



IWG Named Lottery Supplier of the year at 2025 EGR B2B Awards



Thursday, July 10, 2025: Instant Win Gaming (IWG), a leading supplier of instant games to NASPL and WLA-member lotteries, has been named *Lottery Supplier of the Year* at the 2025 EGR B2B Awards. The award was presented on July 3 at The Roundhouse in London.

IWG was recognized for its consistent delivery of high-performing instant games and ongoing product innovation. Over the past year, the company delivered more than 300 games and introduced multiple new concepts that enhanced player engagement and commercial results.

Key milestones included:

- Launch of IWG's eighth U.S. lottery customer, the North Carolina Education Lottery.
- Introduction of Super Spin Jackpots in the U.S., IWG's second multi-state instant jackpot.
- Launch of Turbo Jackpots in Canada, the country's first multi-provincial instant jackpot.
- Release of Bucks Triple Play, a three-in-one omni-channel game that incorporates familiar retail branding and gameplay.

- Introduction of Power Hour, offering players additional chances to win and higher top prizes based on time of day.
- Launch of Side Bet Boost, enabling players to place optional in-game wagers for enhanced prize opportunities.

Further, during the past year, Allwyn acquired a 70% stake in IWG. Since then, the two companies have collaborated closely to accelerate innovation and expand opportunities in the eInstant space. This EGR B2B award reflects the early success of this partnership and its impact on the digital lottery sector.

Rhydian Fisher, CEO at IWG, said: *“This award is a proud moment for the entire IWG team and reflects the strong year we’ve had in advancing the iLottery experience. We’re grateful to our lottery partners for their continued support and shared commitment to innovation. Special thanks go to our team, whose creativity and execution bring our vision to life. Our commitment to developing new eInstant experiences is only accelerating, and with Allwyn’s support, we’re well positioned for even greater achievements in the years ahead.”*

*****ENDS*****

For more information, please contact:

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About IWG

IWG is the world leader in supplying digital e-Instant and instant win games to WLA and NASPL-member lotteries. It has 20 years’ experience of making top selling, high quality games and the strategic know how to make them work.

Each year, IWG develops more than 300 new InstantGames for its global base of lottery customers. Its games consistently perform at the highest level, engaging and retaining players while driving superior sales results. It has the knowledge to deliver winning game portfolios, and the experience to make them grow.

IWG delivers an end-to-end solution covering all aspects of e-Instant development and portfolio management. The Company’s InstantRGS (remote game server) delivers its content in multiple regulated jurisdictions from data centers in the UK, Gibraltar, Canada and North America. It has a broad library available via its InstantRGS with games covering many proven themes and mechanics that can be developed into an ideal offering for a partner’s e-Instant and/or instant win program.

InstantWinGaming.com.