



Nomination for 2024 IAG Academy IR Awards

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

Dragon Link has become a global phenomenon and its success continues across Asia. It is the most configurable link we have developed, offering operators the ability to adjust the base game according to their players' preferences.

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
 - Operators can adjust the base game mix according to player preference
 - Dragon Link is the most configurable link Aristocrat has developed for Asia
 - Dragon Link's linkability means two EGMs can share the same jackpot without carrying the liability for two jackpots
- **Great features**
 - 250x Cash on Reels

- It has a significant, and achievable, 2nd level linked progressive jackpot

Continuous Content Support

The Dragon Link family offers operators longevity thanks to continuous content support. This means operators can refresh their gaming floors as new games are released for this family – offering players the familiarity of a brand they recognise with the excitement of new characters and/or game mechanics.

- 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