



PRESS RELEASE

Bally's Intralot announces the extension of its contract with Premier Lotteries Ireland (PLI) through 2034

Athens, July 15, 2026

Bally's Intralot S.A. is pleased to announce that its subsidiary Intralot Ireland Limited has signed a seven year (7) contract extension, through November 2034, with Premier Lotteries Ireland (PLI). The agreement supports PLI's continued operation of the Irish National Lottery through the remainder of its license period and reinforces Bally's Intralot's role as a trusted technology and services partner.

Under the terms of the agreement Bally's Intralot will modernize PLI's technology ecosystem by deploying its next-generation LotosX Omni solution and PlayerX Player Account Management platform. The solution will provide a modern, cloud-based technology foundation supporting lottery operations across retail and digital channels, while incorporating advanced retailer management, instant games management, device management, and content management capabilities. The agreement also includes comprehensive support and maintenance services, along with cloud operations and cybersecurity services for the first year, designed to ensure the long-term reliability, security, and performance of PLI's technology environment.

Through this partnership, Bally's Intralot will support PLI in delivering a future-ready operating environment designed to enhance operational efficiency, accelerate innovation, and strengthen player engagement. The modernization will provide a secure, scalable, and resilient platform that enables PLI to continue evolving its offerings while improving time-to-market implementation of new initiatives, along with maintaining the highest standards of reliability and service to players and retailers across Ireland.

"We are pleased to extend our partnership with Bally's Intralot, a relationship built on trust, commitment to excellence, and shared ambition since 2014" said **Cian Murphy, CEO of PLI**. "As we look to the future, this agreement provides a strong platform for continued innovation and growth, ensuring we can deliver a modern, secure, and world-class National Lottery that places responsible play at its heart while continuing to benefit communities across Ireland."

Robeson Reeves, CEO of the Bally's Intralot Group said, "We are proud to extend our long-standing partnership with Premier Lotteries Ireland for a further seven years. This agreement reflects the strength of our technology and the trust we have built with PLI over more than a decade of collaboration. We look forward to continuing to support the National Lottery of Ireland and to delivering innovative, responsible gaming experiences to players across the country."

About Bally's Intralot S.A.

Bally's Intralot is a leading iGaming and lottery solutions provider listed on the Euronext Athens, aiming to drive strategic growth and global competitiveness across the globe. Combining Bally's proven digital B2C expertise with INTRALOT's longstanding leadership in regulated lottery gaming, Bally's Intralot forms a uniquely positioned, independent global champion across online gaming, lottery, iLottery, and sports betting.

Press Office | Phone +30 210 615 6000 | email press_office@intralot.com