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NeoGames Studio launches its eInstant games with Atlantic Lottery in Canada

LUXEMBOURG, Sept. 28, 2023 (GLOBE NEWSWIRE) -- NeoGames S.A. (Nasdaq: NGMS) ("NeoGames" or the "Company"), a technology-driven provider of end-to-end iLottery and iGaming solutions, has significantly expanded its reach in Canada through the launch of its premium eInstant games from NeoGames Studio with Atlantic Lottery (AL).

The agreement, through NeoPollard Interactive LLC (NPi), a company jointly owned by Pollard Banknote Limited and NeoGames S.A., and powering the most profitable iLottery programs, sees AL gain access to a rich stream of content created by NeoGames Studio. The lottery can now benefit from a portfolio of award-winning, top-performing games, in a deal that is NeoGames' first pure digital content partnership in Canada.

AL and NeoGames Studio will work together on a roadmap of future games and technological enhancements.

With the latest, most innovative creations from NeoGames reaching the Lottery's players, the launch is expected to support the overall experience AL offers its customers.

As the only regulated iLottery and iGaming operator in Atlantic Canada, AL currently offers a variety of digital entertainment through its alc.ca platform and is the largest eInstant game operator in Canada.

The launch of NeoGames' portfolio of eInstant games represents an expansion in the Canadian lottery market, with AL becoming NeoGames' second lottery customer in the country.

Hili Shakked, Managing Director of NeoGames Studio, said: "We are excited to announce the launch of NeoGames Studio's premium eInstant titles with the Atlantic Lottery. The partnership is our first content-only deal in Canada, and it underscores our commitment to providing advanced solutions that meet the unique needs of our lottery customers.

We are confident that our range of innovative games, such as Desert Fantasy, winner of the 2023 EGR North America Award for "Best New Game", will enhance AL's online footprint and attract new audiences, supporting the company's growth in the iLottery market. It is a partnership designed to help AL maximize profitability and proceeds to good causes, while also providing players in Atlantic Canada with the best possible gaming experience."

Robert Lalonde, Director of iGaming at AL, said: "AL is thrilled to launch NeoGames Studio's innovative content library to further enhance the digital gaming experience in Atlantic Canada. Through this partnership, we will aim to expand our game content and broaden our appeal to players, while maintaining our commitment to responsible gambling."

About NeoGames

NeoGames is a technology-driven innovator and a global leader of iLottery and iGaming solutions and services for regulated lotteries and gaming operators. The Company offers its customers a full-service suite of solutions, including proprietary technology platforms, two dedicated game studios with an extensive portfolio of engaging games – one in lottery and one in casino games, and a range of value-added services. The recent strategic acquisition of Aspire Global Group enables NeoGames to offer the most comprehensive portfolio across iLottery, an innovative sports betting platform from BtoBet, an advanced content aggregation solution from Pariplay, and a complete set

of B2B Gaming tech and Managed Services. NeoGames remains an instrumental partner to its customers worldwide, as it works to maximize their revenue potential through various offerings, including regulation and compliance, payment processing, risk management, player relationship management, and player value optimization. NeoGames strives to be the long-term partner of choice for its customers, empowering them to deliver enjoyable and profitable programs to their players, generate more revenue, and maximize proceeds to governments and good causes.

Forward-looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. The Company intends such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in Section 27A of the Securities Act of 1933, as amended and Section 21E of the Securities Exchange Act of 1934, as amended. Such statements are based upon current plans, estimates and expectations of management that are subject to various risks and uncertainties that could cause actual results to differ materially from such statements. The inclusion of forward-looking statements should not be regarded as a representation that such plans, estimates and expectations will be achieved. Words such as “anticipate,” “expect,” “project,” “intend,” “believe,” “may,” “will,” “should,” “plan,” “could,” “may,” “continue,” “target,” “contemplate,” “estimate,” “forecast,” “guidance,” “predict,” “possible,” “potential,” “pursue,” “likely,” and similar expressions are intended to identify forward-looking statements, though not all forward-looking statements use these words or expressions. All statements, other than statements of historical fact, including statements regarding the “Company’s expectations regarding its future collaboration with ALC” are forward-looking statements.

These forward-looking statements are subject to risks, uncertainties and assumptions, some of which are beyond our control. In addition, these forward-looking statements reflect our current views with respect to future events and are not a guarantee of future performance. Actual outcomes may differ materially from the information contained in the forward-looking statements as a result of a number of factors including, without limitation ` the risk factors set forth in Item 3.D. “Key Information- Risk Factors” in our annual report on Form 20-F for the year ended December 31, 2022, filed with the Securities and Exchange Commission on April 28, 2023, and other documents filed with or furnished to the SEC. These statements reflect management’s current expectations regarding future events and operating performance and speak only as of the date of this press release. You should not put undue reliance on any forward-looking statements. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee that future results, levels of activity, performance and events and circumstances reflected in the forward-looking statements will be achieved or will occur. Except as required by applicable law, we undertake no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise, after the date on which the statements are made or to reflect the occurrence of unanticipated events.

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