

Playtech ONE

Through Playtech ONE, our proprietary integrated platform, Playtech has pioneered omni-channel gambling technology, which provides an integrated platform across online and retail gambling channels and a seamless customer experience

Playtech ONE enables the Group to deliver data-driven marketing expertise, single wallet functionality, sophisticated client relationship management (CRM) and safer gambling solutions on a single platform across all product verticals and across retail and online. Playtech's core B2B business is leveraging its Playtech ONE technology stack by partnering with operators and brands to deliver a seamless gambling experience to the end customer. As Playtech's technology is present at every point of the gambling value chain, from front end to back end, Playtech is able to directly deploy its products and services on behalf of brands through white-label agreements or joint ventures or in some markets invest directly as a B2C brand.

Principles of Playtech ONE

- Any product available across any distribution channel – online or retail
- A seamless player journey across any product or vertical
- One single platform
- One single CRM and wallet
- One single customer view for analysis
- Services and capabilities available across any platform and any product



Playtech's technology stack allows operators to distribute and configure industry leading products through any channel. Through Playtech's award winning player management platform (IMS), operators can design and deliver an engaging and safe experience underpinned by insights from our data-driven Business Intelligence services

Platform & data-driven services IMS Platform

Playtech's Information Management Solution (IMS) is the power behind Playtech's products, providing all the tools necessary to successfully run and manage every aspect of a licensee's business.

IMS enables Playtech's licensees to access all the elements of our unique omni-channel capabilities allowing players to seamlessly transition across games and platforms via a single account and single wallet, while providing operators with simple third-party integration and full visibility and control of the entire player lifecycle. IMS unifies Playtech products across all channels, including retail, presenting operators with a single account overview and allowing them to streamline and optimise marketing spend, maximise cross-sell and conversion potential, leverage player loyalty and value and increase revenues by automating key aspects of the player journey.

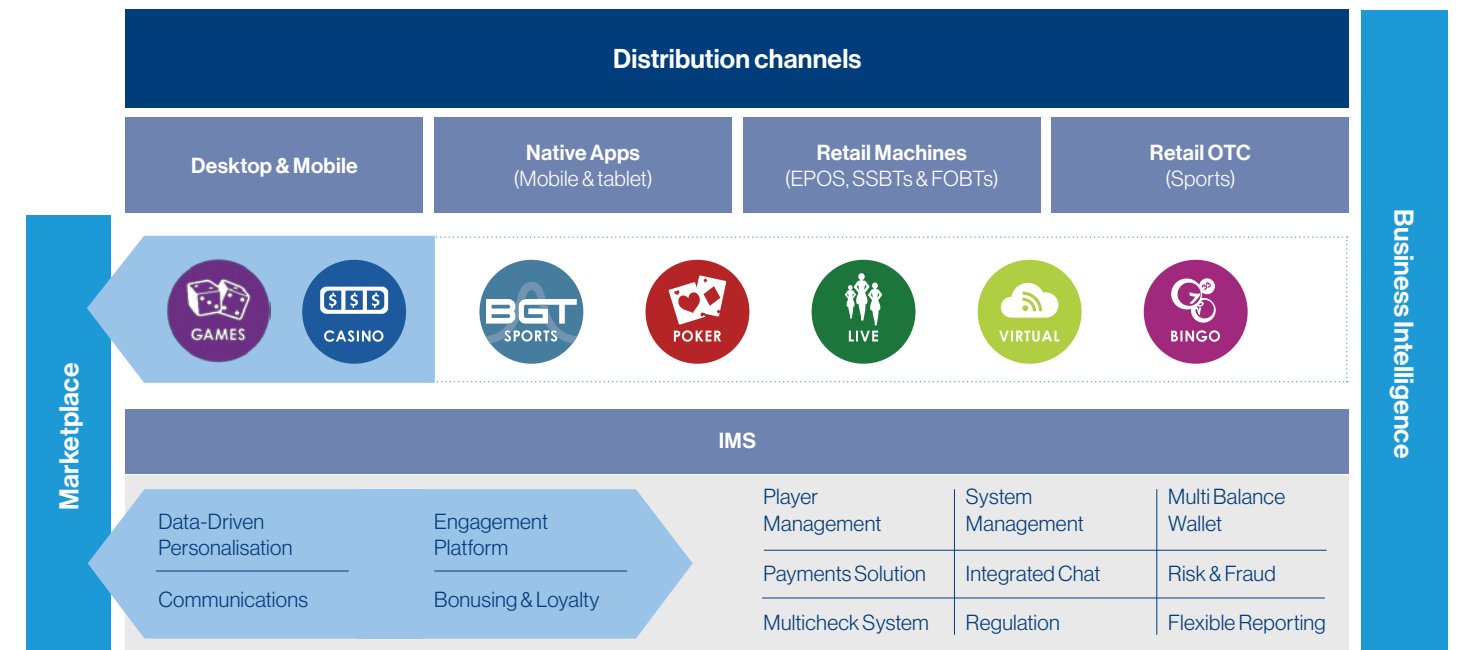
Business Intelligence

Business Intelligence Technology (BIT) provides new and existing licensees with superior innovation for their next stage of growth. Playtech's unique data-driven, business intelligence marketing technology, exclusive to Playtech, significantly enhances licensee revenues by improving player experience and increasing lifetime value.

BIT revolves around a series of game-changing features:

- BI Platform – Complete operational overview
- Key Metrics – enable day-to-day and high level decisions by comparing key metrics against competitors
- Data-Driven Marketing Tools – The power of personalisation
- Automation & Personalisation – automates and personalises every aspect of the player journey

- Playtech Analytics – Real-time decision making
- Real-time tracking and reporting to maximise player value and brand profitability
- Playtech Optimiser – Omni-channel personalisation
- Coin/Chip Deposit Limits
- Optimisation – real-time, easy-to-use personalisation and optimisation engine, powering our entire offering across all channels



Our diversified technology continued

Playtech launches new Fire Blaze Jackpots suite

In April 2019 Playtech and Rarestone Gaming, the latest addition to the Playtech studios family, launched the new Fire Blaze Jackpots suite, a suite of games based around ancient culture themes. Introducing a compelling "Hold and Respin" feature, all Fire Blaze games offer players the chance to win four different jackpots: the Mini, Minor, Major or Grand jackpot.

With a distinct brand and compelling jackpot offering, the suite creates an excellent opportunity to build player retention and loyalty through brand recognition. The Fire Blaze suite offers something genuinely fresh for even the most seasoned players.



Product verticals

Casino

Playtech offers one of the industry's most extensive casino game portfolios, delivering over 700 innovative in-house and premium branded titles, including DC Entertainment tie-ins such as Justice League, Superman and The Dark Knight, film-themed favourites including The Matrix, Gladiator and Robocop, and original content such as Age of the Gods, Jackpot Giant and Kingdoms Rise.

With nine distinct global studios now developing content under the Playtech umbrella, we can offer an extensive selection of games to suit a range of demands.

Original and branded games titles

>700

Live

Playtech's live casino platform and products are designed to provide the most authentic, omni-channel gaming experience supported by a new user interface and experience, and a cutting-edge platform that uses the latest business intelligence data-driven technology. Our extensive live product offering, manned by native-speaking dealers, includes all the casino classics, such as Blackjack, Baccarat and Roulette, in addition to innovative new variants, including Unlimited Blackjack, Prestige Roulette, Live Slots and Quantum Blackjack.

Sports: Playtech BGT Sports

Playtech BGT Sports' vision is to create a fully integrated, omni-channel, best-in-class sports betting technology solution by drawing on the overall Group expertise and capabilities, together with a tailored, managed service proposition to suit any bespoke customer requirements.



Bingo

Playtech delivers an omni-channel bingo solution, allowing players to enjoy the same seamless experience across any platform, on any device, all through a single wallet and a single account. Our UK bingo network consists of more than 100 brands, manages more than 100,000 games daily involving more than 20,000 concurrent players.



Poker

Playtech Poker software is fully compatible with all other Playtech products, services and Playtech's unique BIT. Fully integrated with our leading IMS player management platform, our Poker solution features everything licensees need to launch their own fully branded, fully customisable poker rooms, with multiple game types and an extensive selection of table stakes and buy-ins.

Daily Bingo games across Online & Retail

>100,000

The infrastructure of the industry

Playtech Games Marketplace

The future of games discovery and distribution is here

Games Marketplace is capable of discovering, configuring and providing intelligence on content, regardless of the technology that the game was built in – providing operators with a single content discovery and management tool

Games Marketplace

For the first time operators can access one of the industry's largest portfolios of games from Playtech and its content partners and use Playtech's data-driven platform services to configure and distribute the games.

Discover Configure Manage

Playtech's Games Marketplace is the industry's leading content discovery technology, where licensees can discover and access more than 3,300 games from Playtech's portfolio of content, third-party content partners and content created or edited in GPAS. The app style format is powered by the data in Playtech's platform and allows users to search for content-based success and popularity by geography, demographics or other KPIs.

- **Open platform:** More than 3,300 games available in one of the industry's largest open games discovery platforms
- **Intelligence & insights:** Playtech's data-driven business intelligence tools allow for easy-to-follow stats and analysis on games

- **Access Playtech's scale:** Shop window allows third-party studios to access Playtech's technology and distribution network

As part of Marketplace, GPAS allows third parties to develop gaming content using a drag-and-drop maths engine to create any type of slots game with any array of features for any type of market or player.

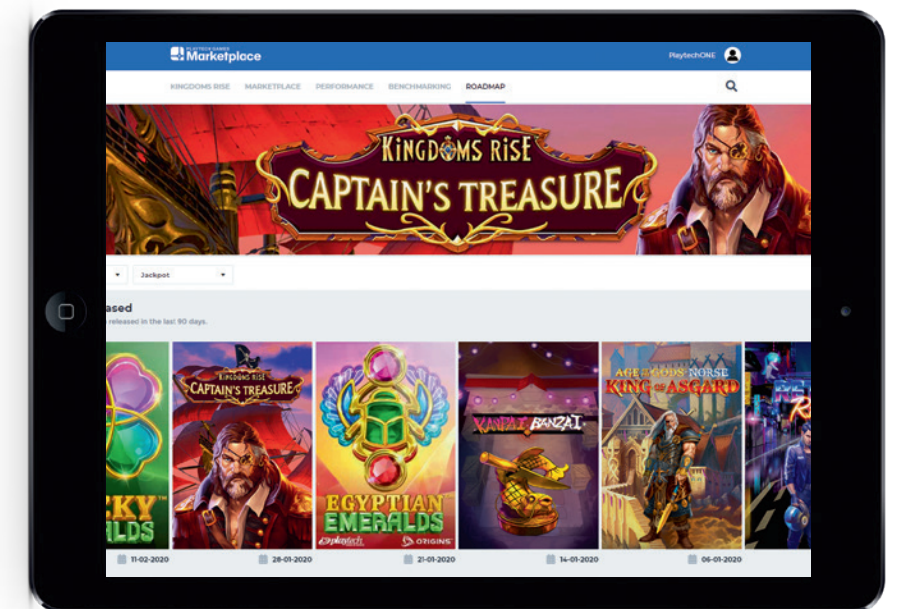
- Games developed use Playtech architecture
- Develop omni-channel games in one development cycle
- Data-driven: Real-time stats (RTP) calculation, model sharing and collaboration

Open platform: Services

Playtech partners with software leaders from outside the gambling industry, utilising its scalable technology to integrate new partners and bring new capabilities and services to the gambling industry as part of the Playtech platform offering.

Playtech is able to offer its licensees services from the world of e-commerce, risk management, performance optimisation and fraud management.

"A one-stop shop for operators to discover, design and distribute games."



Continued dedication to innovation

Playtech continued to innovate across its technology products and infrastructure

Highlights

In 2019, Playtech continued its dedication to innovation. In particular, we highlight progress with Player Journeys within our Engagement Centre, a data-driven games grid, token features in the new Kingdoms Rise product suite, a Live Slots game with free spins and the AI-driven Bet Recommender.

Engagement Centre

Within Engagement Centre, we commenced the rollout of our Player Journey product. Player Journey provides a revolutionary tool to help our customers optimise their players' lifecycles. We engaged with customers to build the player journeys, which are personalised based on data and offer communication touchpoints using our In-Game Messaging feature.

In-Game Messaging, a powerful tool that customers can use to deliver pop-up notifications to an active end-user, previously existed for Casino and was rolled out during 2019 across other verticals. This is exciting from a customer retention perspective because players can be incentivised in real-time to play more than one game of a particular type across various verticals, for example, moving from an Age of the Gods (AOTG) Casino game to an AOTG Poker game from a mid-game incentive.

Data and personalisation

Playtech rolled out Games Grid 2, our new version of the personalised games grid, which is a Netflix-style data-driven grid of games personalised for each player using data from their previous activity, to new customers.

Kingdoms Rise

Our new suite of games called Kingdoms Rise offers tailor-made jackpots and in-game tokens that players can use to complement their own game play style. Tokens, accrued by regular play, give players more choice on when they choose to redeem their earned features.

The Kingdoms Rise suite, which includes slots games, was used as a vehicle to demonstrate our newly introduced Capped and Daily Jackpot configurations that can now be networked or localised.

Live Casino

Playtech launched Buffalo Blitz, the industry's first Live Slots game with free spins, as well as Quantum Blackjack, the industry's first multiplier blackjack game, where customers can win up to 1000x per round as a result of our unique maths algorithms.

Playtech BGT Sports

Playtech rolled out Bet Recommender, the algorithmic engine which suggests AI-driven relevant content to end users on the SSBT. 'Bulk Settlement' functionality was launched with major operators allowing for 'justice payouts' across numerous sports.

Games Marketplace

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Our studios

Each of Playtech's studios delivers a unique flavour of casino games and they come together to form the strongest content offering in the industry



Origins

Playtech Origins has designed and created some of the most famous, unique and innovative games for more than a decade. Using a diverse mix of expert games designers based in-house in studios around the world, including Gibraltar, Estonia, Ukraine, Israel and Bulgaria, it is a pioneer of online gaming content creation.



Psiclone Games

Psiclone Games is a Lichfield, UK-based slot games design studio focused on the production of unique and engaging high-quality titles, with a portfolio including the famous Fairground Fortunes, covering an increasing range of markets as its expansion continues.



QuickSpin

QuickSpin is a Swedish game studio that develops innovative video slots for real money online gambling and free-to-play social markets. It was acquired by Playtech in 2016. The aim of its 60-strong team of gaming industry veterans is to cause a market-changing shift in quality and innovation by creating the kind of games that we as players would love to play.



Sunfox Games

Based in Vienna, Austria, SUNFOX Games is an innovative casino games design and production studio responsible for state-of-the-art 3D games, including The Glass Slipper, Time for a Deal and 3 Blind Mice. It was acquired by Playtech in 2017 and expands Playtech's product portfolio with a distinctive selection of innovative premium 3D games.



Ash Gaming

Ash Gaming is a leading London-based games design studio founded in 2002. Operating on a maths-first design paradigm by developing compelling, balanced and unique models, it wraps its games in engaging themes that accentuate the designed feature set.



Vikings

Playtech Vikings' mission is to create the most exciting roadmap possible, with a great mix of games for all player types, bringing years of experience and passion to every project. Viking's designers have a long tradition of bringing never-before-seen slot features to life and are behind some of the most successful games of the last ten years.



GECO Gaming

Established in 2007 and acquired by Playtech in 2016, GECO is headquartered in Sydney, Australia. GECO's philosophy is one of innovation inspired out of experience and foundation. GECO offers a complete range of game styles, from traditional Australian-style content and bingo slots to story-driven, multi-layered, entertaining and engaging games.



Eyecon

Eyecon was founded in Brisbane, Australia, in 1997 and develops slots and table games for online gambling and free-to-play social markets. It was acquired by Playtech in 2017. With more than 70 titles distributed via its proprietary Remote Gaming Server (RGS), Eyecon games are familiar across many of the major industry platforms and brands.



Rarestone

Rarestone is the newest addition to the Playtech studios family. Founded by veterans of major players in the industry, this Australian-based studio is built on a passion for developing games with global appeal. Working on the principle that the best game designers are game players, Rarestone focuses on maths-led development to create titles tailored to seasoned players.

Academy

Playtech's award-winning training centre

Playtech honoured with 'Best Culture of Learning' Lenny Award for innovative training approach

Established in 2018, Playtech Academy is an accessible, versatile training centre, designed to drive engagement with and an active approach to learning.

Offering both in-house education services and learning support for customers, the Academy team brings Playtech employees a monthly collection of live training events and recorded sessions, to best suit their learning preferences. 2019 also marked the inception of Academy Club, where employees can collect points for their learning efforts. This gamification plan is a revolution in the world of learning, as Playtech Academy are the pioneers in this field, setting an example to many companies, not only in the gaming industry.

Academy is a ground-breaking educational tool for the gambling industry, with an average of 20 new activities each month, focusing on key new products, features and developments. A series of in-person seminars, Academy Live, at this year's ICE London took the online offering to a newly interactive level.

Shimon Akad, COO at Playtech, comments, 'A great deal of work and investment has gone into Playtech Academy, so it's fantastic to see this recognised at the Lenny Awards. Our mission is to deliver the most innovative products and technology; but in many ways, this is only half of the journey. By providing accessible, intuitive support and training, we can help our customers maximise the benefits of that technology and ensure the widest adoption and ongoing usage rates.'

"2020 will see our new education portal launched to partners and customers, strengthening our culture of continuous learning and ongoing development. By combining our internal and external training into a single system via Academy, we can offer the best support and resources to our colleagues and customers alike."

▶ Discover more about the Lenny Awards at www.litmos.com/lenny-awards.

