

EQL GAMES: REIMAGINED AND READY FOR THE FUTURE

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When you've built a company based on the outcome of live sports and one day all sports ends, you might consider that someone is telling you it's time to switch careers. But for Brad Cummings, Founder and CEO of EQL Games, the cards he was dealt in 2020 meant something quite different – it was time to regroup and reconsider the direction of his company.

The immediate result from a public-facing perspective was a name change – from Equi-Lottery Games, which reflected the company's roots providing horse racing content to the lottery world, to EQL Games. Longer term, Brad was charting a different course for the company's technology and content.

The outcome? From reimagined game content to technology solutions such as the GLI-certified Secondary Draw System and Random Number Generator to stronger relationships with some of the top sports leagues, EQL Games can now offer lotteries an array of tools designed to freshen their offerings and attract new players who previously were not lottery players.

"We wanted to develop products and technology that are different from what is available or even being considered," said Brad. "There are a number of lottery vendors with strong technology and innovative ideas. But we felt there are areas that are not being covered and which could provide lotteries with expanded revenue opportunities. That is where we have spent our time and effort."

High on Brad's radar screen is digital draw games. While much of the industry is rightly focused on instant games, EQL Games sees great opportunity with expanding the somewhat forgotten category of draw games, especially when featured on a digital platform. The instant category is now the revenue bemoan of the industry but with strong margin opportunities, a reimagined draw game category can provide strong revenue returns for lotteries.

For EQL Games, the untapped advantages of draw games delivered online include:

- Only category built to accommodate live

events: games based on real-time, authentic action from sports and entertainment properties.

- **Faster technology:** Reduced development time creates a variety of new titles to add.
- **Increased RTP:** Offer better payouts than in retail thus attracting new players.
- **In-market game modifications:** Make game changes without stopping play.
- **Delivers full-game experience:** Immerse your players in game play through multiple touchpoints.
- **Category unique to lottery:** How do we take advantage of this?



Brad Cummings

"This is one category that we'll never have to share with anyone," said Brad. "iLottery is similar to the iGaming being offered by casinos. Keno is available in many different locations, including casinos, in different forms. But digital draw is something that we as a lottery industry own. That is how we will attract new players."

The content that EQL Games offers to lotteries starts with digital sports games. The games are all quick picks with the winners based on the results of live sports games. Lotteries can offer different types of games with varying payouts depending on revenue goals and the players they are seeking.



For states that can't do games based on live sports, EQL Games has developed a line of "almost" sports games. The games are based on events such as coin tosses and jump balls, which allows lotteries to provide the feel of sports action while remaining within their regulatory constraints.

But pushing the category even further, EQL Games has a line of "fast action" sports games – in-game products based on the outcomes of live sports. Each of these have versions for each major sports league EQL represents, including MLB, NBA, NHL, NASCAR, and Team USA.

- **Next Pitch:** Quick pick of whether the next pitch in a baseball game will be a ball or strike.
- **Next Pitch Keno:** The player is provided with randomly selected boxes in and around the strike zone. If the live pitch lands in one of the player's boxes, the player wins.
- **Jackpot Sports Games:** Quick pick based on variety of outcomes, such as top scoring players

But it's not just the games that have expanded. EQL Games now has a Secondary Draw System that allows for draw game innovation by providing quicker and less expensive development of games. This allows lotteries to seamlessly offer EQL's live sports content and other third-party content.

"Our technology and content are all about the 'now'," said Brad. "They allow lotteries to provide players with fresh, innovative games quickly and efficiently. No longer will draw game content feel stale, as lotteries can provide players with new games on a regular basis."

"Our research shows that players are attracted to live sports and by offering these games, lotteries will attract new players. Basically, the category on which the lottery industry was founded – draw games – now has the opportunity to lead us in a new, exciting and potentially lucrative direction." ■

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