

Working Harder, Dreaming Bigger

Scientific Games' Board Director Fran Townsend talks leadership, inspiration and the importance of diversity and inclusion

Fran Townsend's first memory of being truly inspired by the impossible happened when she was seven years old. She recalls watching her classroom's black-and-white television when the Apollo 11 crew of astronauts landed on the moon to make history.

Like the entire nation, she was moved, mesmerized and in awe of these brave trailblazers.

With many burning questions bubbling inside her — What made them do it? What made them think they could do it? — she wrote a letter to the Apollo 11 astronauts inviting them to lunch at her house. Only when a certified letter from NASA was delivered to her house, did her mother learn what she had done. Unfortunately for Fran, Neil Armstrong and the rest of the Apollo 11 team had to politely decline lunch but greatly appreciated the invitation.

For years to come, this crew of U.S. astronauts inspired Fran to reach for the stars beyond what she could see.

Humble Beginnings

Fran is the granddaughter of Greek immigrants. Her father worked as a roofer after serving in World War II. Her mother was a bookkeeper. As a young child, Fran had a great love for flowers and aspired to be a florist. But her parents didn't believe she was dreaming big enough, and they were right.

Today, Fran is Executive Vice President for Worldwide Government, Legal and Business Affairs for MacAndrews Forbes Incorporated, which owns and operates a diverse array of businesses spanning a wide range of industries including global cosmetic and haircare icon Revlon and Scientific Games, a world leader in entertainment offering dynamic games, systems and services for casino, lottery, online gaming and sports betting.

Her parents fiercely instilled in her the importance of a good education and a strong work ethic. Her mother told her, "Once you get an education, you have it forever and no one can take that away from you. It's your passport to a better and more secure financial place, and a life with more options."

And that's exactly what she did. Fran became the first member of her family to graduate from high school. She went on to graduate from college with honors, and then earn her J.D. law degree.

She would eventually have an office in the West Wing of the White House.

On Work Ethic, Role Models and Inspiration

A role model of success to women across industries, Fran served from 2004-2007 as a Homeland Security Advisory to the United States President George W. Bush. She also served as Deputy Assistant to the President and Deputy National Security Advisor for Combating Terrorism. She worked in the public sector for 25 years before transitioning to the private sector in 2008.

"The opportunities that came to me, came to me by virtue of the fact that no matter what job I was in, I was determined to work



Fran Townsend

longer and harder than anybody else," shared Fran.

Additionally, Fran was never afraid to ask for help or advice. In fact, she believes she was given opportunities because she directly communicated what she wanted with her superiors and was willing to work as hard as she needed to get it.

"There were no existing relationships or anybody to make introductions for me. Senator John McCain, FBI Director Louis Freeh and President Bush all gave me opportunities. I was a total stranger to them and they took a chance and gave me stretch assignments, things that were probably more than I was prepared to take on, but they had the confidence that I would learn it. I'd make up for what I didn't know with hard work."

During her career, Fran's role models and mentors would become Senator John McCain, President George W. Bush, Justice Sandra Day O'Connor, Attorney General Janet Reno and entrepreneur Ronald Perelman.

“

In today's world, there's not only a push from below but a pull from the top for diversity and inclusion.

Shareholders are demanding it. Public policy is insisting on it. Frankly, the notion of both pay equity and opportunity equity is at the very forefront of public conversation.

- Fran

”

She believes people inherently want to help others. By asking for help, advice and guidance — and being direct about it — she was presented with opportunities that allowed her to make many different changes in her career and explore the different interests she had.

This is exactly how Fran was appointed to her first board of directors' position. During her first conversation with Ronald Perelman, CEO and Chairman of MacAndrews Forbes Incorporated, he asked what she wanted next out of her career. Fran desired to serve on a board of directors but had been declined again and again because she had never served on a board.



MACANDREWS
&FORBES
HOLDINGS INC.

Ron believed Fran would be the perfect fit and provide value on the Scientific Games board because of her regulatory background, despite not having experience in the gaming industry. Like many others, he took a chance on her.

Within the year, Fran was also hired at MacAndrews and Forbes as an executive vice president.

On Leadership, Diversity and Inclusion

Fran became the first woman to serve on the Scientific Games board. She has served on both the nominating and corporate governance committee and compliance committee since May 2010, both of which she chairs, as of this year.

To Fran, leadership is another form of service.

“You can think of leadership with one person on top and the other people below. From the way I look at it, that picture is actually inverted — a true leader serves those who they are leading. That's how the military views leadership and how I view it,” explains Fran.

She developed a passion and desire to lead early in her career. She knew she could encourage, inspire and work with people to fulfill their greatest potential by understanding what their strengths, passions and

greatest talents were and help them succeed.

Though Fran had many female role models during her career, she was oftentimes the only woman in the room while working in the national security community.

“During the course of my public service career, I saw women for the first time be the attorney general, the secretary of state, the CIA director. We're going to see more. There will be a woman who is the secretary of defense, the director of the FBI and president of the United States.”

Fran believes companies must be committed to identifying diverse candidates and giving them opportunities. For years, studies have revealed that public companies with diversity — gender, race, age and experience — on the board and in leadership roles perform better and are more profitable.

“In today's world, there's not only a push from below but a pull from the top for diversity and inclusion.

Shareholders are demanding it. Public policy is insisting on it. Frankly, the notion of both pay equity and opportunity equity is at the very forefront of public conversation.”

She believes that every day progress is made, progress that was unimaginable to her mother.

Fran's path to becoming an accomplished leader, both in the public and private sectors, has been marked by unlikely role models, hard work and a relentless drive to achieve her dreams. She's grateful that people, along the way, have always been willing to take a chance on her.



© 2019 Scientific Games Corporation. All Rights Reserved.