

Trends in elnstants:

Richer Experiences, Familiar Brands, Localization, Progressive Jackpots and Cash Themes Head SG Studios' Line-Up

In the world of lottery game design, innovation alone isn't enough. Success comes from understanding players, markets and the unique expectations that shape every play experience.

At Scientific Games, the company's SG Studios combine nearly five decades of market intelligence, player insights and sales performance data with world-class creative talent to develop digital games that resonate with players and deliver results for lotteries worldwide.

That fusion of data-driven strategy and creative expertise allows SG Studios to explore a broader range of intelligent, entertaining game concepts—and bring them to market with speed and precision. But innovation is only part of the story.

The studios' designers work closely with lottery customers to tailor experiences for specific audiences, cultures and markets, ensuring every game is relevant and engaging.

"Our strength is how we continuously improve the way we build and deliver games for an individual market," says Paul Le Fondre, Art Director, SG Studios. "Our studios produce content for more than 30 lotteries, so being able to iterate, learn and refine games for different markets, languages and cultures is a big advantage. Our data analytics help us serve lotteries efficiently and find smarter ways of innovating."

With experienced technical specialists with deep expertise in digital game design, SG Studios fosters a highly

collaborative environment where ideas are shared openly and creativity is continually refined. That culture of innovation directly influences the quality, appeal and performance of the games the team creates.

"We're delivering engaging, intuitive game designs with a strong focus on responsible play," Le Fondre explains. "Every game has gone through rigorous testing for quality, consistency and reliability so it can perform well in the market. Our goal is for the technology and the experience to exceed player expectations."

With nearly 20 years of experience creating digital art and leading game design teams, Le Fondre shared his perspective on the trends shaping the future of digital lottery entertainment—and the opportunities lotteries should watch closely.

Richer Experiences

\$EAS THE DAY

Richer play experiences featuring layered mechanics, storytelling elements and immersive visuals continue to gain traction with elnstant players.

Fishing-themed games have always lured players, but *\$EAS THE DAY* isn't just another catch-of-the-day game. SG Studios puts the fisherman character—along with his trusty dog—at the center of play as intrigue builds in the game's narrative.

With strong, vibrant visuals, the cascade-style game gives retro Moby Dick vibes as larger-than-life symbols of sea life drop into the grid, offering bigger winnings. This high-seas adventure features five free games and a *Sunken Treasure* bonus game.

\$EAS THE DAY launches for the first time in July.



Progressive Jackpots

CASH CARNIVAL COMBO

One of the many talents of SG Studios' game designers is taking game mechanics that iLottery players are familiar with and putting them together in new ways to keep players interested and engaged.



Progressive jackpots remain one of the most effective mechanics for driving repeat play and longer session engagement.

The summer-is-almost-here stars aligned with *CASH CARNIVAL COMBO*, which takes the player to a nostalgic experience featuring a lighted Ferris wheel, duck pond game, cotton candy, big top tents, candy apples and everything there is to love about carnivals. The game features a progressive jackpot, up to 50X multiplier and a chance at five free games and a bonus game.



During the first two weeks in market, the game outperformed comparable progressive jackpot titles:

- Total wager amount was 25% higher
- Total GGR exceeded comparable games by 34%
- Total wager counts also performed 12% better, demonstrating stronger overall player engagement
- Average Revenue Per User (ARPU) was 31% higher than comparable titles, indicating that players were wagering at a significantly higher rate
- Second-week player retention was stronger, with more players returning to continue gameplay.

Where progressive jackpots aren't permitted, *CASH CARNIVAL COMBO* can be changed to meet the needs of the market while still delivering mechanics that perform.

Familiar Brands

DEAL OR NO DEAL

With the largest portfolio of licensed brands in the lottery industry, Scientific Games offers lottery players around the world some of the most culturally relevant experiences today. From a game designer's perspective, it's a dream come true.

Recognizable entertainment brands continue to perform strongly because they create instant familiarity for players and help reduce barriers to trial in digital channels.

Most recently, the digital studios team came together with Scientific Games' retail game designers to create omnichannel lottery products featuring the thrill of *DEAL OR NO DEAL*. It was a perfect match in more ways than one: An iconic game show theme centered around the "Banker" and a selection of briefcases for the opportunity to win a cash prize—and a brand recognized by millions of TV viewers across the globe.

With the *DEAL OR NO DEAL* iconography offering endless options for creativity, it's no surprise that the scratch, Fast Play and digital games are all brand-immersive. SG Studios leaned in, working with the licensor Banijay Rights, to bring the game show to life in an instant experience.

And the results were well worth the months-long process. *DEAL OR NO DEAL* is an action-packed extended play game where players can unlock four bonus games as anticipation builds: *Deal with It*, *Beat the Banker*, *Press the Banker* and *Bankers Bargain*. At the end of the game, choose to keep or swap and reveal what's inside.

An international lottery recently launched the *DEAL OR NO DEAL* instant, along with a retail instant scratch game—both performing very well thanks to the massive brand recognition of the game show.





Cash Themes

Y-OINK THE CASH

Money themes are perennial favorites for any lottery game because they deliver immediate player recognition, intuitive gameplay and universal appeal. And *Y-OINK THE CASH* delivers. Building on the popularity of SG Studios' highly successful *POP POP PARTY* game, *Y-OINK THE CASH* is an innovative playstyle with unique mechanics designed for markets with a higher return-to-player and typically, more rapid play.



Featuring whimsically animated piggy banks, the new instant takes players on a chase for prizes where they can collect three or more matching symbols to unlock exciting rewards. And while winning money is serious to some, there is a comedic element to *Y-OINK THE CASH*.

The format of the game lends itself to lots of symbols, which add to the colorful play experience. *Y-OINK THE CASH* is a fresh spin on cashing in, featuring an up to 10X prize upgrade and instant wins.

Y-OINK THE CASH launches for the first time in late May.



Localization

THE GUS® GAME SHOW

This unique locally-themed game is the perfect example of close collaboration with a lottery with game designers understanding the player base and tailoring creative specifically for the market.

Gus the Groundhog, the Pennsylvania Lottery's iconic mascot, came to life in 2004 and is wildly popular with players and non-players alike around the state. With his tagline, "Keep on Scratchin'!", Gus has been featured in over 80 ads, especially during the winter holiday season. He's also appeared dressed in football-themed uniforms in licensed games tied to Pennsylvania's two professional football teams.

After starring in retail scratch games over the years, naturally it was time for Gus to have his own online game—with a matching scratcher, of course. *THE GUS GAME SHOW* instant stars Gus in a sequined tuxedo with a sparkling bowtie. The cascade-style game showcases the mascot in a red-carpet play experience under the razzle-dazzle of game show lights, complete with the opportunity for instant wins and free games and a bonus game.



The instant game has been a humon-GUS success so far for the Pennsylvania Lottery. During the first two weeks in market, the game outperformed comparable non-progressive titles:

- Total wager amount was 44-46% higher
- Total GGR exceeded comparable non-progressives by 46%
- Total wager counts also performed 40% better, indicating stronger overall player engagement.
- Performance was driven by higher player spend and increased gameplay activity, supported by stronger second-week retention and a higher percentage of players returning to continue gameplay.

With the universal popularity of game shows, *THE GUS GAME SHOW* features a theme that can be localized for lottery mascots in any jurisdiction to appeal to players in that market.



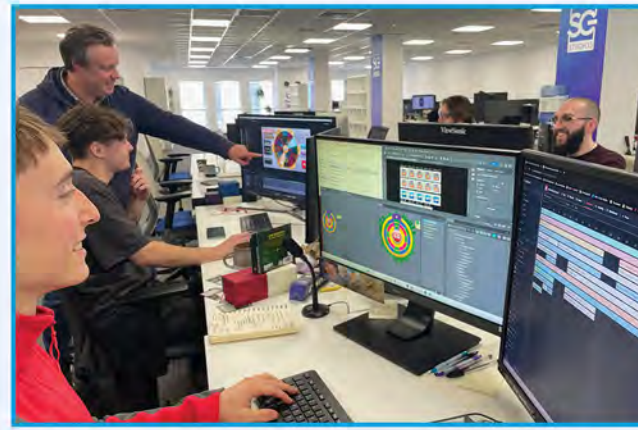
Omnichannel Classics Coming Soon

MONOPOLY

Hasbro's *MONOPOLY* is one of the most recognizable brands in the world. The classic game has been played by an estimated 500 million "real estate moguls" in a multitude of languages—making it the most-played board game on the planet.

In 1996, Scientific Games introduced the first *MONOPOLY*-themed scratch-off game, and since then the brand has amassed fortunes for lotteries with an estimated US\$20.3 billion in total retail sales globally. Perennially top performers, *MONOPOLY*-themed games have been launched by 52 lotteries over the decades. In fiscal year 2025 alone, 33 lotteries offered omnichannel games with more than \$2 billion in retail and digital sales.

The brand was featured in two successful digital lottery games from SG Studios, *MONOPOLY SECRET VAULT* and *MONOPOLY PROPERTY PAYOUT*. Now, an all-new digital game is coming soon from the studios.



Paul Le Fondre, Art Director, SG Studios (standing), works with game designers at the company's Jersey studio.

As players increasingly move between retail and digital channels, omnichannel brands like *MONOPOLY* create seamless entertainment experiences that strengthen player engagement across the lottery ecosystem.

Anticipation is building for the new *eInstant*, which will entertain players with more ways to win in an iconic yet modern, premium brand-immersive experience.



Contact Your SG Rep or Demo Games Here:



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