

# SG Digital's OpenBet™ Sportsbook Empowers Partners at the 2018 World Cup, Processes more than 177 Million Bets



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**Scientific Games Corporation →**

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LAS VEGAS, July 26, 2018 /PRNewswire/ -- Scientific Games Corporation (NASDAQ: SGMS) ("Scientific Games" or the "Company") processed more than 177 million bets across all channels during the 2018 World Cup through *OpenBet*, SG Digital's market-leading sportsbook. The platform's success during the world's premier sporting event indicates that millions of bettors participated in a seamless sports betting experience.

SG Digital's goal of powering its partners with world-class technology was apparent at the World Cup, which highlighted the *OpenBet* stability and performance amidst high volume global sporting events. The number of sports bets placed per minute through the *OpenBet* platform for a single sportsbook operator peaked at 18,000. Globally, *OpenBet* powered a massive share of operators during the World Cup, reinforcing the strength of the platform.

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**OVER £1.5BN\***  
WAGERED ON THE  
WORLD CUP IN THE UK

DRIVEN BY TIMEZONE,  
ENGLAND REACHING  
THE SEMI-FINALS,  
FAVOURITE TEAMS  
BEING BEATEN AND  
ADDED BETTING  
OPPORTUNITIES  
WITH VAR



**6%**  
of total bets on the  
Golden Boot market  
were on Harry Kane  
at the start of the  
World Cup



Backing a first-time winner grew  
over **214%** through the course of  
**WORLD CUP 2018**

**6.5M** BETS  
PLACED ON THE TWO SEMI-FINAL MATCHES



EXCITING IN-PLAY OPPORTUNITIES CREATED BY:

**12** OWN GOALS  
(First ever in a WC final)

**22** PENALTIES

**09** INJURY TIME GOALS  
(90th minute or after)




Highest scoring final since  
**1970**  
with over 2.8M BETS placed

**177,** ,  
SPORTS BETS PLACED DURING THE WORLD CUP

THE ELEMENT OF SURPRISE  
THROUGH THE TOURNAMENT  
LED TO OVER **7M CASH-OUT  
TRANSACTIONS**



ENGLAND TO WIN 11-0 AGAINST PANAMA:  
**5 BETS PLACED PRE-MATCH**  
**3600 BETS PLACED IN-PLAY**



Nearly **40%** of all sports  
bets placed during the  
last month were on  
the **WORLD CUP**

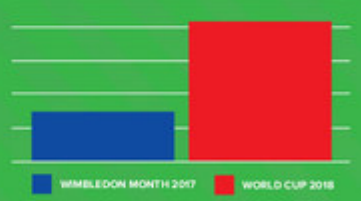


NEW CUSTOMER REGISTRATIONS (UK)



World Cup Peak:  
**18,000**  
BETS PER MINUTE

HIGHEST NO. OF BETS  
TAKEN ON A GAME:  
**4.5M**  
ENGLAND V COLOMBIA



THE WORLD CUP GENERATED  
PEAK LEVELS OF IN-PLAY  
EXCITEMENT ACROSS THE UK.

THE WORLD CUP FINAL TOOK AS MANY  
IN-PLAY BETS AS THE CHAMPIONS  
LEAGUE AND FA CUP FINALS COMBINED!

MOST POPULAR PRE-EVENT  
BET TO WIN THE WORLD CUP:  
**GERMANY**



SUMMER BEING A TYPICALLY QUIETER PERIOD FOR  
SPORTS BETTING OPERATORS, MAJOR TOURNAMENTS  
SUCH AS THE WORLD CUP AND EUROS HELP DRIVE  
NEW PUNTER INTEREST



The World Cup is one of the world's biggest sporting tournaments and a flagship event for SG Digital's sportsbook customers. This year's tournament was exceptionally eventful with favourites such as Germany eliminated early, number of penalties, own goals and punters turning their attention to new teams. Operators saw unprecedented bets per minute through engaging in-play betting experiences enabled by the *OpenBet* platform.

Keith O'Loughlin, SVP Sportsbook and Platforms at SG Digital, said, "The World Cup is an undeniably popular event with global impact, and we're glad to see our partners perform so well. Factors such as a favourable time zone, own nation's participation and some of the favourites being beaten out early on have led to a great success story with our European customers, with some seeing peaks over 200 percent as compared to a normal Premier League Saturday. In proud partnership with operators, SG Digital's *OpenBet* ensured the scale and flex required to ensure a truly entertaining experience for the punters.

"The added entertainment value of sports betting can be very powerful when paired with such a worldwide phenomenon; this signals a bright future for us and our customers. We look forward to creating next level performances for similar events in years to come. Further, we

hope this year's World Cup demonstrates our preparedness for growth in the United States as jurisdictions in the market begin to regulate. It's an exciting time to be in sports betting!"

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## **About Scientific Games**

Scientific Games Corporation (NASDAQ: SGMS) is a world leader in gaming entertainment offering the industry's broadest and most integrated portfolio of game content, advanced systems, cutting-edge platforms and professional services. The company is #1 in technology-based gaming systems, digital real-money gaming and sports betting platforms, casino table games and utility products and lottery instant games, and a leading provider of games, systems and services for casino, lottery and social gaming. Committed to responsible gaming, Scientific Games delivers what customers and players value most: trusted security, engaging entertainment content, operating efficiencies and innovative technology. For more information, please visit [www.scientificgames.com](http://www.scientificgames.com).

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## **Forward-Looking Statements**

In this press release, Scientific Games makes "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements can be identified by words such as "will," "may," and "should." These statements are based upon management's current expectations, assumptions and estimates and are not guarantees of timing, future results or performance. Therefore, you should not rely on any of these forward-looking statements as predictions of future events. Actual results may differ materially from those contemplated in these statements due to a variety of risks and uncertainties and other factors, including those factors described in our filings with the SEC, including the Company's current reports on Form 8-K, quarterly reports on Form 10-Q and its latest annual report on Form 10-K filed with the SEC on March 3, 2017 (including under the headings "Forward Looking

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