



Belgian National Lottery picks IWG for instant win expansion

Tuesday 22nd October 2019: The Belgian National Lottery (Loterie Nationale) has awarded a three-year contract to IWG to drive the next phase of the lottery's online growth.

IWG's proven experience of delivering innovative and engaging instant win content, as well as driving sales in more than 18 WLA and NASPL lotteries around the world, was the defining factor in the lottery's selection following a competitive procurement process.

The deal will see IWG extending an already successful partnership with IGT. The games supplier will be integrating its Progressive Play RGS into the existing IGT platform in Belgium. IWG has previously partnered with IGT to provide games to Norsk Tipping and Lotto New Zealand, with two further launches planned for the US before the end of 2019.

The integration will allow the Lottery to select new games from IWG's portfolio of over 100 titles, providing players with an alternative and unique playing experience. In addition, IWG will give valuable strategic and marketing support to its latest lottery partner.

This latest partnership further demonstrates the supplier's global appeal, with its games live with lotteries all over the world from British Columbia to Pennsylvania and the UK to New Zealand.

Rhydian Fisher, IWG CEO, said *"The opportunity to work with the team at Loterie Nationale, one of the world's leading lotteries, is hugely pleasing and very exciting for us. The lottery's plans to innovate, entertain and grow online are amongst the most inspiring we've seen, so we're very much looking forward to the partnership."*

"Winning an opportunity like this through an open and competitive RFP process is a source of great pride for the whole company. With our partners at IGT, we'll work tirelessly to help Loterie Nationale attract new players, entertain existing players and ultimately generate funds for good causes in Belgium."

Kevin Van Belle, Strategy and Change Management at Loterie Nationale, said: *"Partnering with IWG is an important step for us as we ramp up our efforts to further evolve our games offering."*

"The IWG portfolio is a proven success in other national and state lotteries. We're confident in IWG's expertise in delivering quality and reliable instant win games and excited about the prospect of innovating together in the coming years."

*****ENDS*****

For more information, please contact:

Square in the Air

enquiries@squareintheair.com

About IWG

IWG is a world leader in supplying online, instant win games to lotteries and commercial brands and platforms in the online gaming industry. It has over 15 years' experience of making top selling, high quality instant win games and the strategic know how to make them work.

IWG has launched over 300 games that perform consistently at the highest level, engaging and retaining players while driving excellent results for customers. It has the knowledge to deliver a winning portfolio of games, the experience to make it grow and the sales figures and data to back this knowledge up.

IWG delivers an end-to-end solution covering all aspects of game development and portfolio management and a Remote Game Server (RGS) delivering content in multiple regulated jurisdictions from data centres in the UK, Gibraltar, Canada and North America. It has a broad library available via the RGS with games covering many proven themes and mechanics that can be developed into an ideal offering for a partner's instant win portal.