



OTHERLEVELS

OtherLevels Becomes the Latest Partner to Join Scientific Games' *OpenArena*™ Platform

OtherLevels' Real-Time Messaging to be available to Scientific Games' Operators

LAS VEGAS – January 14, 2021 – [Scientific Games Corporation](#) (NASDAQ: SGMS) (“Scientific Games” or the “Company”) has extended the *OpenArena* platform with OtherLevels, a leading Customer Engagement Platform, becoming a partner.

OpenArena is the industry's first one-stop content marketplace that provides operators with access to custom content from Scientific Games and its portfolio of partners, including top-tier sports betting intelligence, data feeds and trading across live sports, eSports, virtual sports and more without the complex need for integrations.

OtherLevels' live In-Play Real-Time Messaging is the latest addition to *OpenArena*'s marketplace of integrated preferred solutions for operators.

Launched at the start of the year, *OpenArena* serves as global betting's first content aggregation and distribution platform for iGaming operators, via which Scientific Games provides operators with the greatest range of suppliers to help them scale their respective markets. OtherLevels brings sophisticated capabilities across both the Intelligence and Player Experience groupings within *OpenArena*.

Brendan O'Kane, CEO and Founder of OtherLevels said, “We are thrilled to formally partner with Scientific Games, a world leader with *OpenSports*™ and the *OpenBet*™ sportsbook platform. Giving Scientific Games' *OpenBet* operators the opportunity to extend their owned media reach twenty-four seven, delivers a terrific customer experience and the trifecta of increased revenue, engagement and retention. It is a win/win/win for the operator, Scientific Games and OtherLevels. The impact of the combined solution for operators is game changing and is the next generation of customer engagement beyond first generation CRM based solutions.”

Keith O'Loughlin, SVP Sportsbook, Digital at Scientific Games said, “I am very pleased that OtherLevels has officially joined the OpenArena platform. As we expand OpenArena, OtherLevels In-Play provides an industry-first live messaging capability for OpenBet operators at enterprise scale. Offering operators the ability to autonomously create and deliver personalised customer engagement combining their OpenBet markets, live events, and customer behaviour, twenty-four seven across multiple sports and leagues, takes customer engagement to another level. It lets our operators maximise their customer reach and bring customers back into session, without the addition of large marketing teams and aligns with the scale and sophistication that we already deliver.”

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About OtherLevels

OtherLevels is a leading Customer Engagement Platform with offices in Europe, the US and Australia. The OtherLevels platform enables clients to acquire sooner, engage smarter and retain longer across desktop, mobile web and apps audiences. Combining the OtherLevels Open Data

Platform, OtherLevels In-Play and OtherLevels Intelligent Messaging, OtherLevels delivers real-time in-play messaging solutions for on-line sports betting and iGaming operators. OtherLevels leading clients include Camelot (UK), Tatts/Tabcorp, OPAP, Luckia, Pinnacle, Golden Nugget, Michigan State Lottery, Kindred/Unibet, LadbrokesCoral and Betfred. For more information, please visit www.otherlevels.com.

For media enquiries please contact media@otherlevels.com.

About Scientific Games

Scientific Games Corporation (NASDAQ: SGMS) is a world leader in entertainment offering dynamic games, systems and services for casino, lottery, social gaming, online gaming and sports betting. Scientific Games offers the gaming industry's broadest and most integrated portfolio of game content, advanced systems, cutting-edge platforms and professional services. 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 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, uncertainties and other factors, including those factors described in our filings with the Securities and Exchange Commission (the "SEC"), including Scientific Games' 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 February 18, 2020 (including under the headings "Forward-Looking Statements" and "Risk Factors"). Forward-looking statements speak only as of the date they are made and, except for Scientific Games' ongoing obligations under the U.S. federal securities laws, Scientific Games undertakes no obligation to publicly update any forward-looking statements whether as a result of new information, future events or otherwise.