



NEWS RELEASE

# Brightstar Lottery Makes its European Debut with Growth-Driving Lottery Solutions at the 12th EL Congress

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LONDON, Sept. 8, 2025 /PRNewswire/ -- Brightstar Lottery PLC (NYSE: BRSL) ("Brightstar") announced today that it will demonstrate its impressive portfolio of world-class lottery solutions at the 12<sup>th</sup> EL Congress, presented by European Lotteries, from Sept. 14-17 in Bern, Switzerland.

"The EL Congress provides a compelling opportunity for Brightstar to introduce our new brand to our partners in Europe and reinforce our commitment to being a pure-play lottery business, focused on propelling the industry forward," said Renato Ascoli, Brightstar CEO Global Lottery. "Brightstar's talented team of experts will spotlight growth-driving solutions designed to engage players at retail, instantly and digitally. We've made significant investments in key areas of our product portfolio and are looking forward to demonstrating these innovations to customers at EL next week."

EL attendees can experience a variety of Brightstar's engaging retail, instant and iLottery products. Among many highlights will be LotteryLink™, the first-ever small-format solution to enable in-lane instant and draw-game sales without a dedicated lottery terminal at the checkout lane or software changes on the retailer point-of-sale system. Also featured will be two versions of Brightstar's Digital Menu Board, a modern, sleek way for retailers to showcase in-stock instant tickets at the point of sale.

Taking center stage in Brightstar's booth will be exciting instant innovations including high-resolution imaging to elevate the play experience, proprietary registered holographic features that create added motion and visual impact, Infinity Instants™ scenes for engaging gameplay, and a handful of new playstyles. Customers can learn

more about Brightstar's portfolio of licensed brands, second chance promotions and how they can enhance their game portfolios with the latest omnichannel content across both retail and digital environments.

Additionally, Brightstar will be showcasing advancements in the fast-growing iLottery segment with its full suite of applications, marketing services and vast library of 250 captivating iLottery games, including a new eInstant category called Prize Tap.

As part of the EL speaking program, Renato Ascoli, Brightstar CEO Global Lottery, will moderate the panel discussion, "Elevating Lotteries and Inspiring Players," on Sept. 15.

Brightstar serves nearly 90 lottery customers and their players on six continents. It is the primary technology provider to 26 of the 46 lottery jurisdictions in the U.S. and eight of the world's 10 largest lotteries.

For more information, visit us at [brightstarlottery.com](http://brightstarlottery.com) or follow along on [LinkedIn](#).

## About Brightstar Lottery

Brightstar Lottery (NYSE: BRSL) is an innovative, forward-thinking global leader in lottery that builds on our renowned expertise in delivering secure technology and producing reliable, comprehensive solutions for our customers. As a premier pure play global lottery company, our best-in-class lottery operations, retail and digital solutions, and award-winning lottery games enable our customers to achieve their goals, fulfill player needs and distribute meaningful benefits to communities. Brightstar has a well-established local presence and is a trusted partner to governments and regulators around the world, creating value by adhering to the highest standards of service, integrity, and responsibility. Brightstar has approximately 6,000 employees. For more information, please visit [www.brightstarlottery.com](http://www.brightstarlottery.com).

## Cautionary Statement Regarding Forward-Looking Statements

This news release may contain forward-looking statements (including within the meaning of the Private Securities Litigation Reform Act of 1995) concerning Brightstar Lottery PLC and its consolidated subsidiaries (the "Company") and other matters. These statements may discuss goals, intentions, and expectations as to future plans, trends, events, products and services, customer relationships, results of operations, or financial condition, or otherwise, based on current beliefs of the management of the Company as well as assumptions made by, and information currently available to, such management. Forward-looking statements may be accompanied by words such as "aim," "anticipate," "believe," "plan," "could," "would," "should," "shall," "continue," "estimate," "expect," "forecast," "future," "guidance," "intend," "may," "will," "possible," "potential," "predict," "project" or the negative or other variations of them. These forward-looking statements speak only as of the date on which such statements are made and are subject to various risks and uncertainties, many of which are outside the Company's control. Should one or more of these risks or uncertainties materialize, or should any of the underlying assumptions prove

incorrect, actual results may differ materially from those predicted in the forward-looking statements and from past results, performance, or achievements. Therefore, you should not place undue reliance on such statements. Factors that could cause actual results to differ materially from those in the forward-looking statements include (but are not limited to) macroeconomic, regulatory and political uncertainty, including as a result of new or increased tariffs, trade wars, and other restrictions on trade between or among countries in which the Company operates, and related changes in discretionary consumer spending and behavior, fluctuations in foreign currency exchange rates, and the other factors and risks described in the Company's annual report on Form 20-F for the financial year ended December 31, 2024 and other documents filed or furnished from time to time with the SEC, which are available on the SEC's website at [www.sec.gov](http://www.sec.gov) and on the investor relations section of the Company's website at [www.brightstarlottery.com](http://www.brightstarlottery.com). Except as required under applicable law, the Company does not assume any obligation to update these forward-looking statements. You should carefully consider these factors and other risks and uncertainties that may affect the Company's business. All forward-looking statements contained in this news release are qualified in their entirety by this cautionary statement. All subsequent written or oral forward-looking statements attributable to the Company, or persons acting on its behalf, are expressly qualified in their entirety by this cautionary statement.

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