



## Nomination for 2024 IAG Academy IR Awards

- **Category:** Best Industry Supplier
- **Organisation:** Aristocrat Gaming

### **Best Industry Supplier**

Aristocrat Gaming has had a phenomenal year in Asia building strong momentum, locally, and celebrating some impressive milestones.

#### **Record-breaking Performance**

Created historical record highs of slot win per unit, per day  
This was achieved in Singapore in 2023 and Macau in 2024 for Dragon Link

#### **Increased Investment in Asia**

We have made significant investments in our people, our product and our infrastructure.

##### *People*

We continue to invest in our people across the region, with new roles created to further support our partners across the region.

##### *Product*

We understand that no two markets are alike. We've taken careful consideration to adapt the mechanics, denoms, linkability and other features of our games to ensure they deliver a unique Aristocrat Gaming experience to players.

A good example of this is Dragon Link – carefully customised for the Asia market. The game you see in Asia looks nothing like the game found in other markets such as North America.

##### *Infrastructure*

Grand Reopening of our newly refurbished Macau office and showroom – redeveloped with input from the Macau team to create an ideal work environment and an exciting destination for customers and the industry.

#### **Hardware Innovation to Solve Customers' Pain Points**

Singapore – Aristocrat created the MarsX Slim cabinet to resolve a customer's issue with lack of space on gaming floor. This solution was originally customised to solve for Marina Bay Sands. This solution resulted in our customer being able to increase the number of EGMs that could be accommodated in its "hot zones", helping to drive incremental revenue.

#### **Integrated Marketing Campaigns and Activations**

This year, our Marketing team has partnered with customers to activate gaming zones to create brand awareness, boost engagement and enhance the player experience beyond the gaming floor. A solid example of this is our Year of the Dragon Dragon Zone at The Venetian, and upcoming activations for Golden Week.

In Manila, we have produced multi-channel campaigns to drive awareness of products such as Tian

Ci Jin Lu and Dragon Link. This has been done utilising out-of-home advertising as exemplified by ad placements at Manila Airport arrival terminals, highway advertising, innovative signage solutions – such as partnering with Nustar Resort for Tian Ci Jin Lu content on the IR’s Jumbotron screen.

**Awards and Industry Recognition**

*Dragon Link*, winner of Casino Product of the Year at the 2024 Global Gaming Awards Asia-Pacific, Best Slot Product at 2024 Asia Gaming Awards and *Tian Ci Jin Lu*, winner of Casino Product of the Year at 2023 Global Gaming Awards in Asia. Dragon Link is the #1 Aristocrat record performer across Mass and VIP, topping game performance records in our customer sites. It’s on track to achieve 2,000 installations across Asia since its launch less than two years ago.

**Product performance and portfolio of diverse offerings** such as Dragon Link™, Bao Zhu Zhao Fu™, Jin Cai Hao Yun™, and Caifu Zhong Sheng™, to name a few.