



## NEWS RELEASE

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For Immediate Release

### **NEOPOLLARD INTERACTIVE TO SHOWCASE CUSTOMER-CENTRIC iLOTTERY APPROACH AT NASPL 2017**

**LANSING, Michigan, September 12, 2017 /CNW/** – NeoPollard Interactive LLC (“NPi”) is eager to showcase its latest iLottery and related customer support solutions at the 2017 North American Association of State and Provincial Lotteries (“NASPL”) Business Development and Product Innovations Conference in Portland, Oregon, which takes place September 13 to 16, 2017.

Keeping with the conference’s theme, “Shift! Your Game”, NPi invites conference attendees to experience the company’s industry-leading interactive games, premium operational services, and its Multi-State Lottery Association (MUSL)-certified independent Central Gaming System (CGS) for draw-based games.

NPi representatives will explain the company’s player-centric approach by demonstrating its enhanced interactive lottery experience that caters to the expectations of today’s savvy digital consumer. NPi’s full service solution—including proven operational expertise, CRM, and customer support, supports new and exciting strategies to seamlessly converge the retail and digital worlds. NPi can also show how jurisdictions can venture into the digital space by offering the purchase of draw-based games subscriptions (eSubscriptions) online.

With the goal of increasing engagement and sales across all channels, NPi, in collaboration with partner lotteries, has created cross-channel promotions that invite instant ticket players to try online games via promotional codes. NPi will explain how to introduce traditional instant ticket players to online instant games while supporting valuable retail networks. These cross-channel promotions have proven effective at driving both retail and digital traffic in support of lotteries omni-channel strategies. NeoSphere, our state-of-the-art player-centric platform offers the most diverse portfolio of payment methods available in the North American digital lottery market.

“We are excited to showcase our newest iLottery strategies at the NASPL conference,” said Doug Pollard, Co-Chief Executive Officer, NPi. “The conference’s theme of ‘shift your game’ is inherent in everything we do at NPi, with our evolving focus on CRM, customer support, and cross-channel strategies, which all support our customer-focused approach.”

“This is a very exciting time for our company. iLottery in Michigan and eSubscriptions in Virginia have had significant growth, which is largely due to our approach to reach players through their channel of choice, working in concert with our rich set of operational services,” said Ilan Rosen, Co-Chief Executive Officer, NPi. “We look forward to sharing our ideas with conference attendees on how their lotteries can enter the digital marketplace, and how we can work with them to help create a roadmap that maximizes value for both lotteries and their players.”



NPi will be sharing its NASPL 2017 booth with Pollard Banknote Limited, a leading lottery partner to more than 60 lotteries worldwide, providing high quality instant ticket products, licensed games and strategic marketing and management services for both traditional instant games and the digital space of web, mobile, and social channels.

### **About NeoPollard Interactive**

NeoPollard Interactive LLC 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”). NPi 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.*

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