![Scientific Games logo](SG SCIENTIFIC GAMES)

# Scientific Games and Vaix.ai Partner to Support Operators with Artificial Intelligence and Provide Sports Bettors with Personalized Experiences

**Las Vegas – March 2, 2020** – [Scientific Games Corporation](#) (NASDAQ: SGMS) ("Scientific Games") and Vaix.ai have partnered to offer sports bettors personalized recommendations and tailored betting choices through the *OpenMarket*™ branch of the *OpenSports*™ product suite.

Vaix.ai will offer an Artificial Intelligence (AI) model through *OpenSports* that enhances the sports betting experience. By providing sports, league, team, event, and market recommendations to bettors in real-time, the companies aim to further personalize sports betting through Scientific Games' *OpenMarket* solution. *OpenMarket* is the industry's first one-stop content marketplace, giving Scientific Games' partners access to top-tier sports betting intelligence, data feeds and tools without the need for complex integrations and financial agreements.

Keith O'Loughlin, SVP Sportsbook, Digital for Scientific Games, said, "AI is pioneering new technological frontiers, and we're thrilled to partner with Vaix.ai to incorporate it into our sportsbook products. Players want a tailored experience, and with Vaix.ai we can offer a more deeply personalized experience through our *OpenSports* products than ever before."

The partnership addresses a growing 'choice paradox' with a technology already changing the world around iGaming. Using deep learning will allow Scientific Games' partners to tailor their offering to each user.

Andreas Hartmann, CEO and Co-founder of Vaix.ai, said, "At any time of day, users of an average Sportsbook are faced with several dozens of competing sports, leagues, events and special market offers, presented to them like a Bloomberg trading terminal. Help for the user to find their favorite team's game, or to see what's going on in one's personal favorite league, is often not going beyond targeted banners based on pre-selected user segments, or the often-hailed, but rarely used, 'Favorites' feature."

Using an automated betting history and market odds data feed integration and multiple options to integrate personalized recommendations into the user interface, Scientific Games' sportsbook partners can launch personalized experiences for their users without the added cost of building and

maintaining a complex deep learning and AI development setup or disturbing their own busy development roadmaps.

Scientific Games has provided sports betting solutions since the late 1990s and currently serves a total of 35 sports betting customers in 16 countries. The Company is among the first to be certified by the World Lottery Association as a responsible gaming supplier and is the first sports betting supplier to join the Global Lottery Monitoring System, which ensures the integrity of sports betting worldwide.

**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.

**About Vaix.ai**

Vaix.ai is iGaming's most effective AI engine. As industry-first, Vaix supports Operators utilize deep learning for their customers & operations in the use cases where it matters most: Acquisition & Marketing, Personalization and Responsible Gambling. For more information, please visit www.vaix.ai.

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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 February 28, 2019 (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.