

EUROPEAN LOTTERIES

OPT FOR

INNOVATIVE POINT-OF-SALE SOLUTIONS



Riding the wave of the future with reliable technology created for a variety of retail environments

Lotteries around the world continually adjust to changing times. New challenges arise, thanks to an ocean of factors such as evolving player preferences, technology and competition. Lotteries have ridden the wave of innovation to provide new possibilities to players and retailers.

Several megatrends that are seemingly unrelated to lottery have affected some European lotteries' approach to selling products at retail. Traditionally in Europe, lottery products have been sold in tobacco and news kiosk-type stores. However, the waning popularity and sales of tobacco and print media in Europe have led to the shuttering of many traditional lottery outlets. Competition from other forms of gaming entertainment and new market entrants is also adding to the pressure on lotteries to make their brands stand out.

Scientific Games has an answer for European lotteries' need to adapt to changing times. The company's string of recent European contracts seems to support this idea. In the past year, Scientific Games has secured contracts to deploy new technology for lotteries in many countries including Hungary, Denmark, Turkey and Germany.

RIISING TIDE OF TECHNOLOGY

Equipping its lottery partners to navigate a changing landscape, Scientific Games offers a combination of advanced technology, including terminal hardware and software, as well as new gaming capabilities. This multifaceted approach is guided by the company's philosophy of addressing each specific lottery's unique retailer requirements and player needs.

At the crest of the company's retail hardware solutions is the sixth generation of its *WAVE*™ terminal. The new *WAVE* terminal benefits from a decade of innovation in the *WAVE* family of point-of-sale solutions. In the past 10 years, more than 85,000 *WAVE* terminals have been deployed worldwide, including approximately 35,000 in Europe.

"We have continuously evolved this technology to better meet the needs of retailers," said Christian Kometer, Managing Director International Lottery Systems, Scientific Games. "When it came to designing the new *WAVE* terminal, we listened to our European lottery customers."

According to Scientific Games' *ONE*™ segmentation market research, about 20% of retailers make roughly 50% of lottery sales for most lotteries. To empower these top retailers to provide an exceptional lottery experience for players, the company wanted to design a high-performance terminal that could withstand the rigors of the busiest retail environments.

Among the upgrades to the revved-up *WAVE* are a faster processor, a flat, projected capacitive (PCAP) touchscreen monitor, and a document scanner that can process more than 40 betslips per minute. The concept behind the improvements is that making retailers' jobs easier frees them to focus on providing better service to players and promoting lottery products. For European lotteries, which typically purchase the terminals outright, the *WAVE*'s high level of reliability is a key selling point.

"It's the right thing for European retailers," Kometer said. "It's compact, reliable, and it looks more modern."

In addition to several upgraded internal components, the *WAVE* got a sleek, stylish makeover. With a glossy white finish and rounded corners, the terminal's appearance has been described by customers as more similar to Apple® products than traditional lottery hardware. Its aesthetics are designed to convey lottery as an exciting and current brand.

A SWELL OF INTEREST

The latest-generation *WAVE* terminal was first deployed for one of the fastest-growing lotteries, located in central Europe, in September 2018. The terminal is connected to Scientific Games' sports betting platform and lottery gaming systems technology operated by the lottery.

Scientific Games has been riding its wave of success into 2019 with three other European lotteries choosing these new terminals. In separate competitive procurement bids in the second half of 2018, Lotto Brandenburg awarded two contracts to Scientific Games for the *WAVE* terminals as well as terminal software. In March 2019, the company announced that it partnered with Sans Digital to form Şans Girişim to provide the new *WAVE* terminals in addition to sports betting technology in Turkey, one of the world's largest sports betting markets. In May 2019, Scientific Games will deliver new *WAVE* terminals to Danske Spil, which has also tapped the company for its leading sportsbook solution.



DEEP TECHNOLOGY SOLUTIONS

Though not a one-size-fits-all technology provider, Scientific Games' family of point-of-sale devices addresses the needs of retailers across the board. From on-the-counter *WAVE* terminals to the award-winning *PlayCentral*® self-service terminals and the revolutionary *SCIQ*® intelligent instant game retail ecosystem, the company has invested in innovation to create technology products for any retail environment. With a completely modular design, the *WAVE X*™ is a compact version of the on-the-counter terminal. Instead of housing all the components included in one unit, the *WAVE X* enables space-conscious retailers to customize the terminal with only the peripherals needed for each point of sale. Scientific Games will deploy *WAVE X* terminals for another European lottery later this year.

As European lotteries continue to face new challenges, now more than ever they are seeking innovative retail solutions. What is the wave of the future? Scientific Games is betting on its deep well of technology solutions, led by the ever-reliable *WAVE* family of terminals.

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SERVE IT UP



When It Comes to Retail, One Size Does Not Fit All

Scientific Games understands that different retail environments call for different solutions. That's why all of our retail solutions come in a variety of sizes and configurations to accommodate a wide range of retail needs.

