A New Frontier of Connected Experiences

Redefining Industry Relationships

Presented By: Shane Taylor, Account Director

ARISTOCRAT INTERACTIVE™
iLOTTERY

Private and Confidential

The Connection Between Lotteries & Vendors

ARISTOCRAT INTERACTIVE™

Shane Taylor - Account Director



THE LOTTERY

MARYLAND LOTTERY®

A Unique Opportunity in New Hampshire



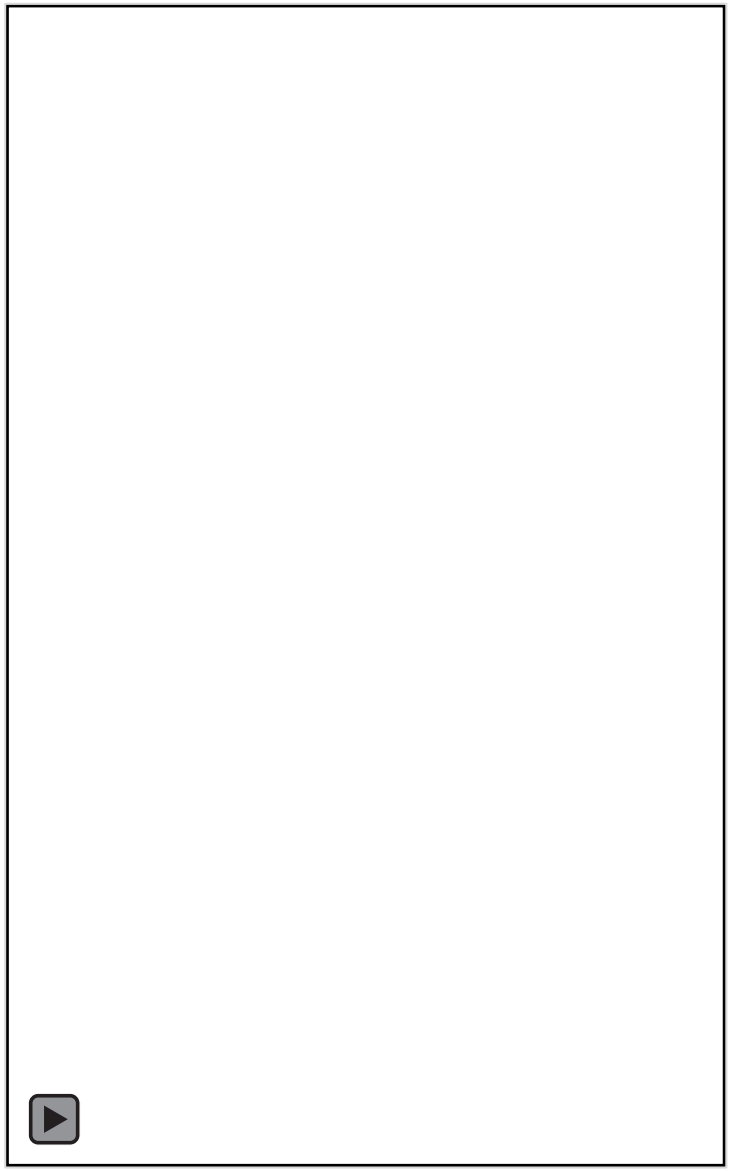
A Partner of Partners



gambyt



New Connected Experiences



**Work in progress*

INSPIRED

VIRGINIA LOTTERY™

ARISTOCRAT INTERACTIVE™

npi

A New Model of Partnership

TRADITIONAL MODEL



Lottery asks, vendor delivers



Close communication and shared goals

NEW MODEL



Collaborative conversations about business goals, player needs, and bringing retail and digital together

Building Together for the Players

FEEDBACK FROM PLAYERS



Interactive feedback from lottery players leads to better understanding and improved experiences

STAKEHOLDERS WORKING TOGETHER



Balance between digital and retail partnerships

Thank You.

ARISTOCRAT
INTERACTIVE™