

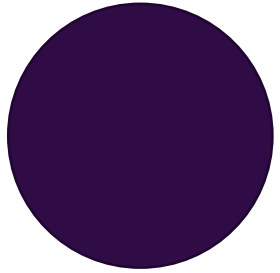


Aristocrat Corporate Overview

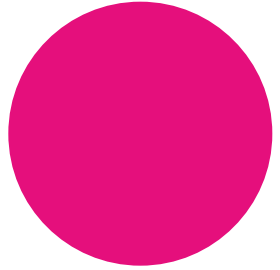
GMDC

ARISTOCRAT GAMING™

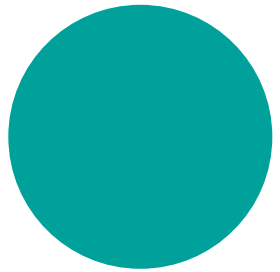
INTRODUCTIONS



My background



My role at Aristocrat



Why GMDC?

Bringing Joy to Life through the Power of Play



From humble beginnings, Aristocrat has grown to be a global gaming content and technology company

Diversified business with global scale & operations

S&P/ASX
20
Index

Leading games & portfolio across multiple platforms

Growing
Market Share
Top
Performing Games

Growing revenue & strong margins

A\$4.7b
FY21 Revenue
-80%
Recurring Revenue

Successful execution of strategy & commitment to innovation

Global
Growth
Investment
Design & Development
>11-12% of Revenue

Large, growing markets with above-category, organic growth

US\$230b
Addressable Markets
Diversified IP Portfolio
& Strong Franchises

Strong cash generation, balance sheet & liquidity

A\$1.5b
FY21 EBITDA
A\$2.7b
Liquidity

Financial highlights based on FY21 results

A Leader in a Vibrant, Sustainable industry



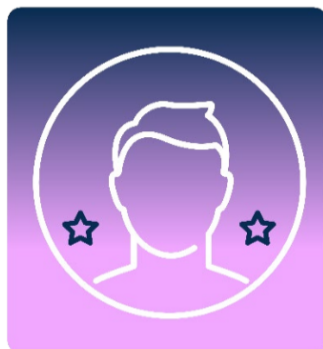
Our mission is the Bring Joy to Life through the Power of Play, creating long-term sustainable value for all stakeholders



OUR MISSION

Bringing Joy to Life through the Power of Play

OUR VALUES



All About The Player



Good Business Good Citizen



Talent Unleashed



Collective Brilliance

SUSTAINABILITY

Delivering a vibrant and sustainable industry for all our stakeholders for the long-term

Business Operations

Governance
Climate
Circular Economy

Product Responsibility

Responsible Gameplay
Data Security
Responsible Sourcing
Ethical Design

People and Community

Talent
Inclusion
Wellbeing
Community

Our History & Transformation



Combination of successful organic development and accretive M&A - ~US\$3b in acquisitions over the last 7 years

1

WORLD-CLASS GAMING BUSINESS OF SCALE



Land-based Supplier of the Year 2019 - 2021¹

2

PIXEL UNITED A TOP 5 GLOBAL GAMES PUBLISHER²



Development of 3 world-class games in 3 years

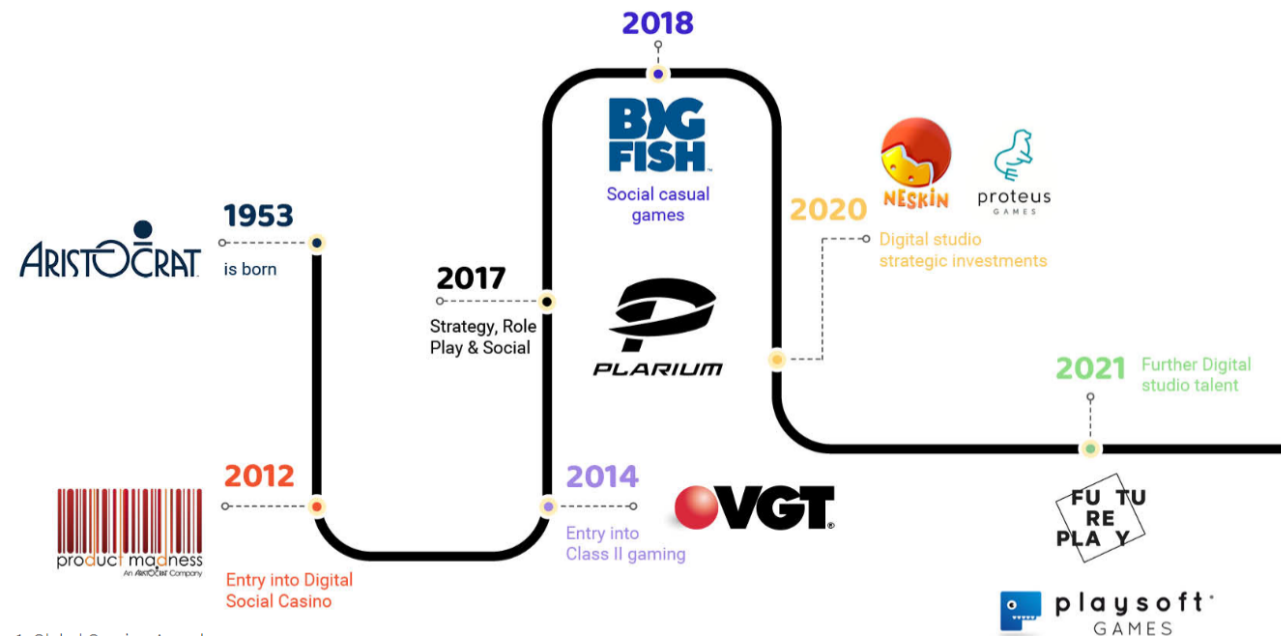
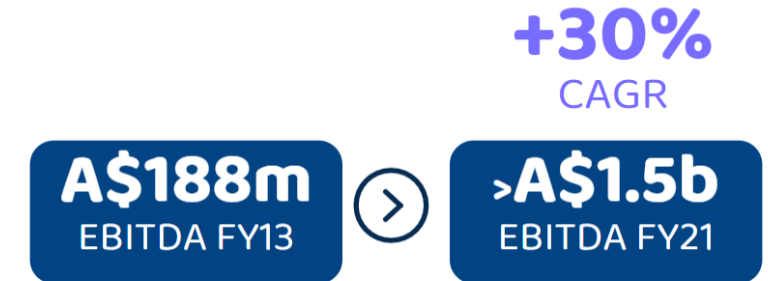
3

ORGANIC GROWTH INTO ADJACENT SEGMENTS

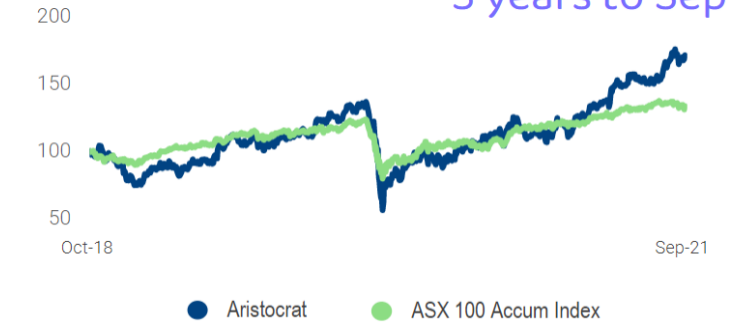


Diverse portfolio, resilient performance

Growth, Scale & Diversification



Total Shareholder Returns **+71%** 3 years to Sep-21



1. Global Gaming Awards
2. Tier-1 western markets (United States, United Kingdom, Canada, France, Germany, Australia); Sensor Tower

Global Operations & Scale



Diversification geographically and operationally by segment increases business resilience; Significant global scale



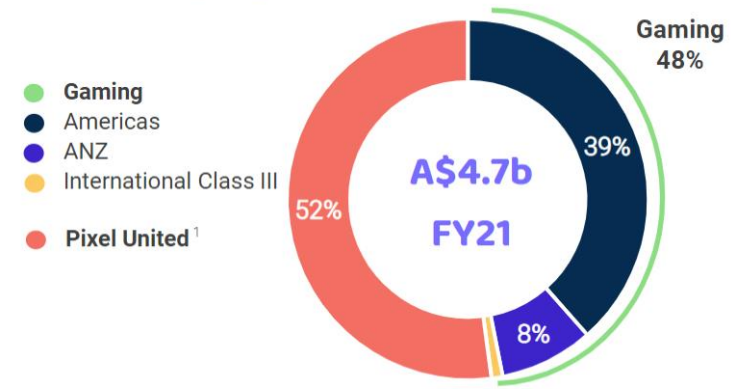
7,000+
employees

102
countries

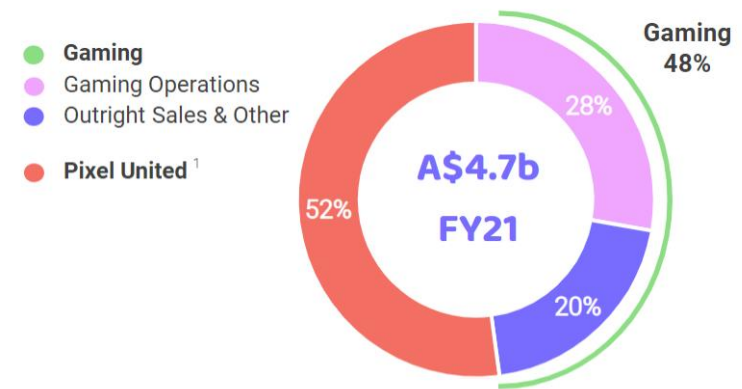
326
licenced jurisdictions

Revenue split based on FY21 results 1. Free to play mobile games

Revenue by Segment

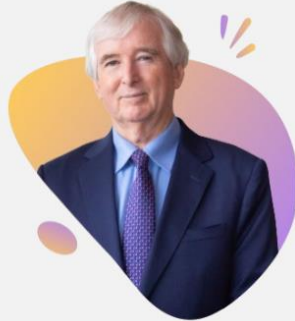


Revenue by Strategic segment





Highly Experienced Board



Neil Chatfield
Chairman
Based in AUS



Trevor Croker
CEO & Managing Director
Based in US



Kathleen Conlon
Non-Executive Director
Based in AUS



Philippe Etienne
Non-Executive Director
Based in AUS



Arlene Tansey
Non-Executive Director
Based in AUS

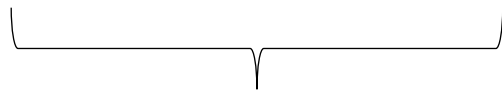


Sylvia Summers Couder
Non-Executive Director
Based in US



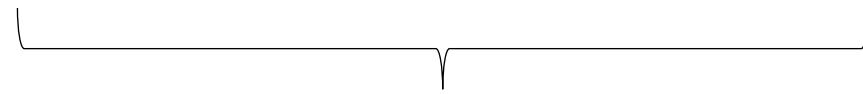
Pat Ramsey
Non-Executive Director
Based in US

ARISTOCRAT



Land Based Businesses – Aristocrat Gaming

12 Global Studio



Digital Businesses – Pixels United

10 Global Studio

Pixel United (Aristocrat Digital) - Overview



Top 5 global games publisher with strong & diversified portfolio; Exposed to high growth segments, strong profitable growth from continued portfolio diversification, targeted investment in LiveOps, features & content and User Acquisition

US\$1.8b

▲ 15%

FY21 Revenue

US\$602m

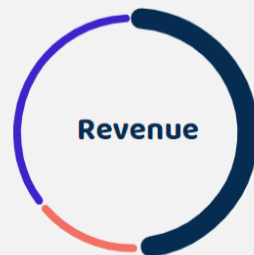
▲ 22%

FY21 Segment Profit

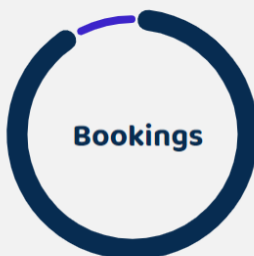
32.6%

▲ 1.8 pts

FY21 Margin



Social Casino 49%
RPG/Strategy/Action 34%
Social Casual 17%



Top 9 games 91%
Other 9%

Above – category growth

>14%
Bookings Growth

6.8m
DAU

9
Evergreen Titles

Strengthening & diversified portfolio with increasing monetisation

74c
FY21 ABPDAU

\$907m
FY21 Social
Casino Bookings

\$476m
FY21 RAID: Shadow
Legends™ Bookings

Significant organic investment drives growth & strong platform

\$521m
FY21 User Acquisition
28% of Revenue

17
Global Studios



















~3,000
Employees

% change is year on year. All figures in USD unless otherwise stated. Details above are rounded for the year ended 30 September 2021
"DAU" means daily active users. "ABPDAU" means average bookings per daily active user

Pixel United (Aristocrat Digital) - Segments



Exposed to fast growing genres within large, growing Free-to-Play gaming segment across mobile and console (Plarium Play) platforms


	Social Casino 49% Revenue	RPG, Strategy & Action 34% Revenue	Social Casual 17% Revenue
SEGMENT SIZE & GROWTH	US\$5.4b +13% yoy growth	RPG US\$14.6b Strategy \$10.1b Action \$10.0b +11% +17% +14% yoy growth	US\$14.4b +24% yoy growth
KEY FEATURES	Finite segment, greater longevity in games Recurring revenue stream (in-app) Higher margin potential	Players' main form of entertainment Strong engagement, long length of play Superior monetisation (in-app)	Broad demographic appeal Significant Daily Active Users ("DAUs") Lower monetisation per user (advertising)
DEMOGRAPHIC	Male and Female, aged 35-65 years	Male aged 18-35 years	Female aged 35-44 years
PLATFORM	Mobile	Mobile, Plarium Play (PC Console)	Mobile
COMPETITIVE POSITION & KEY GAMES	A top Social Casino slots position (#2 overall Social Casino) Competitors: Playtika, SciPlay, DoubleDown, Bole (and others)	Leading Squad RPG with RAID Competitors: Supercell, Com2Us, Epic Games (and others)	#2 in the Casual Merge segment Competitors: Zynga, King, Rovio, Playrix (and others)
BRANDS & KEY STUDIOS	 		    
	    	  	 

Revenue split based on FY21 results for Pixel United. Source: Sensor Tower and Newzoo







Pixel United (Aristocrat Digital) - Game Portfolio




Diversified portfolio across new, scaling and franchise titles; Exposure to high yielding mid-core genre; New genres with owned IP and Social Casino slot content leveraged from world-class design studios across Aristocrat


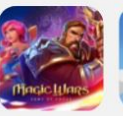
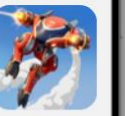

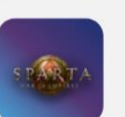

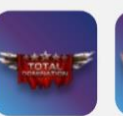




Social Casino

 4 Years	 3 Years
 6 Years	 4 Years
 9 Years	 8 Years


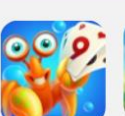
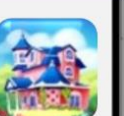






RPG, Strategy & Action

 2 Years	 In Soft Launch	 New Launch
 5 Years	 7 Years	
 9 Years	 8 Years	 8 Years



Social Casual

 < 1 Year	 < 1 Year	 < 1 Year
 3 Years	 4 Years	
 8 Years	 6 Years	

1. Source: Sensor Tower, 12 months to September 2021



Top 100 Highest Grossing Mobile Games in the US¹



Former Top 100 Highest Grossing Mobile Games in the US

Aristocrat Gaming - Overview



Strong exposure to the US consumer; Leader in North American Gaming Operations, ANZ & North America Outright Sales; Strong diversified game portfolio and technology partner

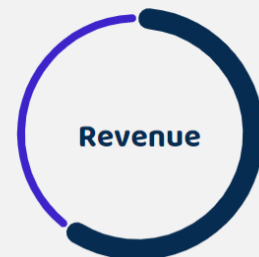
A\$2.3b ▲ 28%
FY21 Revenue

A\$1.1b ▲ 83%
FY21 Segment Profit

49.1% ▲ 14.8 pts
FY21 Margin



Americas 80%
ANZ 18%
International Class III 2%



Gaming Ops 58%
Outright Sales & Other 42%

Leader in North American Gaming Operations

54,032
Gaming Ops.
Installed units

America's Most
Anticipated Games
Cashman Bingo™
& *Buffalo Link™*

US\$51.41¹
Market-leading
FPD in North America

Leading business in Outright Sales markets globally

25,759
FY21 Outright
Sales

US\$17,169 (NA)
A\$20,045 (ANZ)
Market-leading
ASP

**Supplier of the
Year**
Land-based²

Strong, diversified portfolio & platform

17 out of 25
top Premium
Leased games³

11
Global Studios

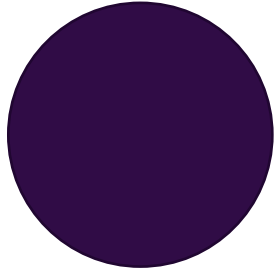
~3,500
Employees

% change is year on year. Details above are rounded numbers for the year ended 30 September 2021. "ASP" means Average Sales Price. "FPD" means average Fee Per Day.
1. Adjusted fee per day excluding the number of days machines not operating due to COVID-19 social distancing measures and casino closures is US\$57.24 (FY20: US\$51.01)
2. G2E 2021 Global Gaming Awards 3. Average performance per Eilers' Game Performance reports in the 12 months to September 2021

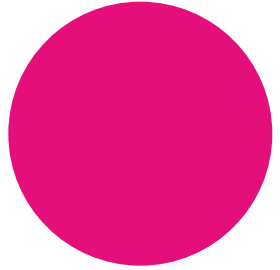
ARISTOCRAT GAMING™



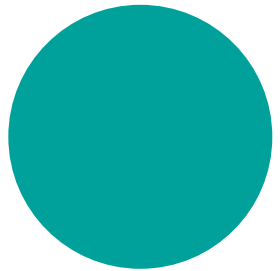
STILL CALL AUSTRALIA HOME



Less than 10% revenue, circa 20% global staff



ASX listed (top 20) - \$25Bn company



2.5 times the size of QANTAS