



IWG Signs eInstant Contract With LEIA

***Company to supply its InstantGames™ to five lotteries;
Danske Lotteri Spil, Française des Jeux, Norsk Tipping, Svenska Spel and Veikkaus***

November 10, 2021: Instant Win Gaming (IWG), the leading supplier of digital eInstant games to WLA/NASPL-member lotteries, has been selected by the Lotteries Entertainment Innovation Alliance (LEIA) to supply eInstants, also known as instant win games, to the joint venture's five members; Danske Lotteri Spil, Française des Jeux (FDJ), Norsk Tipping, Svenska Spel and Veikkaus.

Following a competitive tender process, the Company has signed a two-year contract to innovate games for LEIA's members. This new partnership will provide each of the five LEIA lotteries with access to IWG's InstantGames™ which includes both in-house developed studio games, as well as bespoke content featuring themes and mechanics tailored to each lottery's local brand.

IWG's track-record of producing games that successfully capture a lottery's individual brand character, and having showcased the effectiveness of such games across its many lottery markets, was a significant factor behind the LEIA's decision to select the digital eInstant games supplier.

As a result of this latest contract win, IWG now delivers its content to 25 WLA/NASPL-member lotteries across the globe, reaffirming its status as the leading supplier of digital games to the iLottery market.

Rhydian Fisher, IWG CEO, said: *"It's not every day you have the opportunity to partner with five of the best lotteries in the world in one fell swoop, and we cannot be more excited to begin our partnership with the LEIA. Our proven track record of developing localized and bespoke games for lotteries means we are best placed to meet the expectations of each LEIA member. We know through first-hand experience that these types of games are very powerful and are among the top performing titles in the world."*

*****ENDS*****

For more information, please contact:

Square in the Air

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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 eInstant and/or instant win program.