



## NEWS RELEASE

October 17, 2018  
For Immediate Release

### **MICHIGAN LOTTERY AWARDS NEOPOLLARD INTERACTIVE ILOTTERY CONTRACT EXTENSION**

**LANSING, Michigan, October 17, 2018 /CNW/ – NeoPollard Interactive LLC** (“NeoPollard Interactive” or “NPI”) is pleased to announce a four-year extension to the iLottery technology and related services contract between Pollard Banknote Limited (“Pollard Banknote”), with NeoGames S.a.r.L. (“NeoGames”), and the Michigan Lottery. Under this agreement, Pollard Banknote and NeoGames will continue to serve as the providers of the Lottery’s iLottery platform, games, and managed services through their joint venture, NeoPollard Interactive, through July 2022.

Pollard Banknote and NeoGames first teamed up with the Michigan Lottery to launch their turnkey iLottery 360° Solution in 2014, providing the platform, managed services, and games required to deliver a comprehensive interactive solution to players throughout the state. Since then, NPI and the Lottery have worked collaboratively to establish the top-performing iLottery program in North America. Initial unaudited results for the 2018 fiscal year show iLottery generated over \$100 million in net win (wagers minus prizes paid and promotional costs), helping the Michigan Lottery provide its fourth consecutive record contribution—approximately \$930 million—to its beneficiary, the state School Aid Fund. More than 890,000 players have registered for the Lottery’s online services.

Under the extension, NPI will continue to provide the Michigan Lottery with leading technology that evolves to meet the changing needs of the Lottery and its players, including customer engagement marketing and innovative game development, and operational services. Closely collaborating with the Lottery through its headquarters in Lansing, Michigan, NPI delivers 24/7 customer service to players throughout Michigan with live chat, email, and phone support, and oversees all operational services, including banking and payments, and claims and compliance.

“We are thrilled to continue our collaborative relationship with the Michigan Lottery as its iLottery provider,” said Liz Siver, General Manager, NeoPollard Interactive. “Since the launch of iLottery in 2014, the Michigan Lottery has become a leader within the digital space, providing innovative digital products to players and continuing to seek out new experiences to enhance its technology, games, and services. In fact, the performance of the Michigan Lottery’s iLottery platform has become the benchmark of the industry, with other lotteries launching similar operations.”

#### **About the Michigan Lottery**

Since it was established in 1972, the mission of the Michigan Lottery has been to maximize revenue to support public schools by providing fun and entertaining games of chance. The Lottery contributed a record \$930 million to its beneficiary, the School Aid Fund, in the recently ended 2018 fiscal year, according to initial unaudited results. This was the Lottery’s fourth consecutive record contribution, topping the previous record of \$924.1 million set in the 2017 fiscal year. Since its inception, the Michigan

Lottery has provided more than \$22 billion to support public education. To learn more, visit [www.michiganlottery.com](http://www.michiganlottery.com).

### **About NeoPollard Interactive**

NeoPollard Interactive LLC is jointly owned by two of the world’s most trusted and reputable companies in lottery and internet gaming—Pollard Banknote Limited (“Pollard Banknote”) and NeoGames S.a.r.L. (“NeoGames”). Established in 2014, NPi 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. The company 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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