

# Playtech ONE

Through Playtech ONE, our proprietary technology solution, Playtech has pioneered omni-channel gambling technology, which provides an integrated and open 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, yet modular, platform across all product verticals and across retail and online. Playtech's core B2B business is leveraging its Playtech ONE technology stack at scale 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, through joint ventures or by investing directly as a B2C brand in some markets.

## Multi-channel platform launch with Holland Casino

In Q4 2021, Playtech signed a new, expanded long-term strategic software and services agreement with Holland Casino, the state-owned land-based casino operator in the Netherlands.

Playtech now supplies Holland Casino with a full turnkey multi-channel technology package, as well as certain ancillary services. The agreement includes the IMS platform, Sports betting, Online Casino, Live Casino, Poker and Bingo products, plus selected operational and marketing services.

Designed to deliver full compliance with the latest regulations in the Netherlands, as well as adaptability for long-term growth, the agreement gives Holland Casino the most complete and advanced product and services offering in the Netherlands.

The agreement includes the construction of a Live Casino facility in the immediate vicinity of one of Holland Casino's existing locations, offering Dutch players direct access to Playtech Live tables, including Live Blackjack, Roulette, Baccarat and the scalable Blackjack version of All Bets, via the casino website.

## Principles of Playtech ONE

- One single Player Account Management (PAM) platform – IMS – for full player lifecycle visibility and management from a centralised point
- One single CRM, marketing automation platform and wallet
- Fully open platform, offering any product available across any distribution channel – online or retail
- One single customer view for data analysis
- A seamless player journey across any product or vertical
- Services and capabilities available across any platform and any product



## Our flexible offering

Playtech's IMS platform is the result of 20+ years of unparalleled scale, innovation and development. Playtech's historical approach of selling its entire IMS platform remains a key part of its offering in newly regulated markets given the scale of some multi-product and multi-channel Tier 1 operators and local heroes. This approach has enabled us to achieve our current position as the leading provider of products and services in the industry.

However, our IMS platform capabilities can also be broken down into a set of easily identifiable services with distinct integrations. This componentisation of our software allows the delivery of a more agile distribution of our technology – ultimately making the data-driven capabilities in IMS more modular and allowing more operators to access the capabilities they need, including additional platform tools and products, on a Software as a Service (SaaS) basis.

This represents a significant barrier to entry for any other B2B provider or B2C operator trying to replicate our services-driven technology proposition. By using the latest API integration technology, this modular approach has reduced integration time from three to six months to a potential three to six weeks with a fraction of the integration costs and ongoing costs. This has created a more attractive commercial opportunity for licensees and Playtech alike, with a higher margin opportunity for Playtech.

Playtech has not replaced the original model, but simply extended its reach to new opportunities irrespective of their size. Some large-scale licensees will always require an integration that involves dedicated server infrastructure and the entire IMS. However, by delivering a more agile solution we are extending our reach to additional operators and allowing them to deploy our technology in a quicker and more cost-effective way. This will increase our cross-sell capabilities with our licensees.



## Artificial intelligence

Playtech's artificial intelligence (AI) functionality, which is part of the IMS platform, allows its licensees the tools to analyse big data and use real-time automated insights into players' behavioural patterns, in order to provide each end-user with a personalised gaming experience. The AI functionality is driven by machine learning capabilities, which allows it to continuously improve itself and automatically provide a unique player experience with no additional effort or cost for licensees.

The functionality has several benefits for licensees, including the ability to segment players and personalise communication based on their behaviours, with a key focus on safer gambling. Insights from players' behavioural patterns combined with predictive models allow licensees to improve player protection, which can be done using Playtech's safer gambling technology driven by BetBuddy.

End-users can enjoy a data-driven, personalised experience throughout the player journey including bespoke games recommendations through Playtech's Personalised Games Grid (PGG).

The AI functionality is now embedded across Playtech's IMS platform and is used by Playtech's leading Tier 1 customers.

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## Accessing new opportunities

By evolving our technology in recent years, we extended our offering to allow us to deliver a solution to any licensee in any market. This has delivered a further diversification of our client base beyond Tier 1 operators and local heroes and has provided Playtech with a significant future growth opportunity. This strategy successfully delivered more than 50 new brands in 2019, more than 100 new brands in 2020, and over 100 further new brands in 2021 across several markets.

>250

new brands added since extension of offering launched

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 automated and safe experience underpinned by insights from our data-driven business intelligence services.



## Our diversified technology continued

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### Platform and 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 licensees to access all elements of Playtech's 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.

The modular structure of IMS allows for its continual expansion to adapt to new challenges in regulated markets globally, ensuring it remains the industry's leading Player Account Management (PAM) platform. In 2021 the platform benefited from a number of updates including the completion of a new user experience and interface, marketing automation developments, reporting visualisations and improved security features, to name a few.

### Open platform: services

Playtech partners with software leaders from inside and 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 offers its licensees services from the world of e-commerce, risk management, performance optimisation and fraud management.

#### 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 and personalisation – automate and personalise 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 – real-time, easy-to-use personalisation and optimisation engine, powering our entire offering across all channels; and
- coin/chip deposit limits.

### Product verticals

#### Casino

Playtech offers one of the industry's most extensive casino game portfolios, delivering over 800 innovative in-house and premium branded titles. Major original brands include the Cash Collect™ suite, the new Empire Treasures™ suite, Age of the Gods™, the Fire Blaze™ series and the Power Zones™ suite.

Our range of exclusive film, sport and entertainment tie-ins includes the newly expanded Sporting Legends™ series, plus Hollywood brands such as MGM, Universal, Paramount and AMC – including the biggest branded game launch of 2021, The Walking Dead™.

With eight distinct global studios developing content under the Playtech umbrella, including the newly acquired Reel Web, we can offer an extensive selection of games to suit a range of demands. Innovations such as Powerplay jackpots – a jackpot suite including established titles, combining a progressive "mega jackpot" with capped and timed jackpots – provide powerful marketing tools to boost player interest and increase the overall value of a range of content. In-game engagement tools such as leaderboards and Mystery Parcels empower licensees to increase player engagement through gamification.

#### 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, entertainment-driven live content offering, hosted by native-speaking dealers and presenters, includes all the casino classics, such as Blackjack, Baccarat and Roulette, in addition to innovative variants and gameshow-style content, including Unlimited Blackjack, Quantum Blackjack, Live Slots, Prestige Roulette, Football Roulette and Adventures Beyond Wonderland™. Our range includes popular Playtech brands such as Age of the Gods™ and Mega Fire Blaze™ Roulette – one of the most successful variants in Live Casino history – and content designed around globally popular licences, including The Money Drop™ and our flagship launch for 2021, Who Wants to Be a Millionaire™.

#### Sports

Playtech 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 Trading Service to suit any customer requirements.

Around 400 million sports bets were placed on Playtech's technology in 2021. With over 250,000 events a year and a wider distribution than any other competitor, Playtech's experience and market share in key territories are unrivalled. Our mission is to continue to challenge the status quo to exceed expectations and deliver the ultimate in fully integrated, innovative Sports betting solutions internationally.

### Playtech introduces Cash Collect™ and Empire Treasures™ suites

Throughout 2021, Playtech has continued to build its "power suite" strategy with the launch of Cash Collect™ and Empire Treasures™. Building on the success of in-house assets such as Age of the Gods™ and Fire Blaze™, the power suite range is based on the principle of developing strong original brands that foster player loyalty and support retention, in addition to creating cross-vertical conversion opportunities.

Launched in the summer of 2021 with the popular game Sahara Riches™, Cash Collect™ is a suite of feature-rich slots aimed at experienced players, with distinct features in all games to encourage players to try out each game and to build a sense of anticipation around new releases. The suite is built using an innovative mechanism, where a special main game symbol awards on-reel cash prizes and also determines the number of free games. The impact of Cash Collect™ proved instant, with Sahara Riches™ becoming Playtech's most successful launch since 2019.

Empire Treasures™ is a jackpot-led suite, centred around timelessly popular historical themes, with a range of volatility profiles across the suite to suit a variety of players. The suite's four-tier progressive jackpot can be triggered on any spin in any game. Launched to coincide with the discontinuation of the DC Heroes Jackpot suite, Empire Treasures™ provides licensees with a clear replacement opportunity, while also building a long-term new brand with a loyal player audience.



#### Bingo

Playtech delivers an omni-channel bingo solution, allowing players to enjoy the same seamless experience across any platform, on any device, including retail, all through a single wallet and a single account. Our UK bingo network consists of more than 20 brands and manages more than 60,000 daily players and 20,000 daily concurrent players.

#### Poker

Playtech Poker software is fully compatible with all other Playtech products and 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. The development of marketing and engagement tools such as hybrid missions, leaderboards and integrated player rewards is central to an evolving "gamified" experience, in line with the strategy to appeal to a wider demographic with long-term potential.

Following a resurgence in the online Poker market throughout 2020, Playtech Poker has experienced record numbers in 2021, with major operators on the Playtech Poker network moving into new markets, notably Betsson Group's expansion into Greece and Latvia and Bet365's new dedicated Greek site. In the key Italian market, Playtech hosted a series of major network tournaments, including the highly successful iPoker Extra Series in April with its €2 million prize pool.

