



NEWS RELEASE

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For Immediate Release

NEOPOLLARD INTERACTIVE WELCOMES LIZ SIVER AS NEW GENERAL MANAGER

Lansing, Michigan, October 17, 2017 /CNW/ – NeoPollard Interactive LLC (“NeoPollard Interactive” or “NPi”) is pleased to announce that Liz Siver joined the NPi team as General Manager on September 25, 2017. In this newly established role, Liz will report directly to Doug Pollard, Co-Chief Executive Officer, and Ilan Rosen, Co-Chief Executive Officer. Liz brings to her new role 18 years of experience at Microsoft, and extensive experience overseeing public sector sales teams. As General Manager, she will be responsible for leading the NPi business with an emphasis on adding new iLottery accounts, and managing operations to ensure the company continues to meet and exceed customer expectations.

Liz has held sales, marketing, and operations positions of increasing scope and responsibility during her tenure with Microsoft, and this experience also provided her with a strong enterprise technology knowledge base. Most recently, she was Director of Public Sector Sales, responsible for the sale and implementation of large software solutions to government agencies in 21 states, generating annual revenue of \$88 million. Prior to her career with Microsoft, Liz worked at Deloitte & Touche as a Senior Marketing Manager, Business Development, where she gained strong foundational experience in Marketing and Business Development. She graduated with an undergraduate degree from the University of Dayton (Ohio).

“I am very eager to embark on this opportunity to enter the digital lottery space,” said Liz Siver. “It’s a growing industry, and I’m excited to leverage my public sector knowledge and solution-selling experience to take advantage of the opportunities that iLottery can offer our clients.”

“We are thrilled that Liz Siver is joining us at NPi,” said Doug Pollard, Co-Chief Executive Officer, NeoPollard Interactive. “Liz’s experience overseeing large-scale digital projects will be a valuable addition to our company. Her executive-level operations perspective will be highly beneficial in overseeing all NPi operations.”

“We welcome Liz Siver to the NPi team,” said Ilan Rosen, Co-Chief Executive Officer, NeoPollard Interactive. “Microsoft has had great success with their digital products, and Liz possesses a wealth of industry expertise. We are certain that her passion for innovative digital products will enhance our ability to deliver the best possible iLottery solutions to our customers.”

About NeoPollard Interactive

NeoPollard Interactive LLC was established on July 31, 2014 and 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”). 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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