

July 1, 2020
For Immediate Release

NeoPollard Interactive Congratulates Virginia Lottery on Successful iLottery Launch

Expanded partnership between NPi and the Virginia Lottery introduces full iLottery program to Virginia Lottery players

LANSING, Michigan, July 1, 2020 /CNW/ – NeoPollard Interactive LLC (“NeoPollard Interactive” or “NPi”) is proud to celebrate the Virginia Lottery’s successful launch of its comprehensive iLottery program on July 1, 2020. Through a five-year contract extension to October 2026, with an option for renewal to 2031, NPi is honored to strengthen its longstanding partnership with the Virginia Lottery to enhance its existing eSubscriptions solution to include single-ticket, same-day purchases of draw-based games and a compelling portfolio of NPi’s industry-leading eInstant games at launch.

NPi first partnered with the Virginia Lottery to provide an enhanced eSubscriptions solution and related services in 2016, following a competitive procurement process. Since then, the Virginia Lottery has been leveraging NPi’s NeoSphere iLottery platform and NeoDraw Central Gaming System to enable an end-to-end digital experience for players to purchase subscriptions online for Mega Millions, Powerball, and Cash4Life games. The eSubscriptions solution has grown significantly since launching in 2016, slated to generate \$18 million this fiscal year, an increase of approximately 27% over fiscal year 2019.

With the introduction of a portfolio of the best performing eInstant games in North America, and the ability for players to purchase single tickets of their favorite draw-based games, the Virginia Lottery is just the sixth lottery in the U.S. to offer the capability for players to purchase a full suite of lottery games online. The timing of today’s launch is significant in that the legislation enabling online lottery sales comes into effect as of July 1, 2020. The Virginia Lottery team was steadfast in their commitment to delivering iLottery on this date to maximize funds raised for K-12 public schools.

“The collaboration between the Virginia Lottery and NPi teams demonstrates a shared commitment to bring a top quality online lottery option to Virginians,” said Virginia Lottery Executive Director Kevin Hall. “We are excited that our customers now can access our games wherever they are and whenever they want. By modernizing the way we deliver our products, we provide the convenience consumers have come to expect and also strengthen our ability to continue generating millions of dollars for Virginia’s K-12 public schools.”

“NPi is honored to celebrate with the Virginia Lottery team who worked tirelessly to ensure a successful launch of its iLottery offering today – the first day authorized by the legislature,” said Liz Siver, General Manager, NeoPollard Interactive. “This exciting day is the culmination of the Virginia Lottery’s careful attention to every fine detail of its program planning, strategy, and goals to ensure it will delight players and maximize funds in support of public education. We are grateful to our partners in Virginia for entrusting the success of its iLottery offering to NPi!”

The contract extension provides for an additional term of NPI's iLottery managed services, including player experience services, such as NPI's 24/7 Customer Support Center, and revenue-generating services such as game content and development as provided by NPI's in-house Game Studio. The launch of the Virginia Lottery's comprehensive iLottery program stands as a testament to NPI's stature as the trusted provider of the most profitable iLottery programs.

About NeoPollard Interactive

NeoPollard Interactive LLC ("NeoPollard Interactive") 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.à r.L. ("NeoGames"). Established in 2014, 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 suited to an ever-evolving marketplace. The company leverages the strengths of each partner company to develop, implement, operate, and maintain innovative online gaming services that enable regulated lottery clients 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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