

Our diversified technology

Playtech ONE

Through Playtech ONE, our proprietary technology solution, Playtech has pioneered omni-channel gambling technology, which provides an integrated platform across online and retail gambling channels and a seamless customer experience.

Playtech ONE enables the Group to deliver data-driven marketing expertise, single wallet functionality, sophisticated client relationship management (CRM) and safer gambling solutions on a single platform across all product verticals and across retail and online. Playtech's core B2B business is leveraging its Playtech ONE technology stack by partnering with operators and brands to deliver a seamless gambling experience to the end customer. As Playtech's technology is present at every point of the gambling value chain, from front end to back end, Playtech is able to directly deploy its products and services on behalf of brands through white-label agreements, through joint ventures or by investing directly as a B2C brand in some markets.

Principles of Playtech ONE

- One single Player Account Management (PAM) platform – IMS – for full player lifecycle visibility and management from a centralised point
- One single CRM, marketing automation platform and wallet
- Any product available across any distribution channel – online or retail
- One single customer view for data analysis
- A seamless player journey across any product or vertical
- Services and capabilities available across any platform and any product



Omni-channel solution launched with Wplay

In Q4 2020, Playtech extended its agreement with one of the leading retail brands in Colombia, Wplay, to implement IMS across all products for the company's retail and online operations. Optimised for added speed and improved navigation, it enables more bets in less time, with data-driven personalisation of user preferences regarding sports, markets and events.

Designed to deliver full compliance with the territory's latest regulations and adaptability for long-term growth, the move gives Wplay the most complete and advanced product and services offering in Colombia – one of Latin America's strongest and most innovative markets.

Expanding our addressable market

Over recent years Playtech has evolved its technology in order to expand its addressable market and create a significant growth opportunity.

Identifying untapped opportunities

Ongoing progress with our technology has delivered a simpler, more agile route to market. This has increased the distribution of our products to capture the entire B2B value chain. Having identified a previously untapped market for Playtech, this unaddressed portion of the market will now deliver additional sources of revenue and has extended our reach far beyond the scope of Tier 1 licensees, joint venture partners and local heroes.

As communicated in 2019, Playtech identified that there are over 1,000 operating brands that previously utilised no Playtech products or services. This market is made up of gaming operators of different sizes across the world.

>1,000

incremental sites now addressable

Extending our offering

Playtech's historical approach of selling its entire IMS platform remains an essential part of its offering in newly regulated markets given the scale of some multi-product and multi-channel Tier 1 operators and local heroes. This approach has enabled us to achieve our current position as the leading provider of products and services in the industry. However, we have broken down our IMS platform capabilities into a set of services that are easily identifiable with well-defined integrations.

Playtech's IMS platform is the result of 20 years of unparalleled scale, innovation and development. This recent launch of our software is the next stage of that development and is delivering a more agile distribution of our technology – ultimately making the data-driven capabilities in IMS more modular and allowing more operators to access the capabilities they need, including additional platform tools and products. This represents a significant barrier to entry for any other B2B provider or B2C operator trying to replicate our services-driven technology proposition.

By using the latest API integration technology, this modular approach reduces integration time from three to six months to a potential three to six weeks with a fraction of the integration costs and ongoing costs. This creates a more attractive commercial opportunity for licensees and Playtech alike, with a higher margin opportunity for Playtech.

Playtech has not replaced its existing model, but has simply extended its reach to new opportunities irrespective of their size. Some large-scale licensees will always require an integration that involves dedicated server infrastructure and the entire IMS. However, by delivering a more agile solution we are now able to extend our reach to additional operators and allow them to deploy our technology in a quicker and cheaper way. This will increase our cross-sell capabilities with our licensees.

Accessing new opportunities

By evolving our technology, we have extended our offering to allow us to deliver a solution to any licensee in any market. This has delivered a further diversification of our client base beyond Tier 1 operators and local heroes and provides Playtech a significant future growth opportunity. This strategy successfully delivered more than 50 new brands in 2019 and more than 100 further new brands in 2020 across the world.

We are extending our reach to new customers and accelerating the process throughout 2021 in a phased development plan which will see us continue to increase the number of licensees to ensure we maximise the opportunity in the coming years.

>150

new brands added since extension of offering launched

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Playtech's technology stack allows operators to distribute and configure industry-leading products through any channel. Through Playtech's award-winning player management platform (IMS), operators can design and deliver an engaging and safe experience underpinned by insights from our data-driven business intelligence services.

Platform and data-driven services

IMS platform

Playtech's Information Management Solution (IMS) is the power behind Playtech's products, providing all the tools necessary to successfully run and manage every aspect of a licensee's business.

IMS enables licensees to access all elements of Playtech's unique omni-channel capabilities allowing players to seamlessly transition across games and platforms via a single account and

single wallet, while providing operators with simple third-party integration and full visibility and control of the entire player lifecycle. IMS unifies Playtech products across all channels, including retail, presenting operators with a single account overview and allowing them to streamline and optimise marketing spend, maximise cross-sell and conversion potential, leverage player loyalty and value and increase revenues by automating key aspects of the player journey. In 2020 the platform benefited from a number of updates including a new user experience and interface, marketing automation developments, reporting visualisations and improved security features to name a few.

Open platform: Services

Playtech partners with software leaders from outside the gambling industry, utilising its scalable technology to integrate new partners and bring new capabilities and services to the gambling industry as part of the Playtech platform offering.

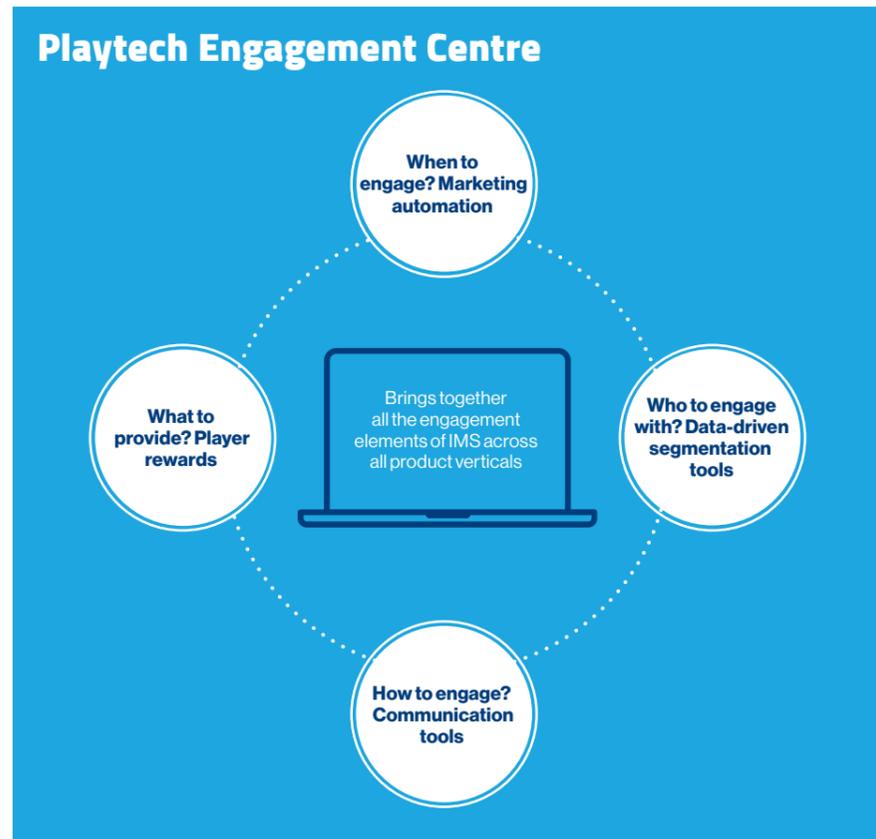
Playtech offers its licensees services from the world of e-commerce, risk management, performance optimisation and fraud management.

Business intelligence

Business intelligence technology (BIT) provides new and existing licensees with superior innovation for their next stage of growth. Playtech's unique data-driven business intelligence marketing technology, exclusive to Playtech, significantly enhances licensee revenues by improving player experience and increasing lifetime value.

BIT revolves around a series of game-changing features:

- BI platform – complete operational overview
- Key metrics – enable day-to-day and high level decisions by comparing key metrics against competitors
- Data-driven marketing tools – the power of personalisation
- Automation and personalisation – automates and personalises every aspect of the player journey
- Playtech analytics – real-time decision making
- Real-time tracking and reporting to maximise player value and brand profitability
- Playtech optimiser – Omni-channel personalisation
- Coin/chip deposit limits
- Optimisation – real-time, easy-to-use personalisation and optimisation engine, powering our entire offering across all channels



Playtech expands Fire Blaze™ Jackpots brand and introduces Power Zones™ suite

Since launching in 2019, the Playtech Fire Blaze™ Jackpots suite from our Rarestone studio, designed around the compelling "Hold and Respin" feature, has proven a major success, developing a strong following and brand recognition amongst players. To build upon its high player loyalty and retention value, the Fire Blaze™ brand has been expanded to introduce two new variants – Mega Fire Blaze™ and Fire Blaze™ Golden. Both variants expand on the appeal of the Hold and Respin mechanic, with Mega Fire Blaze™ introducing an expanding game grid, and Fire Blaze™ Golden featuring prizes that repay on every respin.

The introduction of Mega Fire Blaze™ and Fire Blaze™ Golden is designed to increase the reach and versatility of the brand, offering a fresh angle to appeal to more seasoned players. The original format games are being rebranded as Fire Blaze Classics, giving each variant a distinct identity under one umbrella brand. Additionally, the brand is now being extended beyond slots with the launch of Mega Fire Blaze™ Roulette, designed to translate the player loyalty into cross-sell success, as has already proved effective with suites such as Age of the Gods™ and Kingdoms Rise™.

A major new launch for Playtech in 2020 was the Power Zones™ suite, developed by the Ash studio and launching with Stallion Strike™ and Legend of Hydra™. Aimed at experienced players, the games feature expanding symbols that link together to form a Power Zone™, transforming all the symbols within the zone into the same type. The launch, backed by a streamed tournament hosted by Flutter Entertainment, continues Playtech's strategy of building feature-led content and brands to aid player retention.

Product verticals

Casino

Playtech offers one of the industry's most extensive casino game portfolios, delivering over 800 innovative in-house and premium branded titles, including original content such as Age of the Gods™, the Fire Blaze™ series and the Power Zones™ suite, as well as a range of exclusive film, sport and entertainment tie-ins, including Hollywood brands MGM, Universal and Paramount. With seven distinct global studios developing content under the Playtech umbrella, we can offer an extensive selection of games to suit a range of demands. Innovations such as Powerplay jackpots – a jackpot suite including established titles, combining a progressive "mega jackpot" with capped and timed jackpots – provide powerful marketing tools to boost player interest and increase the overall value of a range of content. In-game engagement tools such as Leaderboards and Mystery Parcel empower licensees to increase player engagement through gamification.

Original and branded games titles

>800



Live

Playtech's Live Casino platform and products are designed to provide the most authentic, omni-channel gaming experience supported by a new user interface and experience, and a cutting edge platform that uses the latest business intelligence data-driven technology. Our extensive live product offering, operated by native-speaking dealers, includes all the casino classics, such as Blackjack, Baccarat and Roulette, in addition to innovative new variants, including Unlimited Blackjack, Quantum Blackjack, Live Slots, Prestige Roulette, Football Roulette and Adventures Beyond Wonderland, plus popular Playtech brands such as Age of the Gods™ Roulette.

Sports

Playtech Sports' vision is to create a fully integrated, omni-channel, best-in-class sports betting technology solution by drawing on the overall Group expertise and capabilities, together with a tailored, managed service proposition to suit any bespoke customer requirements. 2020 has seen the launch of four major new licensees on the Playtech Digital Sportsbook, including Casino.com in June – the first UK licensee on the Playtech platform.



Bingo

Playtech delivers an omni-channel bingo solution, allowing players to enjoy the same seamless experience across any platform, on any device, including retail, all through a single wallet and a single account. Our UK bingo network consists of more than 100 brands and manages more than 100,000 games daily involving more than 20,000 concurrent players.

Poker

Playtech Poker software is fully compatible with all other Playtech products and services and Playtech's unique BIT. Fully integrated with our leading IMS player management platform, our Poker solution features everything licensees need to launch their own fully branded, fully customisable poker rooms, with multiple game types and an extensive selection of table stakes and buy-ins.

Following a period of evolution in line with market challenges, Poker has experienced a resurgence during 2020, with major operators including Betsson Group, RedStarPoker, Grosvenor Poker and Coolbet making their debut on the Playtech Poker network.