



NEWS RELEASE

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For Immediate Release

NEOPOLLARD INTERACTIVE CELEBRATES THE SUCCESS OF ITS 3RD DIGITALXCHANGE CLIENT CONFERENCE

LANSING, Michigan, January 22, 2019 /CNW/ – NeoPollard Interactive LLC (“NeoPollard Interactive” or “NPI”) is pleased to announce that its third digitalXchange client conference, held in Las Vegas from January 15-17, was a great success. The two-day event, which brought together lottery professionals from around the globe, focused on sharing strategies built around *Elevating the Player Experience*.

The event drew in a record level of attendance with 23 lotteries represented. The record attendance was treated to an inspiring message from the event’s keynote speaker, Brian Killingsworth, the Chief Marketing Officer of the National Hockey League’s Vegas Golden Knights. The Golden Knights are succeeding in a new market by delivering high caliber, engaging experiences to fans in the entertainment capital of the world, leading to the team becoming one of the hottest tickets in the league. Killingsworth’s message resonated with lotteries as they face similar challenges in their digital journeys.

The agenda for this year’s digitalXchange was packed with engaging presentations from lottery professionals sharing their successes and key learnings as they continue to leverage the new opportunities that digital offers. As lotteries begin to engage in the digital space, whether through digital marketing or digital products and solutions, such as mobile apps, loyalty programs, and iLottery offerings, they are empowered to learn more about consumer preferences through these digital interactions. Naturally, this allows lotteries to build robust player profiles in support of more effective player acquisition and retention strategies.

“As our signature event, NPi is proud to have established a forum where lotteries can come together to share insights and lessons learned,” said Liz Siver, General Manager of NeoPollard Interactive. “The digitalXchange conference successfully generated thought-provoking discussions specific to the evolving use of digital products, solutions, and marketing tactics geared towards engaging players in ways that meet and exceed their expectations as digital consumers.”

“It is unfortunate that the recent opinion of the Department of Justice has cast uncertainty throughout the industry over the future of iLottery. We expect, however, to receive clarification that in-state purchases of lottery products will be acceptable, and we will work with our lottery partners to defend this interpretation. As the leading provider of iLottery games and related services, this interpretation supports NPi’s mission to continue providing entertaining and secure interactive products to the lottery market. The pace of digital is changing the way lotteries do business and we look forward to our next digitalXchange to continue informing the next evolution of digital successes.”

About NeoPollard Interactive

NeoPollard Interactive LLC (“NeoPollard Interactive”) 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”). Established in 2014, 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 suited to an ever-evolving marketplace. The company leverages the strengths of each partner company to develop, implement, operate, and maintain innovative online gaming services that enable regulated lottery clients 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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