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For Immediate Release

NEOPOLLARD INTERACTIVE CELEBRATES THE SUCCESS OF ITS FIRST DIGITAL-FOCUSED CLIENT CONFERENCE—PURELY DIGITAL XCHANGE

LANSING, Michigan, September 26, 2016 /CNW/ – NeoPollard Interactive LLC (“NeoPollard Interactive”) is pleased to announce that its Purely Digital XChange (PDX) conference, the first of its kind digital-focused event held September 21-22, 2016, was an enormous success. Michigan, the home of NeoPollard Interactive’s first iLottery client, provided the backdrop for the event.

The focus of the conference was helping lotteries to connect their digital ecosystems—how digital assets, including mobile app strategies, second chance and loyalty programs, and iLottery offerings can seamlessly integrate and work together by bringing digital insights from our lottery participants for other lotteries to consider for their own digital efforts. The purpose was also to introduce tangible strategies that lotteries can deploy in the digital space today in order to bridge retail and online. In a time where retail and digital channels are converging, conference attendance, which exceeded all expectations, proves that lotteries are interested in learning how they can leverage the digital space to attract new players, foster engagement, and drive sales.

Over the course of the two day event, delegates from over 20 lotteries from around the world were given the opportunity to tour NeoPollard Interactive’s operational headquarters and partake in presentations and discussions covering a wide variety of digital business opportunities for today’s evolving lottery. In addition, participants were delighted with the opportunity to exchange ideas and to share their experiences in deploying successful and engaging digital products, promotions, tactics, and strategies. The key message that participants understood was that regardless of what barriers or limitations exist in various lottery markets, each lottery is looking at digital through their own lens and finding ways to meet their players where they are.

“We’re thrilled to bring together this forum for our clients and were overwhelmed with the response that we received from lotteries that attended the event. We are delighted that attendance was at 100% capacity. We are also very proud to demonstrate our expertise in this interactive space to our lottery customers, reinforcing the notion that NeoPollard is the best partner to help them down the path successfully. We will continue to foster the development of a community of lottery staff who are their lottery’s digital champions,” said Doug Pollard, Co-Chief Executive Officer, NeoPollard Interactive. “One of the resounding messages from this week’s event is that there is a significant role for retailers in the digital space – in fact, hearing from our lottery partners only solidifies that a strong retailer engagement strategy will drive success across both retail and digital channels.”



About NeoPollard Interactive

NeoPollard Interactive is a joint venture between Pollard Banknote Limited (“Pollard Banknote”) and NeoGames S.A.R.L. (“NeoGames”). NeoPollard Interactive combines the marketing expertise and extensive worldwide lottery experience of Pollard Banknote with the proven leadership and technology of NeoGames in launching new online and mobile gaming products and services in response to an ever-evolving marketplace. This joint venture leverages the strengths of each partner company to develop, implement, operate, and maintain innovative online gaming services for regulated lottery clients in order to generate revenues for good causes.

Forward-looking Statements

Certain statements in this press release may constitute “forward-looking” statements and information, which involve known and unknown risks, uncertainties, and other factors that may cause actual results, performance, or achievements to be materially different from any future results, performance, or achievements expressed or implied by such forward-looking statements. When used in this document, such statements include such words as “may,” “will,” “expect,” “believe,” “plan,” and other similar terminology. These statements reflect management’s current expectations regarding future events and operating performance and speak only as of the date of this document. There should not be an expectation that such information will in all circumstances be updated, supplemented, or revised whether as a result of new information, changing circumstances, future events, or otherwise.

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