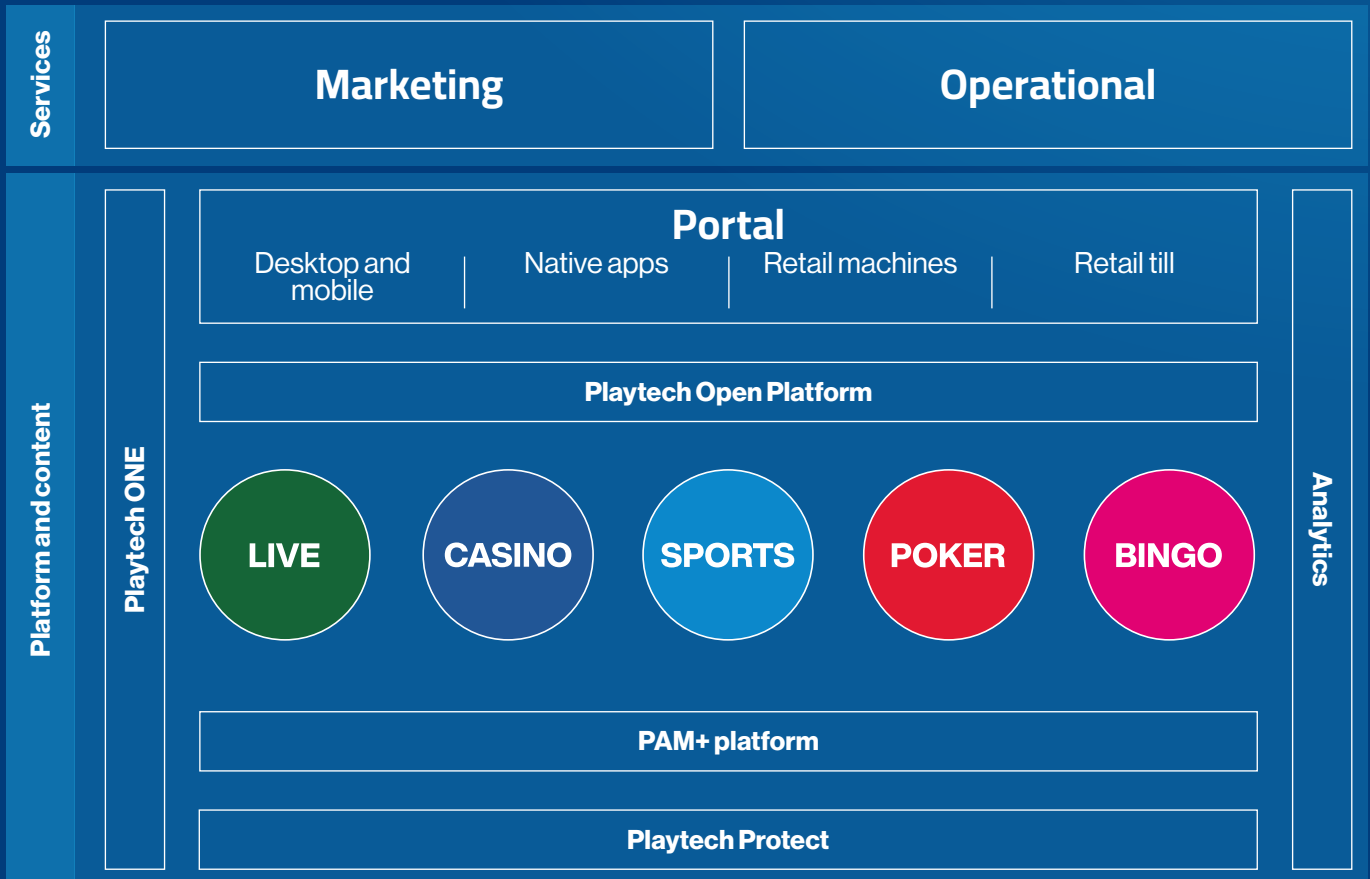




Product and innovation

# Providing market-leading solutions through Playtech's bespoke technology

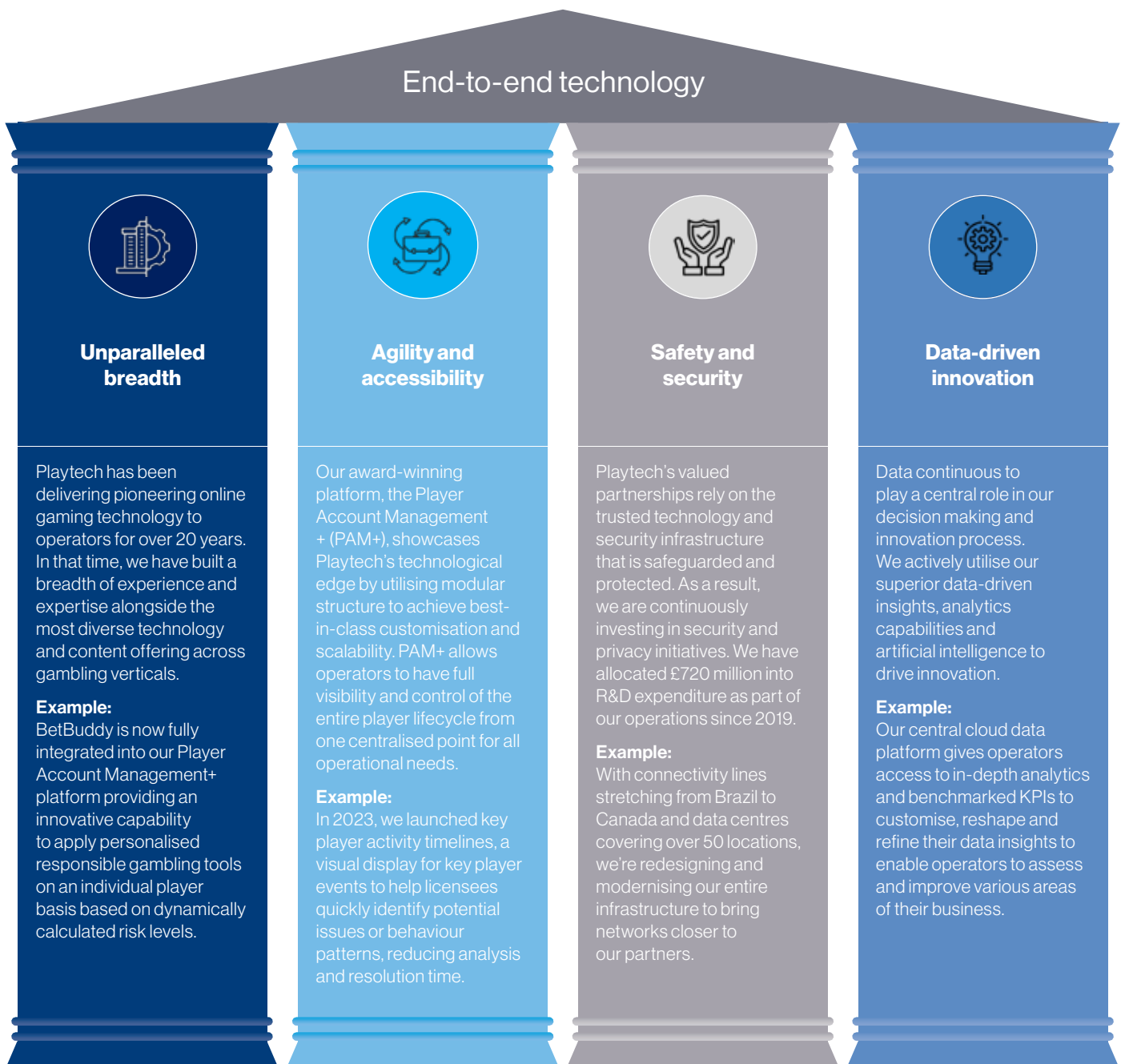
Through our proprietary technology solution, Playtech has pioneered omni-channel gambling technology which provides an integrated and open platform across retail and online for all key verticals, delivering a safe and seamless customer experience.



# Playtech’s bespoke end-to-end technology platform is built with four key aims at its heart

Playtech was the original pioneer of the end-to-end technology offering we see across the gaming industries today. Even in the face of established and emerging competition, and the prolific creation of new content and technologies, Playtech remains a major player due to the breadth of its offering and the scale of its customer base.

In response to these challenges, Playtech is building the next generation of products to bring new types of experiences to market across its verticals, including Live and Casino. Through continued investment in technologies and expertise, Playtech gives its licensees a unique and bespoke end-to-end service, with a scale that is unmatched in the industry. Playtech remains committed to investing in technology across the entire business, from sports betting to poker, knowing that valued partnerships are based on trusted technology. Our end-to-end technology offering is underpinned by the four key pillars below.





## Product and innovation continued

# Platform

## PAM+

### Our offering

**Playtech's Player Account Management + (PAM+) is the power behind Playtech's products, providing all the tools necessary to successfully run and manage every aspect of a licensee's business.**

PAM+ enables licensees to access all elements of Playtech's unique omni-channel capabilities allowing players to seamlessly transition across content verticals 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. PAM+ 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 utilising data and automating key aspects of the player journey. The below graphic describes the key elements that sit within the PAM+ platform.

### 2023 highlights

- Launch of player activity timeline, a visual display for key player events at a glance, to help licensees quickly identify potential issues or behaviour patterns, reducing analysis and resolution time.
- Free Spins 2, a new upgrade to our Free Spins bonus system, was launched. Licensees now have the option to regulate the value of free spins sent to players, who can then choose one of the possible combinations of the number of free spins and their value.
- Report Viewer 3 brought a modern intuitive UI with improved accessibility, report/configuration search, and new functionalities that make the overall reporting experience smoother.
- Integration with checkin.com was implemented for optimised player onboarding and verification.
- In response to new reporting, regulatory and responsible gambling requirements in the Netherlands and Spain, we made several changes to ensure compliance.

# 239 billion

Wallet transactions processed in PAM+ in 2023

### Sitting within the PAM+ platform



## Engagement Centre

Part of the PAM+ platform, the Engagement Centre brings together Playtech’s entire CRM toolset, some of the industry’s most sophisticated player personalisation and communication products, designed to enable operators to engage with players as effectively as possible throughout the entire lifecycle. The Engagement Centre is also integrated with our Playtech Protect platform, creating opportunities for bespoke safer gambling messages and interactions.

### 2023 highlights

- In a major milestone, Sportsbook was integrated with Player Journey to take full advantage of Playtech’s engagement tools for Sports customers and increase the value of Playtech’s PAM+ platform. Licensees can now create cross-sell journeys, leaderboards and Missions promotions based on a wide variety of sports-based parameters, including in-play bets and different bet types and markets, and players can be rewarded with sports bonuses and free bets.
- Introduction of Missions, a new promotion type that challenges players to complete various tasks in exchange for rewards. The tasks can range from playing a specific game to betting a certain amount, or hitting a big win, while the rewards can be bonuses, free spins or even real prizes. Missions can be configured to reward players for actions taken across Playtech products including Casino, Live Casino and Sports, or external licensee events, thereby increasing operators’ ability to cross sell.

### Playtech Engagement Centre

**When to engage?**  
Market automation

**Who to engage with?**  
Data-driven segmentation tools

**Brings together all the engagement elements of PAM+ across all product verticals**

**What to provide?**  
Player rewards

**How to engage?**  
Communication tools

25%

**Increase in new licensees using leaderboards (including Missions) in 2023 versus 2022**

106%

**Growth in average daily engagement campaigns across the platform**

## Safer gambling

### Our offering

**BetBuddy is our ground-breaking responsible gambling (RG) analytics platform, built around data mining and predictive analytics.**

It combines the latest research into gambling behaviour patterns with the power of artificial intelligence, delivering a sophisticated solution to proactively identify and engage with players who might be at risk. BetBuddy has a strong academic curriculum, with over 60 peer-reviewed papers and conference presentations, focused on gambling harms, safer product design and AI.

BetBuddy segments players according to customisable criteria and tags them for clear differentiation. Thanks to these tags, operators can build Player Journeys, which enable personalised safer gambling interactions, both via automatic in-play messages and person-to-person conversations.

### Highlights in 2023

- BetBuddy has expanded into three new jurisdictions in 2023, having been adopted by clients in Sweden, Italy and Rest of Canada. At present BetBuddy is integrated across 9 jurisdictions and 16 brands.
- BetBuddy is now fully integrated into our PAM+ platform providing an innovative capability to apply personalised responsible gambling tools on an individual player basis based on dynamically calculated risk levels. The information is displayed in a user-friendly Power BI dashboard format providing a comprehensive overview of each player’s RG status and a snapshot of the RG limits usage.
- Work has begun on the third iteration of BetBuddy (v 3.0), which promises to deliver even more exciting features, including improved segmentation tools, a dedicated sports betting model, and a holistic single customer view. The update also includes a new risk assessment model capable of calculating real-time RG risk scores. This enhancement is currently operational across seven brands in two jurisdictions and has received outstanding feedback from operators.





## Product and innovation continued

# Content

Playtech has one of the broadest content portfolios in the gambling industry with a huge array of options across the industry’s most popular product verticals. The next section outlines Playtech’s offerings across our five main verticals along with highlights in what has been an exciting year.



### Our offering

Playtech’s Live technology brings the real-life casino experience to the online environment. Live casino games, hosted by dealers in specially designed studios, are streamed online, where players can place bets on their computers and communicate with the dealer using the chat function.

We’re dedicated to delivering the most authentic and engaging omni-channel Live experience for our partners, driven by a cutting-edge platform using the latest business intelligence data-driven technology.

Our 12 state-of-the-art studio spaces in key markets worldwide are home to industry-leading audio-visual technology, combining networked tables and games with bespoke space for several tier one licensees.

Our extensive, entertainment-driven Live content offering, hosted by native-speaking dealers and presenters, ranges from casino classics such as Blackjack, Baccarat and Roulette, to innovative variants and gameshow-style content, including Adventures Beyond Wonderland Live, The Greatest Cards Show, K-Pop Roulette, Everybody’s Jackpot Live, Quantum Blackjack, Buffalo Blitz™ Live Slot and others.

### 2023 highlights

- In 2023, Playtech’s Live vertical exhibited a strong growth trajectory, driven by diversification of content and significant expansion of studio space.
- In the year, we expanded our flagship games portfolio to include popular brands such as Jumanji™, whilst also extending the hugely popular Mega Fire Blaze™ franchise to include Mega Fire Blaze™ Blackjack Live and Mega Fire Blaze™ Lucky Ball. We also launched Big Bad Wolf Live, an innovative experience that combines a slot game with elements of a Live experience, released from Quickspin Live, the RNG arm of our Live division.
- Continuing to invest in branded content, the Company signed the exclusive US rights to Family Feud (®/© Fremantle), one of US television’s longest-running and highest rated gameshows, and expects to launch a gameshow next year.
- We’ve also continued to develop our proprietary in-house video technology and encoders to deploy high quality video features and work has begun on a third generation video delivery platform. Playtech’s Live product has been recognised as a leading solution in the industry, winning the EGR Live supplier of the year for 2023, acknowledging the achievements of its extremely talented team.



- Expansion of our studio capacity continues to remain a priority. A new studio was opened in Pennsylvania, US, as well as a second one in Lima, Peru, thus ensuring we can take advantage of the strong growth within the Americas region.

# 3

Number of Live US studios fully operational



## Our offering

Playtech Casino offers one of the industry's most extensive range of "game of chance" based online slot games, delivering over 1,100 innovative in-house and premium branded titles through online or retail channels.

Major original brands include Cash Collect™, Age of the Gods™, Fire Blaze™ and the Blitz™ suite, while our range of exclusive film, sport and entertainment tie-ins includes the Sporting Legends™ series, plus titles from major Hollywood studios such as MGM, Universal, Paramount and AMC. With eight distinct global studios developing content under the Playtech umbrella, we offer an extensive selection of games to suit a range of demands. In-game engagement tools such as leaderboards, Mystery Parcels and engagement games empower licensees to increase player engagement through gamification.

We give customers the tools to build native apps that are iOS compatible by using a Software Development Kit (SDK) without the need for any additional software developers. The native SDK offers fast, straightforward game integration, allowing operators to incorporate Playtech Casino games directly into their app for delivery to the App Store, incredibly important for cross-sell activities between Sports and Casino.

## 2023 highlights

- In 2023, the Playtech Casino vertical reached new heights of success, thanks, in part, to our ongoing commitment to the "Power Suite" strategy. This approach combines the most advanced slot design and mechanics with a unique narrative, appearance and feel designed to captivate players and establish a strong brand identity.
- In 2023, we launched 65 new games including Dragon Bonanza, a highly popular fantasy slot game that combines distinctive design with attractive prize mechanics. Branded content was also launched, with a highlight being a new brand partnership with Sony to release a new Cash Collect™ slot game based on the iconic TV series Breaking Bad™, as well as Rocky™, a fast-paced feature action game starring Rocky's three greatest opponents – Apollo Creed, Clubber Lang and Ivan Drago.
- Aside from content, Playtech has rolled out several features, including Missions, a new promotional feature in Casino strengthening the platform capabilities, and free spins 2, a long-awaited upgrade to Playtech's offering allowing licensees to give players even more flexibility with how they use their free spins. These high-quality roll-outs have helped to increase the level of our feature adoption with tier 1 customers, with Holland Casino, Bet365 and Sky all using these features.





## Product and innovation continued

# Purpose-driven content: changing the way people experience gambling entertainment

As online gaming evolves, Playtech continues to satisfy the ever-increasing demand to deliver new, engaging and immersive entertainment experiences for consumers.

## Continued investment in branded content

### Live: Jumanji™ The Bonus Level

Launched in August 2023, Jumanji™ The Bonus Level combines cutting-edge technology with the cinematic qualities of the famous movie. Following a complex development process, Jumanji™ The Bonus Level is the first-ever Live game inspired by a Hollywood blockbuster, marking a key milestone in the gaming industry. This game is housed in a studio designed to immerse players in the world of Jumanji. The studio's attention to detail ensures that the game replicates the authenticity of the original movie, delivering a 24/7 theme park-like experience.



### Casino: Rocky™

Playtech's latest Rocky™ game was launched in 2023, delivering a fast-paced feature action with an innovative 25-reel main game and six features to play - one for each Rocky movie. The game stars Rocky's three greatest opponents – Apollo Creed, Clubber Lang and Ivan Drago – and the gameplay variety packs a punch, providing entertainment value for players.

## A feature bonanza



### Casino: Dragon Bonanza: Gold Hit™

Dragon Bonanza, Playtech's third Gold Hit™ game, utilises our revamped respins feature and incorporates our latest promotional tool, Missions, to drive player engagement, both of which have been extremely well received by operators.

## Cash Collect™ reaching new heights



### Casino: Gold Rush™: Cash Collect™ ▼

The success of Gold Rush™, an exclusively licensed branded game from Playtech's Cash Collect™ power suite, has been particularly noteworthy, as it achieved the fastest return on investment for a branded game in the history of Playtech Casino, breaking even just after two months post launch, compared to the traditional breakeven timeframe of six months.

# 2 months

**Breakeven period: fastest ever payback period for branded game in Playtech Casino's history**

### Casino: Breaking Bad™: Cash Collect & Link™ ▲

Breaking Bad™: Cash Collect & Link™, launched in December 2023, features all the show's key talent and is part of Playtech's award-winning Cash Collect™ suite, which already includes successful branded games based on The Walking Dead™ and the popular reality show Gold Rush™. Cash Collect & Link™ is a new twist on the original suite format, with Mega Link symbols creating major win potential in the Hold & Respin round.



## Combining the best elements of Live and RNG



### ◀ Live: Big Bad Wolf

Big Bad Wolf Live is an innovative experience that combines a slot game with elements of a Live experience, released in 2023 from Quickspin Live, the RNG arm of our Live division. The meticulous attention to detail, pristine art and many exciting gameplay features will keep players on the edge of their seats, and sets a new industry standard for Live Casino gaming.





## Product and innovation continued

### Content continued



#### Our offering

Playtech Sports delivers a full range of sports betting technology, managed trading services, self-service betting terminals (SSBTs), kiosks and over-the-counter systems, catering to online operators and traditional retail/betting shop businesses of all sizes in major regulated markets worldwide.

Playtech Sports boasts a wide distribution, with around 620 million sports bets placed via our technology on more than 580,000 real events in 2023, which makes us one of the largest B2B Sportsbook providers in the world. Including Snaitech, Playtech has c. 70,000 bet entry points live in retail locations worldwide, including kiosks, SSBTs, traditional over-the-counter (OTC) offerings and space-saving devices such as compact terminals and tablets, designed especially for smaller venues. Our shop TV solution also allows operators to display the latest odds for any sport and promote specific events.

#### 2023 highlights

- Playtech's Sports vertical made good progress in 2023, building on the product modernisation initiative carried out in the previous year. We successfully migrated Galerabet from its previous platform onto our Sports product, positioning us well in the emerging Brazilian market, where the sports betting total addressable market is projected to reach \$3 billion in the next five years. Aside from Brazil, we are particularly strong in Latin America, where we continue to benefit from the success of our structured agreements with Caliplay in Mexico, Wplay in Colombia and Betcha in Panama.
- In Canada, we launched with NorthStar outside of Ontario to ensure it is well placed to benefit as the Canadian market regulates over the coming years. South Africa remains a priority for 2024 and beyond, given the sizeable opportunity as this market opens up.
- From a product perspective, we have made good progress in adding features that are more tailored to the US market such as Bet Builder and Same Game Parlay for NFL, while also broadening our offering of US sports to now include even more player props and micro markets. Our Sports product is now integrated with player journey within the PAM+, allowing operators to deliver a more personalised experience to their players, leading to higher engagement and stronger retention.



#### Our offering

Playtech's Poker product features everything licensees need to launch their own fully branded, customisable online poker rooms, with multiple game types, table stakes and tournament buy-ins.

All iPoker networks, for international as well as ringfenced regulated markets, offer great liquidity pools and attracted an average of 450,000 players a month during 2023. Marketing and engagement tools such as Missions, leaderboards and integrated player rewards are central to an evolving "gamified" experience, in line with our strategy to appeal to a wider demographic with long-term potential.

#### 2023 highlights

- Playtech's Poker vertical has continued its record-breaking spree in 2023 following the strong performance of the online poker market post the COVID-19 pandemic. Three new operators joined Playtech throughout the year resulting in a 32% year-on-year increase in the average number of players per month.
- To support our growth, we continuously strive for product innovation across game features, promotions and ancillary activities. In 2023, we launched Mystery Bounty Tournaments, a highly popular modification designed to add an extra dose of surprise by offering generous hidden prizes for elimination of opponents. Additionally, we introduced Poker Bingo, a fun and engaging side game that presents players with greater opportunities to win rewards without making additional bets. To top it off, Playtech now offers embedded poker tools to track key player statistics, available to all players free of charge.
- In 2023, we have taken player experience to the next level by relaunching our iPoker native mobile app. The revamped app offers an innovative new look and feel, which introduces more promotional space, interactive interfaces, and a wide range of customisable image effects and animations.





## Our offering

Playtech's innovative omni-channel Bingo solution offers players a consistent and streamlined experience across any device or platform, including retail, all through a single wallet and a single account.

Our UK bingo network consists of more than 19 brands and manages 57,000 daily players and close to 18,000 daily concurrent players.

## 2023 highlights

- In 2023, amidst a challenging market, Playtech has focused on modernising and relaunching its Bingo product. The latest update, due to launch in early 2024, has greatly improved the client interface and customisation features. The renewed design, supported by a modernised tech stack and a new front-end interface, now offers a more vibrant and engaging user experience, positioning the product to appeal to a wider audience.
- The new platform not only benefits end users, but also greatly accelerates product development and enables the rapid launch of innovative marketing features such as jackpot escalations and chained promotions. By leveraging these tools, along with the new lobby banners, operators can attract and engage players more effectively.

As a result of these improvements, we have observed an increase in the level of interest shown by our existing and prospective clients. We have renewed our agreement with Buzz Bingo, extended our contract with Sky Bingo, and secured an agreement with a major Dutch operator, NLO. Armed with a revamped Bingo product, we are now in a good position to capitalise on growth opportunities in key regions such as the US and Latin America.

## AI and data

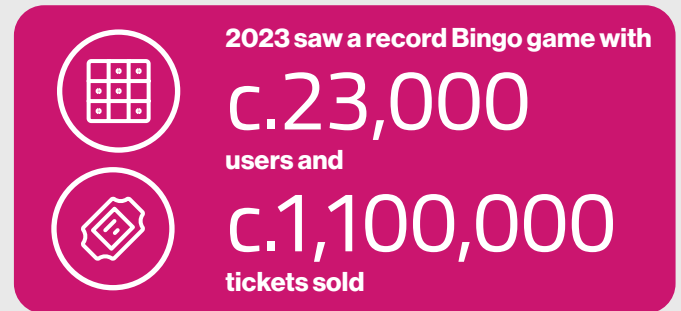
### Business intelligence technology (BIT) and artificial intelligence (AI) provide powerful insights

Playtech's new cloud data platform allows data analytics and insights in all domains from product and cross-product KPIs to player behavioural analytics.

This new data platform embodies a data mesh architecture allowing all Playtech products and units to unify their data onto a single platform, bringing efficiency and capability improvements whilst enabling new cross-product analysis and insights.

Our data democracy vision starts with putting the right data into the hands of Playtech staff, but then swiftly moves to providing this same data and analysis to our customers. This provides not just comprehensive KPI dashboards (81 to date), but also includes more advanced analytics such as market benchmarking (an exercise that a single Playtech customer is unable to carry out).

Playtech's data-driven business intelligence technology significantly enhances licensee revenues by increasing insight, improving player experience and increasing lifetime value. Added AI functionality gives licensees the tools to analyse big data and leverage real-time



automated insights into players' behavioural patterns to create a personalised gaming experience.

We also offer the ability to segment players and personalise communication, based on their behaviours, using analytics and AI to improve player experience.

## 2023 highlights

- New single data portal with comprehensive, interactive dashboards for business KPIs and advanced analytics. Customers can also construct their own bespoke dashboards based on the same shared, anonymised datasets that Playtech uses.
- New cloud-based data mesh architecture empowers all Playtech products to bring their data to the same collaborative platform, enabling improved internal efficiency, and reduces total BI cost of ownership through retiring legacy per product analysis tooling.
- New player analytics tooling made available to licensees – providing analytics on exactly how players are interacting with gaming products for the first time.



## Product and innovation continued

# Services

## Making the most of Playtech’s technology

Through partnering with over 180 licensees globally, Playtech has amassed a huge amount of knowledge on the gambling industry including customer acquisition and retention, how to manage risk and operational know-how. For those operators that are looking to launch online in newly regulating markets, this know-how can prove invaluable in ensuring that they make the most of the opportunities of an expanding addressable market. For those that are already established, our services can offer a way to get the most out of Playtech’s technology to help deliver further growth. We break down our services offering into three segments: marketing services, operational services and consultancy and training.



### Marketing services:

Our marketing services are typically targeted at those operators where we have a deep relationship such as strategic agreements.

#### Customer acquisition

Executing best practices and strategies in external marketing to execute and promote marketing campaigns in line with an agreed marketing plan and budget. We are experienced across all customer acquisition channels and look to build relationships with partners to ensure maximum value.

#### Customer retention

Developing and executing marketing strategies to retain, grow and maximise player value while achieving high levels of engagement in line with regulatory and compliance frameworks and procedures. We have experience across all communication channels including social media and gamification and can deliver valuable bonus strategies across all product verticals.



### Operational services:

Our operational services are typically available for those customers which use our technology under a conventional business model.

#### Customer onboarding

Assisting the operator in configuring their customers’ onboarding journey/flow. We configure the technical set-up for the system and oversee ongoing results to ensure business performance.

#### Risk management

Delivering fraud prevention services for the operator to minimise reputational and financial losses. We also offer AML services to ensure operators adhere to regulatory requirements.

#### Customer experience services

By combining our expertise in regulatory frameworks, customer protection and leading delivery, we provide high-quality customer experience services using AI-driven solutions at scale.

#### Payment processing

Overseeing the processing of cash out requests by customers from the point of the request to the moment they leave our platform as an “approved” outgoing transaction in line with risk management/ fraud prevention/ AML controls.

#### Technical delivery services

Delivering the necessary back-office configurations in PAM+ to ensure operators optimise Playtech’s technology.



### Consulting and training:

Our consulting and training services ensure an easily accessible source of industry and operational knowledge to get the most out of Playtech’s technology.

#### Playtech Academy and training

Playtechacademy.com is the award-winning website that acts as a portal where operators and Playtech colleagues alike can access a wide range of content including videos, presentations, podcasts, thought leadership and live webinars, to enhance their knowledge of Playtech products.

#### Consulting

Our experienced consultants, across a wide range of locations and covering multiple verticals, help support operators in implementing industry best practice to get the most out of Playtech’s technology. Activities are linked to clearly defined and measurable KPIs.

## A flexible offering

### A plethora of options to fit our licensees' needs

#### SaaS

For those operators that have their own platform, we also offer the ability to access our content, in a plug-and-play SaaS model. Operators benefit from the ability to access Playtech content without having to license the PAM+ platform with low implementation costs and quick time to market, while Playtech expands its addressable market. The SaaS model can also be used to provide a low-friction method of exposing as many operators as possible to Playtech's technology. Once operators see the quality of Playtech's content and technology, the path to offering additional Playtech products becomes easier. Playtech has been building out the infrastructure for its SaaS business since 2017 including data centres in local markets. As a result, Playtech is ready to accommodate a large number of operators across its infrastructure and has added over 450 brands since launching the SaaS offering.

>450

Brands added since launch of the SaaS offering

#### Broad range of available third-party integrations

Playtech provides operators with access to specialist services and software from carefully selected third parties. These partners offer products and services that complement or enhance Playtech's existing systems, giving operators a richer, more complex set of tools to achieve their business objectives, while not having to go through an integration process.

>45

Available third-party solutions



#### Playtech Open Platform and Games Marketplace

Playtech Open Platform (POP) allows licensees to access more than 10,000 of the industry's most popular online and mobile in-house and third-party games at any time, across any channel and on any device, ensuring licensees can offer their players a broad range of content. The Games Marketplace allows operators to discover and configure Playtech and third-party content, and monitor its performance, regardless of the technology that the game was built in. This also increases the amount of data that Playtech can access, improving our analytics offering and increasing network effects.

#### Playtech's business model unleashes powerful network effects

