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CASINO

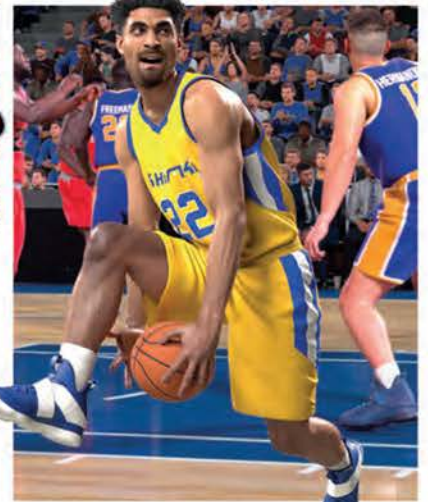
INTERNATIONAL

FOR THE GAMING PROFESSIONAL WORLDWIDE

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INSPIRED



ONE OF THE
FASTEST
GROWING
iGAMING
COMPANIES*



INSPIRED

ONE OF THE FASTEST GROWING IGAMING COMPANIES

Inspired has grown into a company with multiple segments including Virtual Sports and Interactive, with an increased emphasis on an omnichannel strategy to serve players in either a retail venue or online. Focused on content development as their driving force for more than fifteen years, Inspired's product portfolio appeals to a wide variety of players, creating new opportunities for operators to grow their revenue.

The company operates in approximately 35 jurisdictions worldwide, supplying gaming systems with associated terminals and content for more than 50,000 gaming machines located in betting shops, pubs, gaming halls and other route operations; virtual sports products through more than 32,000 retail channels and various online websites; digital games for 170+ websites; and a variety of amusement entertainment solutions with a total installed base of more than 16,000 devices.

Lorne Weil, Executive Chairman of Inspired Entertainment, and Brooks Pierce, Chief Operating Officer and President, have more than 60 years of combined experience in the industry and a track record for creating profitable growth. Weil was Chairman and Chief Executive Officer of Scientific Games for more than a decade, and Pierce was Chief Revenue Officer at Scientific Games and Managing Director of the Americas for Aristocrat. Inspired, whose iGaming business is built on high-performing games that include slots, table games and virtual games, acquired Astra and Bell-Fruit studios in 2019 to complement their existing portfolio and as part of the explosive growth in iGaming.

Inspired saw significant momentum in its online business during the last year with increased games cadence, key game launches, new markets and new customers all hitting as gaming migrated online. The company's Interactive revenues in 2020 increased by 180% year over year. Inspired also expanded its portfolio of Interactive RGS aggregators, which now includes Scientific Games, Playtech, Microgaming, Relax Gaming, iForum, Pariplay, and SBTech.



iGAMING

"It's a very exciting time to be part of Inspired," said Claire Osborne, Inspired's Vice President of Interactive. "Our iGaming products are growing at an incredible pace. We're competing to provide the most compelling and engaging gaming experience to players in a wide range of markets, whose needs are evolving in line with the socio-economic landscape. Inspired puts the player first and thinks about what they are looking for in a game. Clearly, this can be different based on their locations or preferences of the customer, but usually, we can find common ground. With more new markets regulating all the time our challenge is to maintain our design and game mechanic output while adapting games specifically for each market. The opportunities for growth appear endless."



Steve Collett, who as Chief Product Officer heads up Inspired's retail and online game development, said, "Our portfolio has a broad spectrum of player offerings. As players ourselves, we want to make sure we have the most engaging and fun games for players to play however they interact with our games. Developing games is a collaborative process that involves several people developing ideas, and the addition of the Astra and Bell Fruit games teams has brought a new diversity to our creativity. Our games suit the end player in multiple markets while understanding and benefiting from our retail roots; they range from great, simple games with engaging maths that appeal to classic players all the way up to providing modern immersive interactive experiences."

VIRTUAL SPORTS

Another big component of Inspired's iGaming growth is its multi-award winning Virtuals segment, which offers the widest range of sports, races and numbers games. Inspired Virtual Sports are a lifelike simulation of real sports in which outcomes are decided by advance algorithms and a random number generator (RNG). The virtual events are available in retail or online and are shown online alongside live sports or as a separate category within casino or lottery sites.

Every three to five minutes, computer software generates 90-second videostreams of scheduled fixed-odds sporting tournaments, matches, or races that closely depict a live sport event. All bettors see the same schedule of events and the same outcomes. In Inspired's Virtual Sports, however, each event is unique, with thousands of variants added to the graphics to augment the player's experience.





Inspired's Virtual Sports have been proven to generate 15-20 percent incremental revenue to existing sports betting and more Net Win than many live sports events; unlike in most real sports, Virtual Sports allow players to place a bet and know the results after just a few minutes. Even before the pandemic, Virtual Sports wagering was growing faster than real sports betting year-on-year. This can be attributed to an increasing awareness and understanding of Virtual Sports products globally, coupled with more sophisticated marketing, promotions and advertising campaigns.

"In 2020 we launched V-Play Plug and Play, our complete end-to-end online and mobile product solution," said Steve Rogers, Inspired's Chief Commercial Officer, Virtual Sports. "This gives operators easy access to our award-winning scheduled Virtuals games with minimal integration effort into their existing online sportsbook, lottery or casino website." The company's highest-performing Virtual games are Soccer, Horse Racing and Basketball, and online Virtuals revenues increased 90 percent year over year in Q4 2020.

While Inspired's Virtual Sports have a proven history in Europe, Asia, and Africa, 2021 offers major new opportunities for the company in North America. Inspired is launching education and awareness programs to help North American operators capitalize on Virtual Sports' potential as sports betting becomes more widely legalized. With continued expansion of online slot and table licenses in North America, the company looks to be growing rapidly over the next few years.

