



NEWS RELEASE

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For Immediate Release

NEOPOLLARD INTERACTIVE CELEBRATES THE SUCCESS OF ITS DIGITAL-FOCUSED CLIENT CONFERENCE – DIGITALXCHANGE

LANSING, Michigan, October 13, 2017 /CNW/ – NeoPollard Interactive LLC (“NeoPollard Interactive”) is pleased to announce that its second annual digitalXchange (dX) client conference, held October 11-12, 2017, was an incredible success. This year’s dX conference took place in Richmond, Virginia, and was co-hosted by the Virginia Lottery, where NeoPollard Interactive provides eSubscription services.

The focus of the event was to help lotteries develop their digital efforts by introducing attendees to successful tactics and strategies. Lotteries engaging in digital is shown to help retail lottery sales while also preparing lotteries to ultimately sell iLottery. The event was designed to foster engagement among participants and spark discussions about innovative ideas for lotteries to consider for their own digital offerings. The attendance exceeded that of the previous year, demonstrating that more and more lotteries are interested in learning how to drive sales and attract new players through the digital landscape.

Over the course of the two-day event, delegates from 17 lotteries from around the world were given the opportunity to tour the Virginia Lottery offices and take part in presentations and panel discussions covering a wide range of digital lottery opportunities. The conference featured a variety of speakers from global lotteries, including North America, Europe, and Australia. Barry Condrey, Chief Information Officer of Chesterfield County in Virginia, was the keynote speaker for the event and delivered a compelling message that innovation and digital technologies go hand in hand to create new and valuable experiences for lottery players.

“We were very excited to co-host NeoPollard Interactive’s digitalXchange conference this year,” said Paula Otto, Executive Director, Virginia Lottery. “It’s a chance for attendees to engage each other in interactive discussions and exchange ideas on how to capitalize on digital trends to enhance our products and grow our player base. We appreciate the opportunity to showcase our operations to lottery leaders from around the world and are delighted with the success of the event.”

“We’re thrilled to hold this conference for our clients for the second year and were overwhelmed with the response from our lottery partners that attended the event,” said Doug Pollard, Co-Chief Executive Officer, NeoPollard Interactive. “Hearing firsthand experiences from our lottery partners fortifies the notion that online gaming is a growing trend in the lottery industry, driving success across both retail and digital channels.”



About NeoPollard Interactive

NeoPollard Interactive LLC (“NeoPollard Interactive”) was established on July 31, 2014 and is jointly owned by two of the world’s most trusted and reputable companies in lottery and Internet gaming— Pollard Banknote Limited (“Pollard Banknote”) and NeoGames S.A.R.L. (“NeoGames”). NeoPollard Interactive combines the marketing expertise and extensive worldwide lottery experience of Pollard Banknote with the proven leadership and technology of NeoGames in launching new online and mobile gaming products and services in response to an ever-evolving marketplace. The company leverages the strengths of each partner company to develop, implement, operate, and maintain innovative online gaming services for regulated lottery clients in order to generate revenues for good causes.

Forward-looking Statements

Certain statements in this press release may constitute “forward-looking” statements and information, which involve known and unknown risks, uncertainties, and other factors that may cause actual results, performance, or achievements to be materially different from any future results, performance, or achievements expressed or implied by such forward-looking statements. When used in this document, such statements include such words as “may,” “will,” “expect,” “believe,” “plan,” and other similar terminology. These statements reflect management’s current expectations regarding future events and operating performance and speak only as of the date of this document. There should not be an expectation that such information will in all circumstances be updated, supplemented, or revised whether as a result of new information, changing circumstances, future events, or otherwise.

-30-

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