

# The Main Attraction for Lottery Players and Millennials Alike:

## Virtual Sports appeals to the broadest cross-section of player profiles

### What's new at the Inspired Entertainment exhibit booth at the ICE Totally Gaming Show?

Inspired is showcasing its Server Based Gaming, Virtual Sports and Interactive content and solutions, highlighting the products that make Inspired Essential Entertainment. Besides its proven Virtual Sports products, such as Rush Football and Virtual Horse Racing, and new products such as 1st Down and Grand National, Inspired will also be introducing Hoops, the brand new Virtual basketball product with the latest in motion capture technology.

Greece, UK and Italy have enthusiastically embraced virtual sports. They recognized and are now actualizing the revenue impact of virtual sports, along with its ease of integration, its low costs of deployment, the flexibility it offers through customized and multiple platform options, and its appeal to all types of players - including lottery, slots, sports betting, online, and mobile.

Inspired has already placed 32,000 server-based VLTs throughout Europe. Its virtual sports content is operating in a number of sportsbooks in Nevada through William Hill, and online in New Jersey. Virtual sports products were recently launched in over 9,000 retail locations with the Pennsylvania Lottery. And many other US lotteries and casinos are exploring the possibilities for retail, casino, sportsbooks and interactive platforms. US providers see Inspired's virtual sports products as an opportunity to expand their player base, as a pathway to sports betting, and as a way to add fresh content with a dynamic new revenue growth opportunity for North American-based operators.

Inspired's newest cabinet, Valor, not only provides new player experiences in existing markets, but will take Inspired into new markets with content made specially for the North American markets. Inspired wide

portfolio of top-performing Interactive content includes more than 60 slots, table and virtual on demand games. The Plug-N-Play solution is Inspired's complete end-to-end online sportsbook product that allows operators to access Inspired's award-winning Scheduled Virtuals games with minimal integration effort and rapid speed-to-market.



### Does Virtual Sports Augment the portfolio of Lottery Games or Sports-betting?

Both. That is the beauty of Virtual Sports. It is RNG (Random-number generated) driven and so it is compliant with that basic requirement of Lottery. And now, with the recent Supreme Court ruling favoring sports betting, there is a surge in interest in Inspired's virtual sports content from the US. Inspired's virtual sports content is seen as complementary to and seamless with real world sports betting. It has proven to drive incremental revenues for customers globally and attract new players, as the digital format mimics the type of entertainment that millennials already consume.

### Who is the target Market for Virtual Sports?

Virtual sports appeals to a cross-section of player profiles that includes sport betting, esports and slots. Key to its role in helping operators stay positioned for the next generation of players, Inspired's virtual sports attract a younger demographic who like sports as well as computer games, and our games are a great way to prepare players for real world sporting events. These products can be localized, they're easy to deploy, and they can be used on multiple platforms in multiple ways.

### How exactly does virtual sports differ from "real" sports-betting?

The length and frequency of virtual sports events are different, providing more fun, more betting options, more chances to win. Virtual sports also serves to fill the down-time in live sports content. Lottery, casino, sportsbooks and interactive customers are able to diversify their product portfolio by offering higher frequency games and life-like virtuals, and ensure that the players are always entertained, always have the opportunity to play and watch sporting events.

The schedule and margins of the virtual games are determined by the operator, providing ultimate flexibility to deploy in the ways that best serve the specific purpose of the venue.

### How do you do it? How do you create this incredibly realistic content?

Inspired researches players and trends, and employs sports experts to consult on the content and betting structures to ensure they are accurate, relevant, engaging, and entertaining. The world's most advanced motion capture facilities are used to produce ultra-realistic animation that generates a true depiction of the game/sport. Player models are developed in ultra-high resolution, resulting in the realistic video that you see on the screen. Inspired is constantly developing new techniques and super close-up camera angles to capture the action and deliver the most realistic viewing experience.

### How quickly is virtual sports adopted by a new market-place of players?

Virtual sports resembles both sports and video gaming and so is easily and quickly adopted by the players when it is introduced into new markets. Revenues ramped up quickly in markets like Greece and Italy and we expect the same results in new markets in the U.S. and throughout the world.

Consumer tastes and play-styles are evolving such that they enjoy a wide variety of experiences. They want to experiment with new games and they expect the operator to make it easy for them to do that. The beauty of virtual sports is that it is easy to learn and it appeals to sports bettors, lottery players, and gamers alike.

Inspired Entertainment's ultra-realistic games are available for land-based, online and mobile gaming. Unlike competing products, the schedules and margins are fully operator configurable and the graphics can be customized with branded backgrounds. ■