



## NEWS RELEASE

# Brightstar Lottery Spotlights Next Generation of Future-Forward Solutions at NASPL 2025

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LONDON, Sept. 2, 2025 /PRNewswire/ -- Brightstar Lottery PLC (NYSE: BRSL) ("Brightstar") announced today that it will demonstrate its global lottery leadership and present sophisticated lottery solutions at the North American Association of State and Provincial Lotteries ("NASPL") 2025 annual conference, from Sept. 8 – 11, in Niagara Falls, Ontario. For its NASPL debut under the new brand, Brightstar's team of industry-leading people will spotlight the next generation of growth-driving solutions designed to engage players at retail, instantly and digitally.

"Backed by the momentum of launching our new brand, Brightstar is incredibly excited to reconnect with our North American customers at NASPL 2025 and demonstrate the investments we've made with self-service, in-lane and compact terminals, and digital solutions for omnichannel play," said Renato Ascoli, Brightstar CEO Global Lottery. "With our renewed focus as a pure-play lottery business, Brightstar's booth will feature future-forward solutions that empower our customers' growth and emphasize our commitment to player engagement, delivering on our promise to elevate lotteries and inspire players."

NASPL attendees who explore Brightstar's booth can experience a variety of new engaging products including:

- **Engaging Players at Retail:** Brightstar will display its in-lane, self-service and retailer terminal solutions that are designed to revolutionize retail with the sophistication and high-performance needed for modern business operations. Among many exciting products highlighted in Brightstar's booth 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. Additionally, Brightstar will highlight its GameFlex 48 lottery vending machine, which has the highest game capacity in the industry with

ticket-by-ticket activation for enhanced security, control and inventory tracking, and a new extremely compact draw-games-only vending machine. 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, will also be featured.

- **Investing in the Future:** This special area of Brightstar's booth is designed to demonstrate innovative concepts and products, and gain customer feedback to help shape the future of lottery. Many of these demonstrations will be focused on how Brightstar is leveraging artificial intelligence to increase efficiency and drive sales.
- **Exciting Instants Innovations, Turnkey Promotions and Omnichannel Content:** Brightstar will debut new instants 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. Visitors can hear more about Brightstar's turnkey marketing, advertising and media promotions with well-known brands such as iHeart Media and Wheel of Fortune. NASPL attendees can also experience how lotteries are enhancing their instant ticket portfolios with the latest omnichannel games including those from Brightstar's portfolio of licensed content, such as popular IGT Slot games.
- **Compelling iLottery Portfolio:** Brightstar will spotlight advancements in the fast-growing iLottery segment with its full suite of applications, game content, and marketing services. On display will be its updated cloud-based platform with enhanced front-end features and expanded player-engagement capabilities. A giant touchscreen will showcase Brightstar's vast library of 250 captivating iLottery games including progressive jackpots, AI-generated designs, expanded popular themes, and Brightstar's new eInstant category, Prize Tap.

Brightstar leaders will also participate in several NASPL panel discussions including:

- Renato Ascoli, Brightstar CEO, Global Lottery, will participate in an executive panel on Sept. 11.
- Scott Gunn, Brightstar Chief Operating Officer North America Lottery, will discuss the Company's exclusive focus on lottery and what it means for its customers on Sept. 11.

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](https://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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