

# SG Digital's OpenBet Platform Launches Managed Trading Services and Displays Technical Innovations at ICE



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LAS VEGAS, Feb. 7, 2018 /PRNewswire/ -- Scientific Games Corporation (NASDAQ: SGMS) ("Scientific Games" or the "Company") announced today that *OpenBet*<sup>®</sup>, the leading sports betting division of the newly-launched SG Digital, has unveiled its latest innovations at this year's ICE Totally Gaming exhibition.

The sports betting supplier will combine its best of breed *OpenBet* platform with a newly-launched Managed Trading Service (MTS) offering full liability management with over 40 sports and 350,000 events covered annually. *OpenBet* has partnered with market-leading trading and data service suppliers in the industry to power the service that will allow operators flexibility to select a product tailored for their players. This strategic move combined with SG Digital's commitment to continuously develop innovative products creates an unrivalled sportsbook proposition.

Keith O'Loughlin, Executive Vice President-Sportsbook and Platform, said, "This offering is a game changer for the market. We can now offer the most trusted sports betting platform as a turnkey solution by providing the widest range of events and markets in the industry coupled with full risk management capabilities and a fast time to market. This will allow a completely new wave of Operators to power their full operation on our platform and to support their growth long into the future."

The latest enhancements to the *OpenBet* portfolio creates a complete sportsbook offering that encompasses five key products: Engage, Bet, Trade, Player and Platform. Included in the launch is the new 'Insights' data service that provides operators with a comparative view of their performance against the market, enabling better decisions with improved data. The *OpenBet* Trade product has an enhanced module 'Tickers', which is a fully customisable dashboard giving operators control by showing real-time activity across their multiple brands and products.

"The latest enhancement to our modular product offering is an example of how we're building on our stable base and continue to innovate and evolve with the market trends for our customers," said O'Loughlin.

An integral component to the product-focused strategy is the adoption and implementation of best-in-class development practices which bring together a product group of over 150 people across the business to drive the delivery of their product development roadmap and prepare for the anticipated regulatory changes in the U.S. sports betting landscape.

"*OpenBet* is an established brand in the industry, and we're well-positioned to capitalise on all emerging regulatory opportunities, particularly in the U.S. which is sure to be an exciting territory for operators and their partners," added Keith.

Key to the U.S. entry preparation is the market specific product enhancements and recruitment drive to support the growth of the business. The supplier is in the process of hiring in multiple offices across the globe to focus on product development for the region.

Furthermore, the Company is opening a new remote development centre in Krakow, Poland, to be staffed with a team focused on new products with the objective of accelerating growth and driving innovation across all the markets it operates.

To find out more about *OpenBet*'s product portfolio, please visit the SG Digital stand at N3-130.

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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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