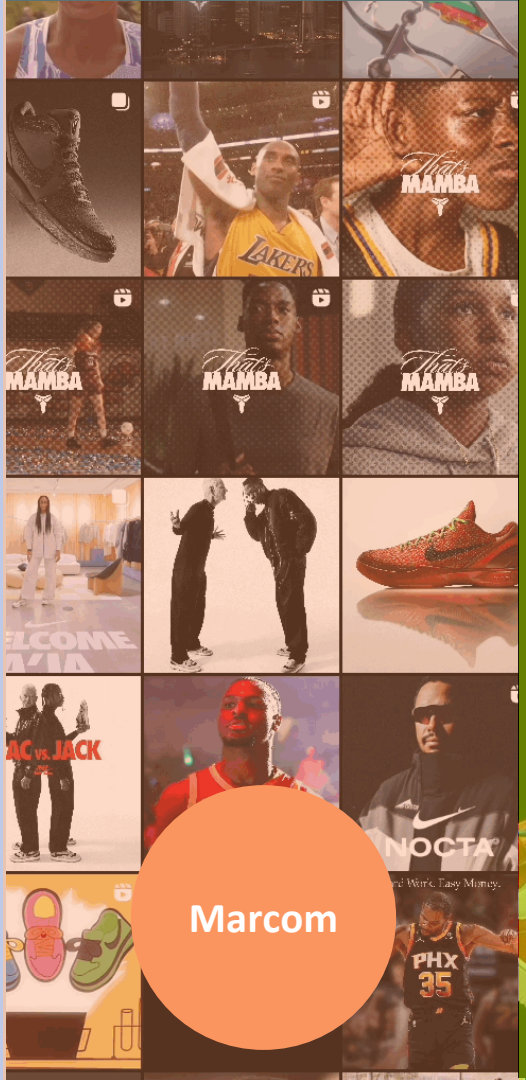
Build and support digital platforms

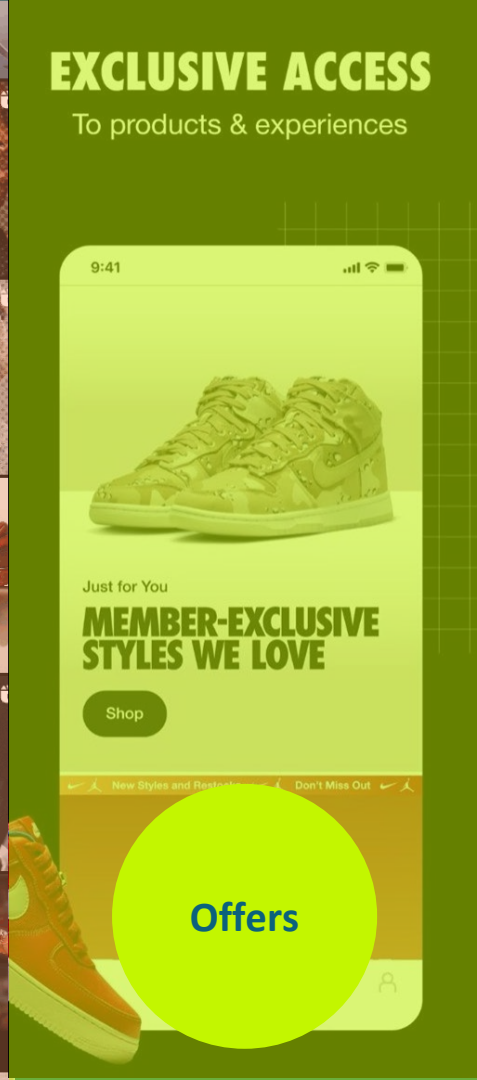


Create engaging digital game content


86 Results
Filter
Brands That Keep You Coming Back
Coming Soon
Air Jordan 1 Retro High OG
Men's Shoes
1 Color
$180
Best Seller
Air Jordan 1 Retro High OG "Black & White"
Men's Shoes
1 Color
$180
Coming Soon
Air Jordan 1 High OG
Big Kids' Shoes
1 Color
$140
Just In
Jordan 1 Retro High
Shoes
Products


VISUAL SEARCH
Find shoes instantly
Shoe Search
Digital Tools


MAMBA
LAKERS
NOCTA
PHX
35
Marcom


EXCLUSIVE ACCESS
To products & experiences
9:41
Just for You
MEMBER-EXCLUSIVE STYLES WE LOVE
Shop
Offers

A Sticky Experience

The Infinite Journey



Allwyn North America Operating Partnership

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How Do We Get Players in the Loop?



Sticky Experience

Jaw Dropping Jackpots
Create Initial Engagement

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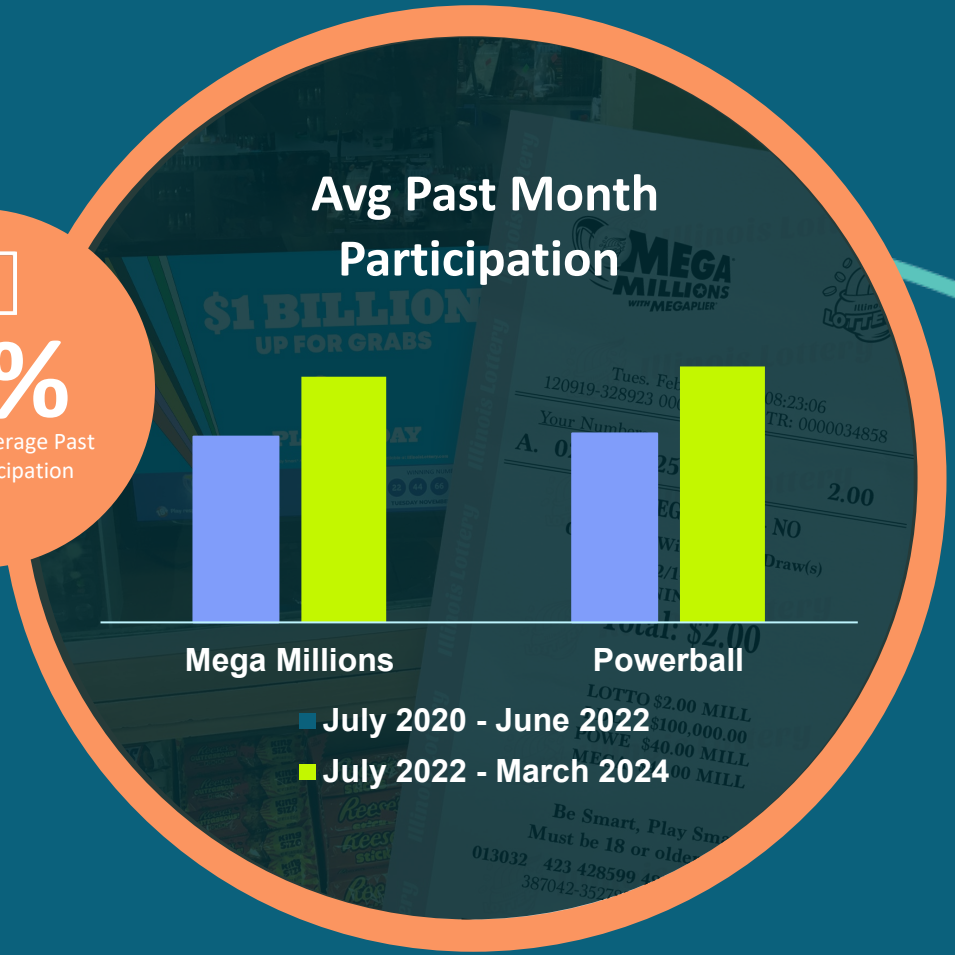


Sticky Experience

Jaw Dropping Jackpots
Create Initial Engagement

17%

Increase in Average Past Month Participation



Illinois Lottery Brand Tracker, July 2020 – March 2024

Sticky Experience

Engage by Offering a Convenient Utility

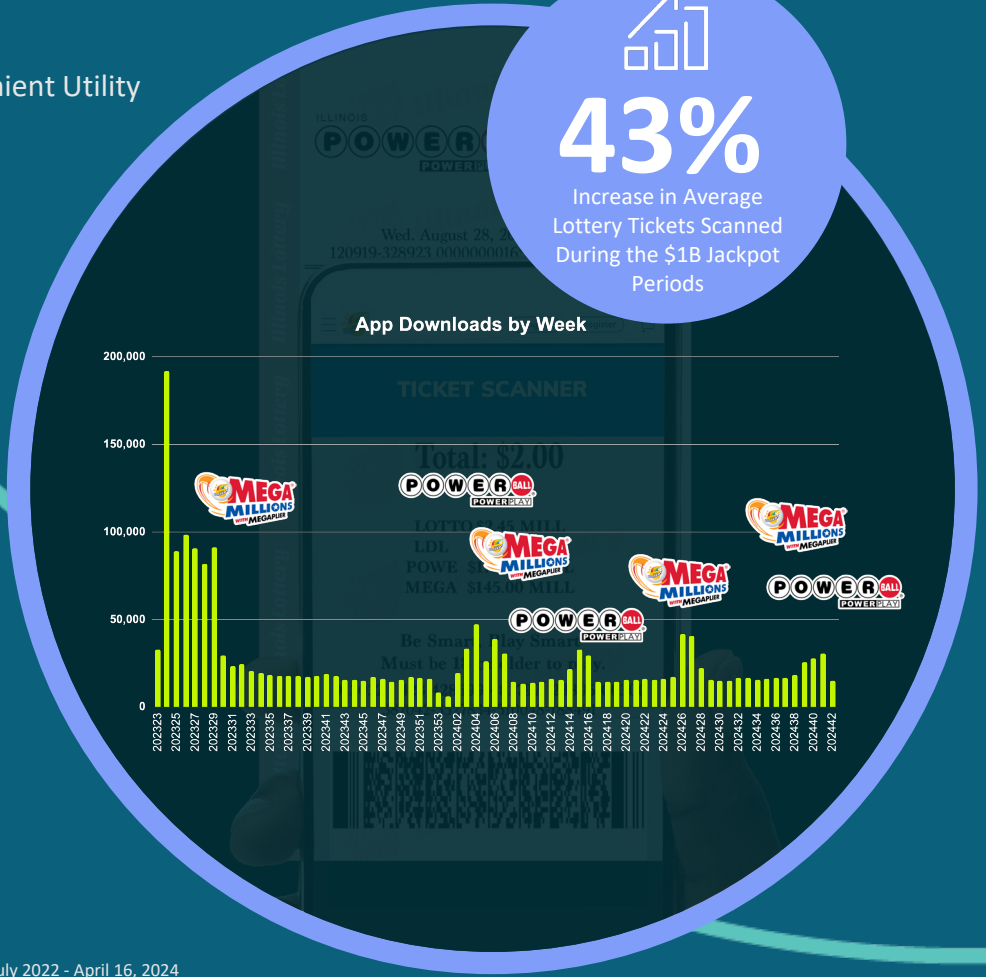


Sticky Experience

Engage by Offering a Convenient Utility

43%

Increase in Average Lottery Tickets Scanned During the $1B Jackpot Periods



Allwyn Atlas, Illinois Lottery App Ticket Scans July 2022 - April 16, 2024

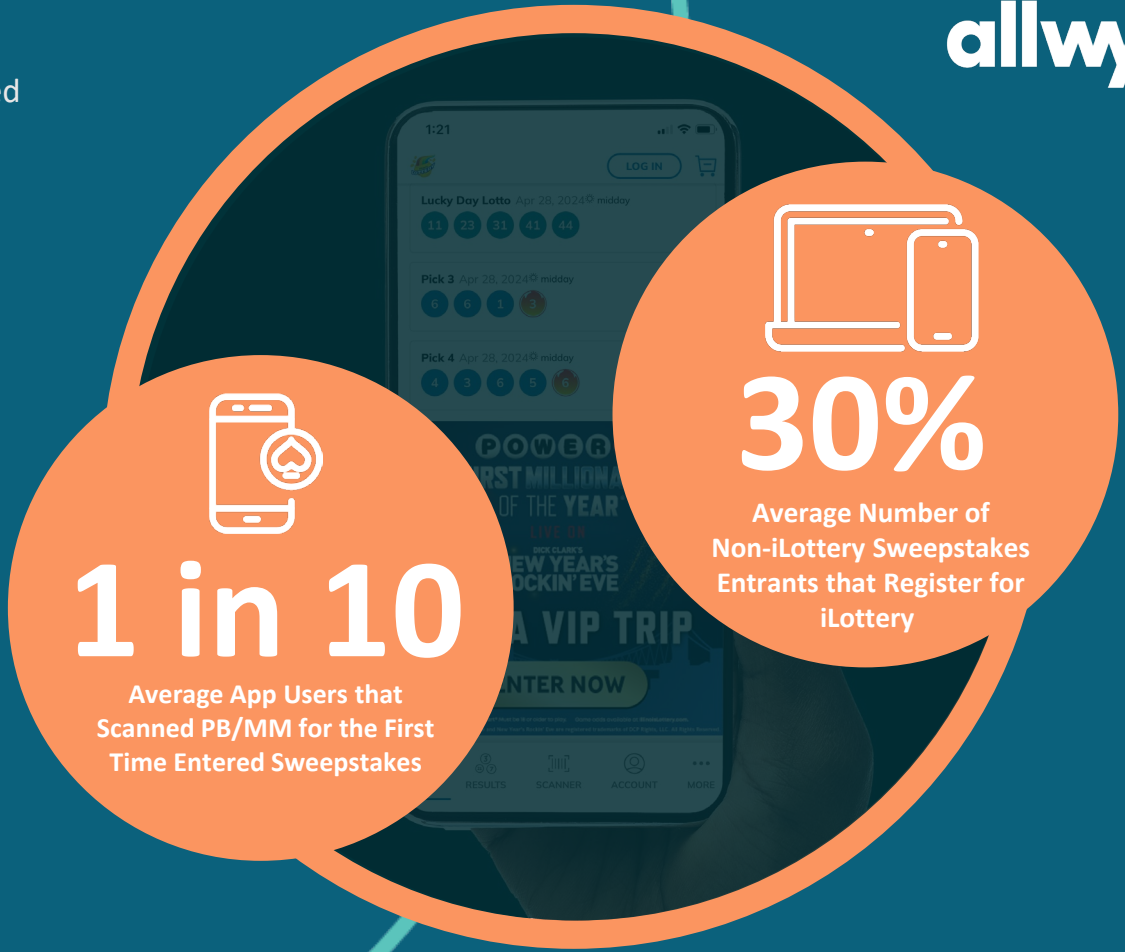
Sticky Experience

Re-Engage, but No-Commitment Required



Sticky Experience

Re-Engage, but No-Commitment Required



1 in 10

Average App Users that Scanned PB/MM for the First Time Entered Sweepstakes

30%

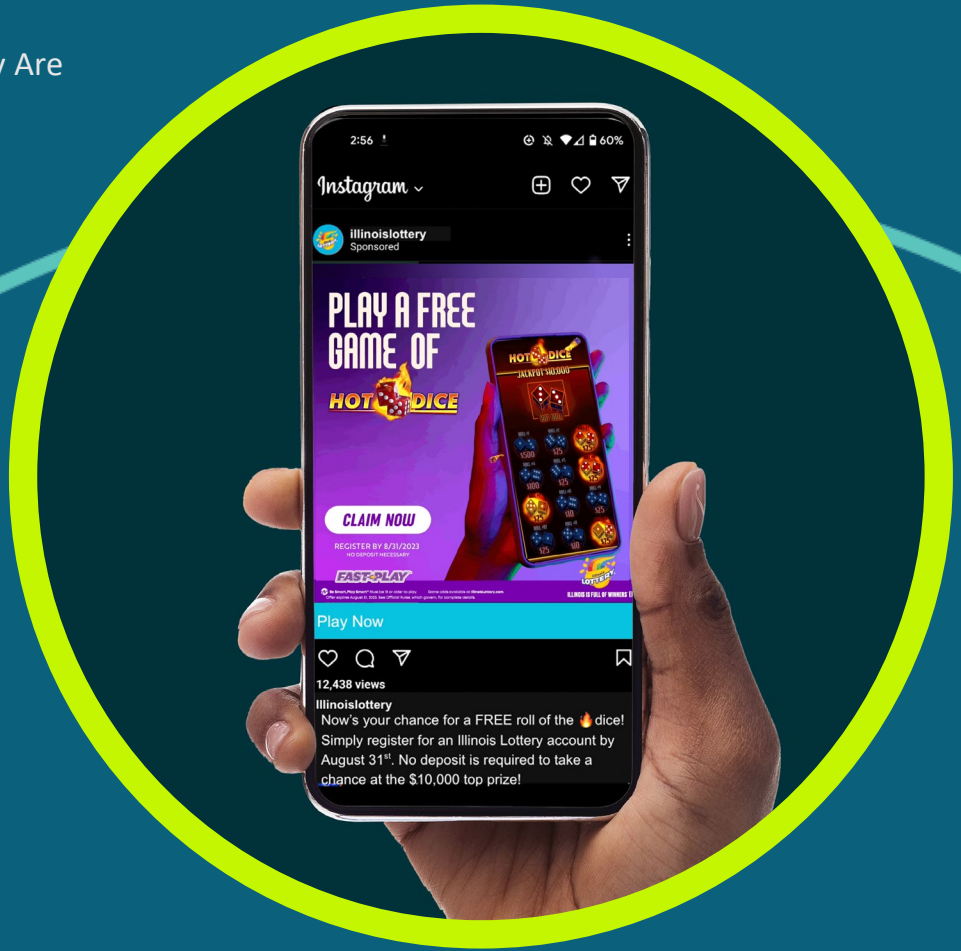
Average Number of Non-iLottery Sweepstakes Entrants that Register for iLottery

Allwyn Atlas, Illinois Lottery App Ticket Scans and Sweepstakes Entrants July 2022 - April 16, 2024
Allwyn Atlas, Illinois Lottery Sweepstake Entrants and iLottery Registration July 2022 - April 16, 2024

Sticky Experience

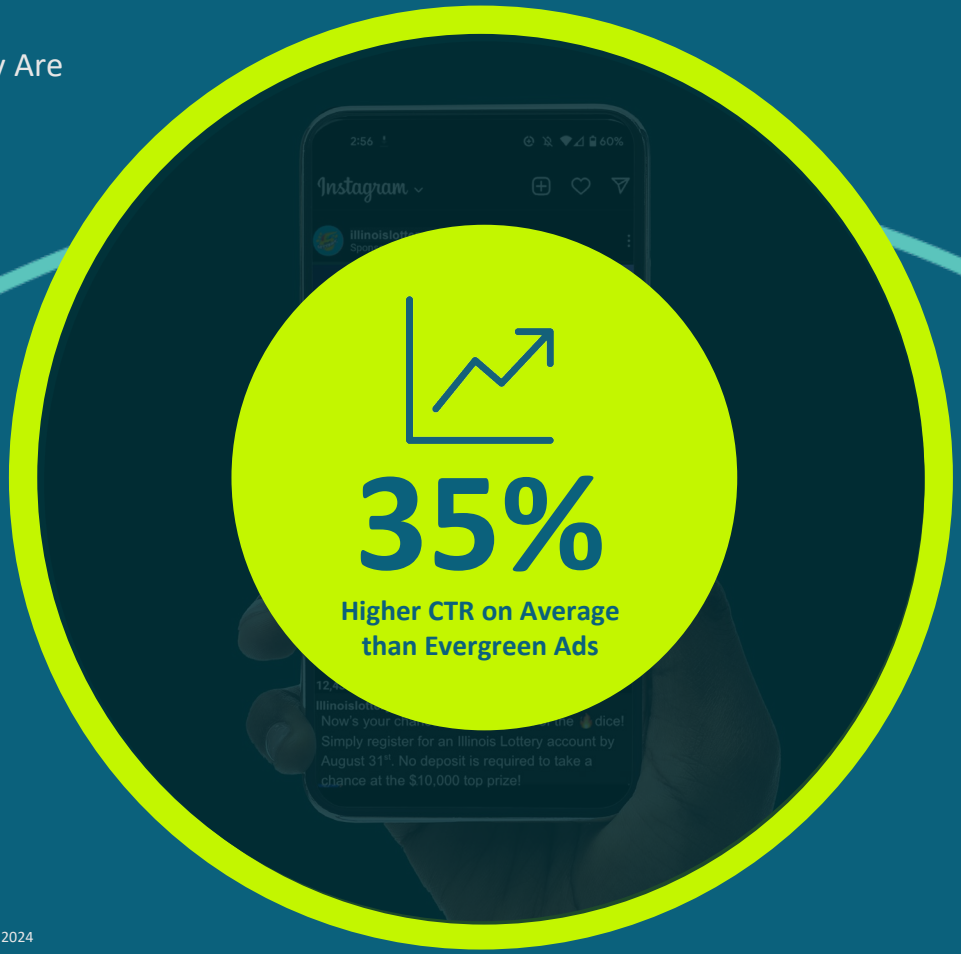
Reach People Where They Are

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Sticky Experience

Reach People Where They Are



Sticky Experience

Incentivize Conversion
With Personalized Offers



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Sticky Experience

Incentivize Conversion
With Personalized Offers



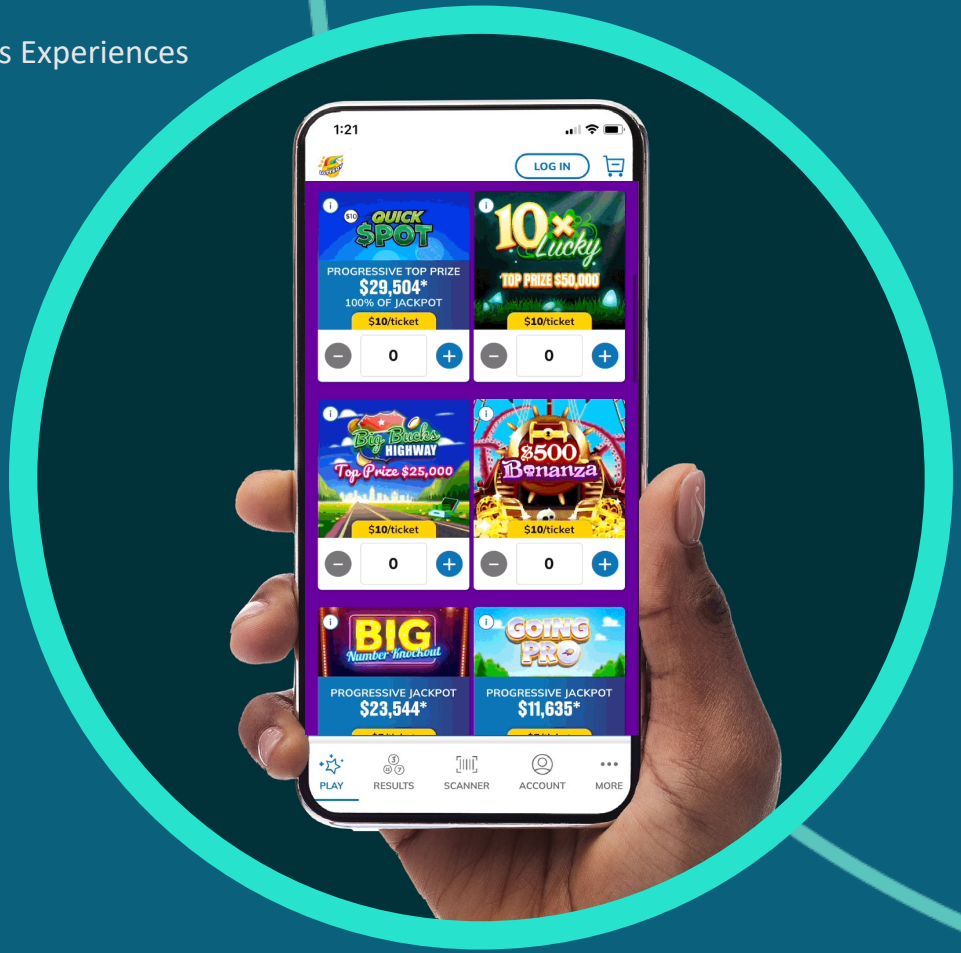
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Allwyn Atlas, Illinois Lottery CPA July 2022 - April 16, 2024

Sticky Experience

Maximize Player Value Games Experiences

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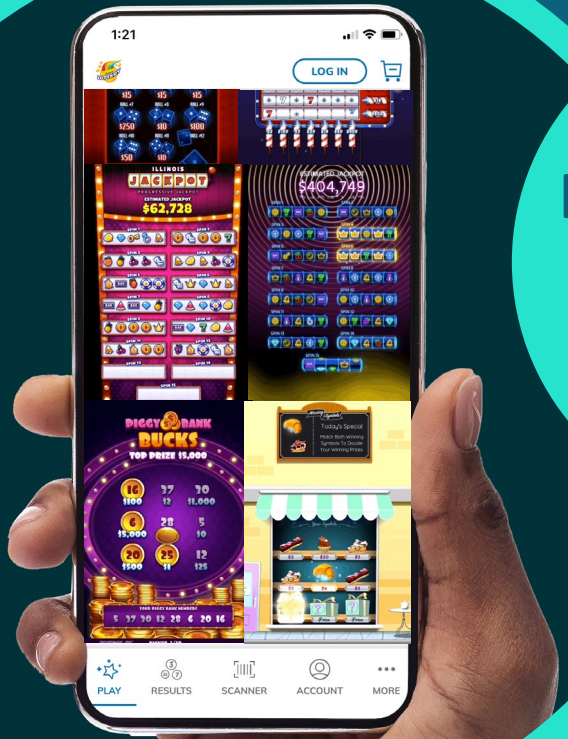
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Diversify Look and Feel

Sticky Experience

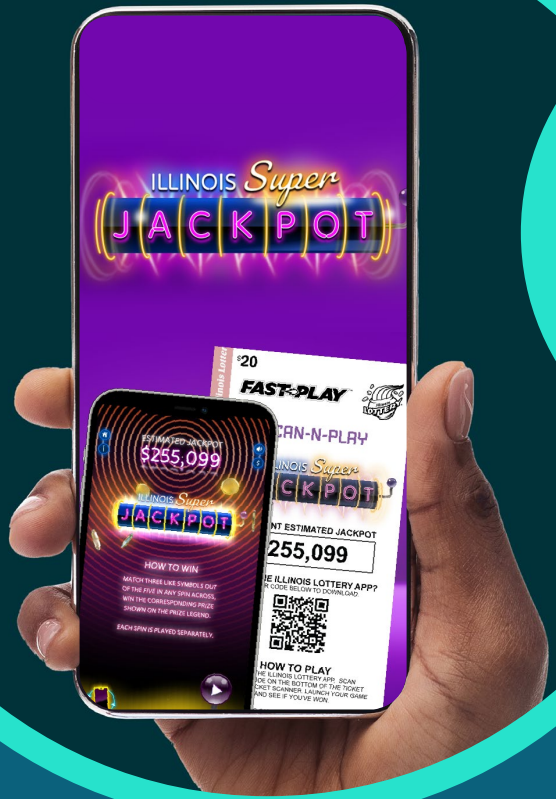
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Increase Value for Increased Spend

Sticky Experience

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Recognize Upsell Opportunities

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Minimize Jackpot Fatigue Gradually

Sticky Experience

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Innovate
Innovate
Innovate

Sticky Experience

The Infinite Journey



allwyn



Thank you!

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