NEWS RELEASE

Brightstar Lottery Spotlights Next Generation of Lottery Solutions at World Lottery Summit 2026

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LONDON, Nov. 2, 2026 /PRNewswire/ -- Brightstar Lottery PLC (NYSE: BRSL) ("Brightstar") announced today that it will showcase its extensive portfolio of lottery solutions at the World Lottery Summit ("WLS") 2026, November 9-12, in Sydney, Australia. Brightstar's team of lottery experts will highlight capabilities across game experiences, retail, intelligent operations and insights, and connected play to drive player engagement and position lotteries for long-term growth.

"We are excited to reconnect with global lottery leaders at WLS 2026 for the first time as a pure-play lottery business and share how Brightstar's strategic investments in lottery-focused technology, data-driven insights, and enhanced player experiences are leading the way to 'What's Next' for the lottery industry," said Marco Tasso, Brightstar Executive Vice President and Chief Operating Officer, Global Lottery. "Lotteries around the world are navigating changing player expectations, experiencing digital transformation, and balancing sustainable development. We look forward to showcasing our innovative solutions designed to help lotteries adapt, evolve, and deliver long-term value for players and communities."

WLS attendees who visit Brightstar's booth can explore how Brightstar is helping to modernize lottery's next chapter:

- Games that Connect with Every Kind of Player: Brightstar will showcase its evolving portfolio of omnichannel content and digital engagement offerings that provide players with connected experiences through retail and digital channels. Brightstar will debut its groundbreaking new category for iLottery, eDraw Plus™, that maintains the trusted foundation of traditional draw products while introducing story-driven games, on-

demand draws, and immersive experiences designed for today's digital players. . Attendees can also explore Brightstar's portfolio of licensed omnichannel content with iconic brands including Wheel of Fortune, Ghostbusters™, and Rubiks™, as well licensed brands for Instants games including Pan Am™. Brightstar's patented draw games and instant ticket innovations will also be featured in this area of the booth.

- Drive Retail Growth: Brightstar will demonstrate a range of retail products and services designed to simplify and enhance retail experiences for lotteries, retailers, and their players. Visitors can learn how Brightstar utilizes artificial intelligence (AI)-powered tools to support efficient sales and retail team operations. Featured products include a full suite of retail terminals including Retailer Lens, a new device designed with versatility in mind for ticket, barcode, QR code, and mobile content scanning.
- Accelerate Insights: Visitors will discover how Brightstar is leveraging AI, advanced analytics, and automation to help lotteries uncover valuable insights, create more engaging player experiences, and improve efficiency amongst lottery teams for better operation. Featured innovations in this area of the booth include Brightstar's Agentic Reporting Assistant made to simplify interaction with lottery data, and Game Planner, an AI-powered tool created to enhance and facilitate instant-game planning and forecasting.
- Elevate Every Play: Showcased in this area will be Brightstar's latest retail solutions designed to bridge physical and digital channels for lotteries, providing players with a more personalized and convenient experience. Attendees can also discover how Brightstar enhances convenience and engagement through innovations such as mobile-enabled game discovery, self-service claims, and paperless instant ticket concepts.

Brightstar leaders will also participate in WLS 2026 speaking events, including:

- Tuesday, November 10
  - Brightstar's Platinum Contributor Session will be presented by Wendy Montgomery, Brightstar Senior Vice President Global Marketing, Insights and Sales Development.
- Wednesday, November 11
  - Brightstar will be represented at the Platinum Contributors Panel Session by Marco Tasso, Brightstar Executive Vice President and Chief Operating Officer Global Lottery.

About Brightstar Lottery PLC

Brightstar Lottery PLC (NYSE: BRSL) is a global leader in lottery focused on innovation and forward-thinking strategies, building 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, entertain players 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 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 with central systems. Brightstar has approximately 6,000 employees. For more information, please visit **www.brightstarlottery.com** or follow along on **LinkedIn**.

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, 2025 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** and on the investor relations section of the Company's website at **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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