



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 our Asia markets and how well-received it has been:

- **Performance**

- It is the #1 Aristocrat record performer across Mass and VIP in Manila, Clark, Singapore and Cambodia, and has topped game performance records in our customer sites
- Installed in all IRs in Manila, Singapore and Cambodia and 7 major clubs across the Philippines
- On track with 1500 units installations in Asia within one year from 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.
- Philippines launch included special events for operators and promotional events for players, to raise awareness and introduce Dragon Link to the market.

- **Designed for Asia**

- It may be a global phenomenon but we tailored it for Asia, with market-attuned cost-to-cover and jackpot parameters
- It has 'Linkability' across different sets of multi-denominations to reduce our customers' Jackpot liability across Mass and VIP markets

- **Flexibility**

- It includes multi-denomination sets that include up to 7 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

- **Accolades**

- 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).

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