



Nomination for 2024 IAG Academy IR Awards

- **Category:** Best Slot Solution – Dragon Link
- **Product:** Dragon Link
- **Organisation:** Aristocrat Gaming

Dragon Link has become a global phenomenon and its success continues across Asia.

Here are some key points to outline how we built this product for Asia and how well-received it has been:

- **Performance**
 - Highest turnover game in Macau slot history
 - Bespoke math created for Asia is now the highest turnover version among all Dragon Link versions in the world
 - It is the #1 Aristocrat record performer across Mass, Premium Mass and VIP across Philippines, Macau, Singapore, Cambodia and Korea.
 - Installed in all IRs in Manila, Quezon City, Clark, Cebu, Macau, Singapore, Cambodia, South Korea, Malaysia, Vietnam and the soon to be opened IR in Sri Lanka.
 - On track to achieve over 2000 installations in Asia since its launch
- **Marketing Campaign**
 - The campaign involved significant player-facing advertising on major billboards, to raise brand awareness and raise the profile of the game on launch.
 - Launches included special events for operators and promotional events for players, to raise awareness and introduce Dragon Link to the market.
- **Next Chapter in 2025**
 - New titles coming
 - More options on denomination and jackpot parameters coming
 - More machine setting options coming
- **Designed for Asia**
 - It may be a global phenomenon; however, we have rebuilt the product from the ground-up to ensure it is tailored for Asia, with market-attuned cost-to-cover and jackpot parameters.
 - 'Linkability' across different sets of multi-denominations to reduce jackpot liability across Mass and VIP markets.
- **Flexibility**
 - It includes multi-denomination sets that include up to seven denomination choices
 - Customers have the choice to remove lower bet options to manage average bets
- **Great features**
 - 250x Cash on Reels
 - It has a significant, and achievable, 2nd level linked progressive jackpot

- **Awards and Industry Recognition**

- Dragon Link has dominated the Australian market since launch, with over 60% of the highly fragmented market purchasing the 'Dragon'
- Dragon Link has been one of the best performing games globally and has won numerous awards since 2018 from the EKG Slot Awards Show, produced by Eilers & Krejcik Gaming (EKG).

2024 Awards

- Casino Product of the Year – Dragon Link
- Best Slot Game – Dragon Link
- Best Slot Product (land-based) – Dragon Link

2022 Awards

- Top Performing NEW Premium Game: Dragon Link - Golden Gong
- Top Performing Premium Game: Dragon Link - Happy & Prosperous

2021 Awards

- Top Performing Premium Game: Dragon Link Happy & Prosperous
- Top Performing Proprietary Branded Game: Dragon Link Happy & Prosperous

2020 Awards

- Top Performing Proprietary Branded Game: Dragon Link™ - Happy & Prosperous™
- Top Performing Premium Game: Dragon Link™ - Happy & Prosperous™

2019 Awards

- Top Performing Premium Game - Dragon Link
- Top Performing NEW Premium Game - Dragon Link: Happy and Prosperous
- Top Performing Proprietary Branded Game - Dragon Link

2018 EKG Slot Awards

- Top Performing Premium Game - Dragon Link