

PRESS RELEASE

INTRALOT Powers Taiwan Sports Lottery Corporation with new CMS Solution and eSports Games

INTRALOT's Canvas, the advanced content management system, together with an enriched sportsbook of new eSports games level up the betting experience for TSLC's players.

June 22nd, 2020

INTRALOT is pleased to announce the successful launch of INTRALOT Canvas, its advanced content management system (CMS), and new eSports games for its long-standing customer Taiwan Sports Lottery Corporation (TSLC), the market exclusive licensed betting operator, that will level up the betting experience of its players.

With time-to-market being a key differentiator in the digital space, INTRALOT Canvas will empower TSLC to rapidly build and configure a responsive HTML5 betting portal offering a full-featured betting experience, optimized for all screen sizes, with customized, personalized and rich betting content offering for their online players, differentiating TSLC from the competition. INTRALOT Canvas is a truly powerful CMS, featuring embedded software tools like personalization, analytics, player engagement and marketing and a comprehensive set of betting-specific functionalities.

In parallel, INTRALOT has enabled the launch of eSports Betting supporting the innovative quest of TSLC to enhance its sportsbook and offer an unparalleled player experience through new content. The new eSports games are powered by SPORTRADAR with the first one launched being the major and most popular League of Legends (LOL), available in both retail and online channels. Additional eSports titles are planned to be introduced in the near future.

"We are pleased to successfully have integrated the new multi-tool CMS, INTRALOT Canvas, that will help us address operational efficiency and achieve a fast time-to-market response," said Mr. Ted Lin, President of TSLC. "In addition, the introduction of new eSports games in Taiwan will give us the opportunity to enter the fastest-growing eSports betting market and broaden our audience with players from different segments."

"We are excited to see our long-standing partner in Taiwan TSLC, paving the way in gaming and keep growing," said Dr. Chris Dimitriadis, INTRALOT Group CEO. "At INTRALOT, we capitalize on our technological expertise to meet the evolving market demand and help our customers offer steadily an elevated gaming entertainment to their players".

ESports betting has become an emerging segment in the global sports betting sector and its rapid rise recently is expected to transform the landscape of the gaming industry. According to the eSports Ecosystem report from [Business Insider Intelligence](#), the size of the eSports market will surpass \$1,5 billion dollars in 2023, while it is predicted that Asia, which is considered the most populated region of the world, will provide the highest increase of eSports fans.

About INTRALOT

INTRALOT, a public listed company established in 1992, is a leading gaming solutions supplier and operator active in 44 regulated jurisdictions around the globe. With €0.7 billion turnover and a global workforce of approximately 3,800 employees (2,200 of which in subsidiaries and 1,600 in associates) in 2019, INTRALOT is an innovation - driven corporation focusing its product development on the customer experience. The company is uniquely positioned to offer to lottery and gaming organizations across geographies market-tested solutions and retail operational expertise. The company has designed a new ecosystem of holistic omni-channel solutions across verticals (Lottery, Betting, Interactive, VLT) for Lotteries digital transformation. INTRALOT has been awarded the prestigious WLA Responsible Gaming Framework Certification by the World Lottery Association (WLA) and the WLA certificate for the Security Control standard.

For more info: Ms. Chryssa Amanatidou, Group Corporate Affairs Director

Phone: +30 2106156000, Fax: +30 2106106800, email: press_office@intralot.com - www.intralot.com