



CONTENT - CHANNELS - GROWTH

INVESTOR DAY PRESENTATION
21 MARCH 2013



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Welcome



Jamie Odell

Chief Executive Officer & Managing Director
Aristocrat Leisure Ltd

Leadership Team



Jamie Odell
Chief Executive Officer



Toni Korsanos
Chief Financial Officer
& Company Secretary



Trevor Croker
Managing Director ANZ,
Asia Pacific & EMEA



Atul Bali
President, Aristocrat
Americas



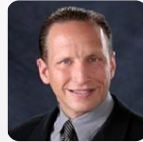
Rich Schneider
Chief Product Officer



Jason Walbridge
Chief Supply Officer



Craig Billings
Managing Director,
Strategy & Business
Development



Mark Dunn
Executive Vice President
& General Counsel



Gayle Philpotts
Global Human Resources
Director



Manjit Gombra Singh
Chief Technology Officer



Victor Blanco
Senior Vice President,
Platform Architecture

Today's Agenda

- **Strategic Pathway**
 - Taking share, growing returns
 - Best content for each segment
- **Key Share Opportunities**
 - Defining the opportunities, both existing and emerging
 - Success factors
 - How Aristocrat is unlocking these
- **Wrap up, Q&A**

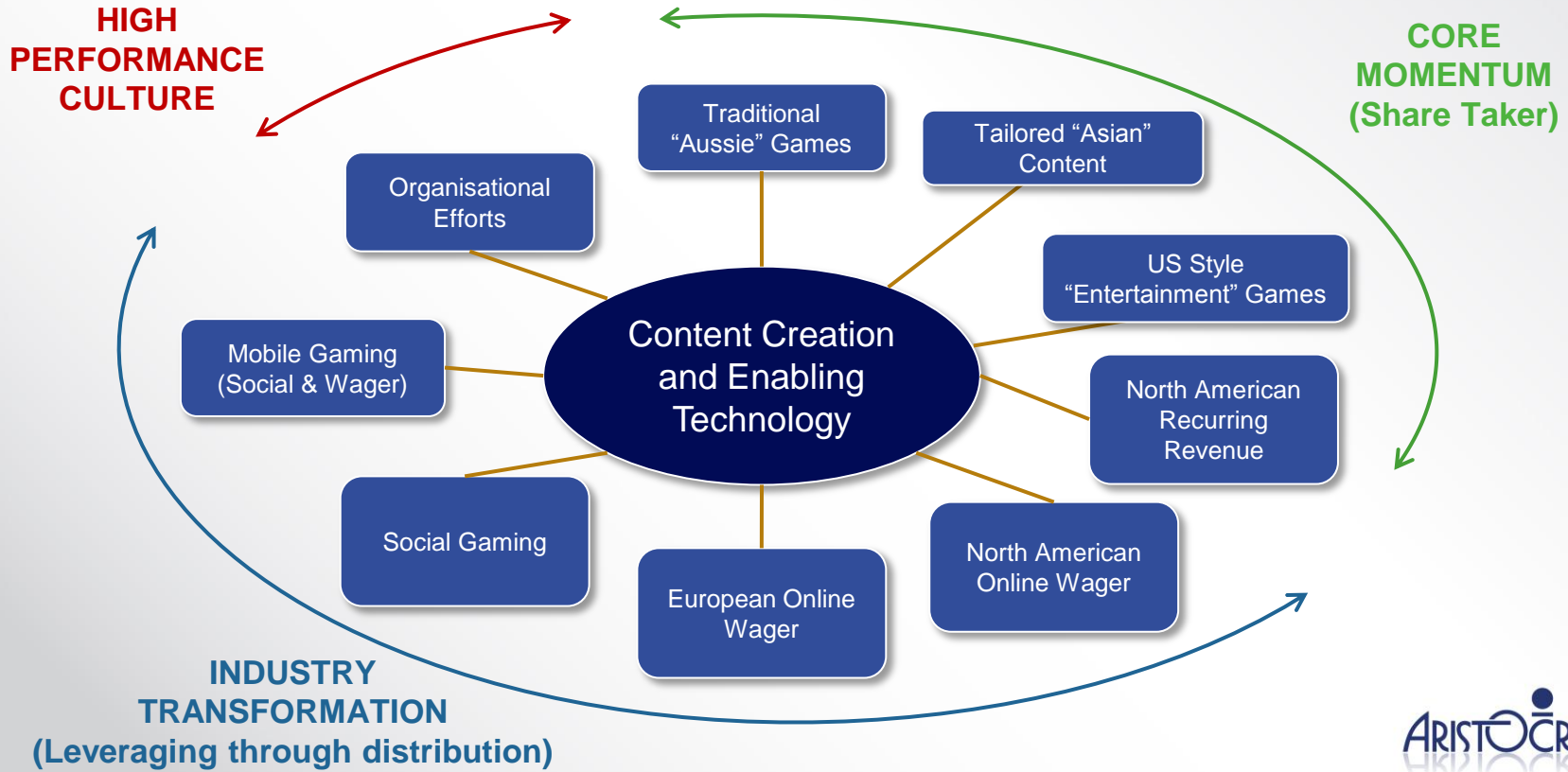
Context



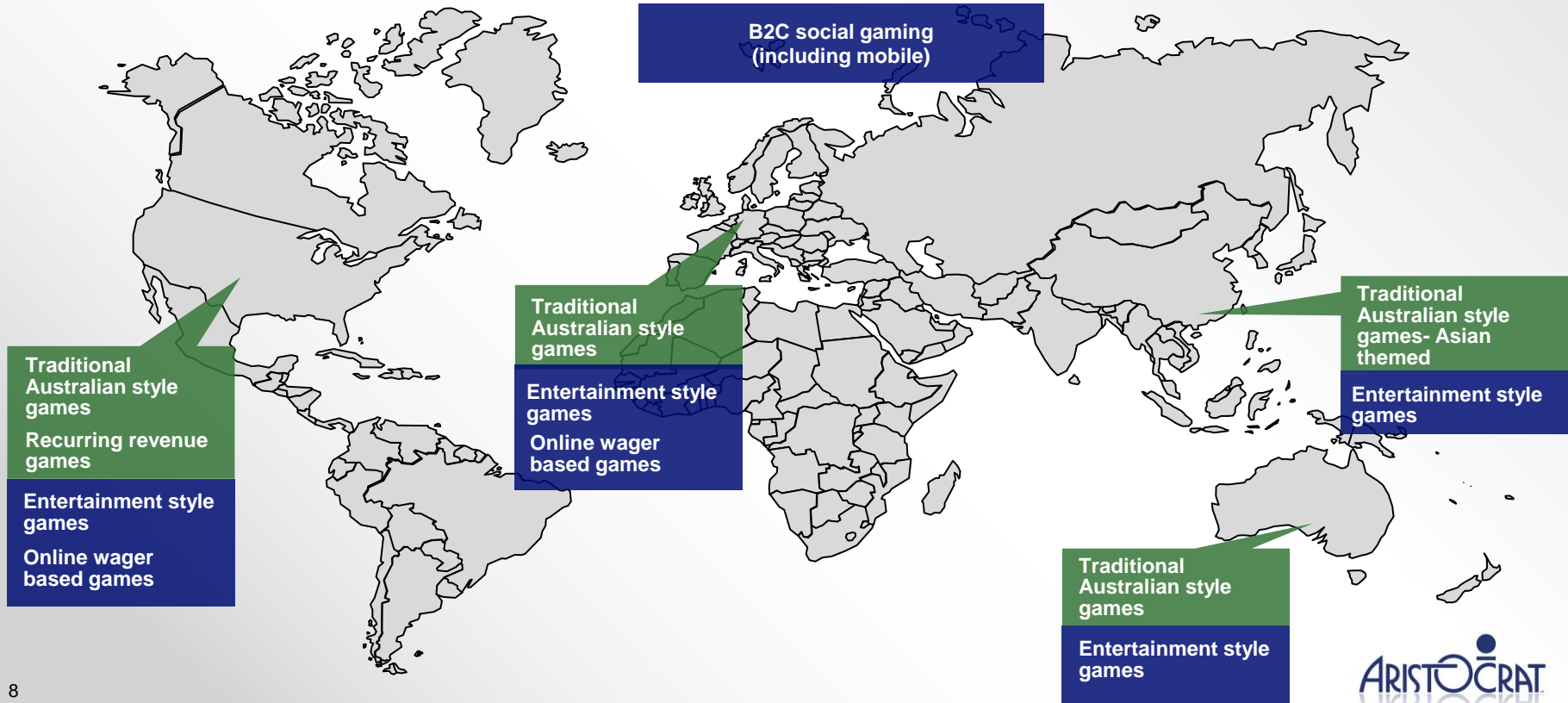
Rich Schneider

Chief Product Officer

Strategic Pathway – Investing for Returns



Aristocrat Footprint...And Key Opportunities For Growth



Traditional Australian Style Content - Extend Leadership

Historical core of business,
key value driver today

Strong share story, but significant
opportunities remain

Extending leadership through:

Brand extension – better monetisation
of unique branding library

New Brand building – focus on more
tailored content in line with market
needs

Enabling technology and deep
Australian-style creative talent pool



Entertainment Style Segment – Entry Opportunity

Growing segment in Australia, Asia Pacific and established in US

Significant upside opportunity for Aristocrat

Purpose-built games and specialist talent, focus on building patent library

GDK enabling technology for portability, 3rd party content development



Recurring Revenue Segment - #1 Value Driver

Single biggest value opportunity,
already highest performing segment
of our business

Share growing off small base –
Secure key licensed brand plan
to accelerate growth

Focused investment to:

Build pipeline;

Specialised creative talent;

Technology to support richer
game experience



Jackpot Products – Growth Segments

ALL historically led segment,
but market has moved

Opportunity to take share
in growing segments

Investing through:

New dedicated studio, lead by
Specialist creative talent;
Technology to allow us to build
SAPs; across whole Australian
and international portfolios

Sparkling
JACKPOTS



JACKPOT
REEL
POWER



CASH
EXPLOSION



Investing in Enablers to Leverage Content

Investment

People/Structure

Best Creative and Technical Talent
Segment Specific Studios
Product Madness Marketing Expertise

Processes

Effective Portfolio Management
Insights
Multi-Market Development Processes

Technology & IP

Investment In Class III Platform
New Digital Platforms
Aggressive IP Protection

Result

Industry Leading Content In Growth Segments
Focused Share Growth By Segment
Leverage Content into New Growth Channels

Investing in Segments to Protect & Grow Share
Improved Efficiency on D&D Spend
Substantial Time to Market Increase

Third Party enable, D&D Efficiency, Time, Portability
Leverage Content into New High Growth Channels
Build Strong Barriers

Emerging Channels & Distribution - U.S. Online Wagering



Atul Bali

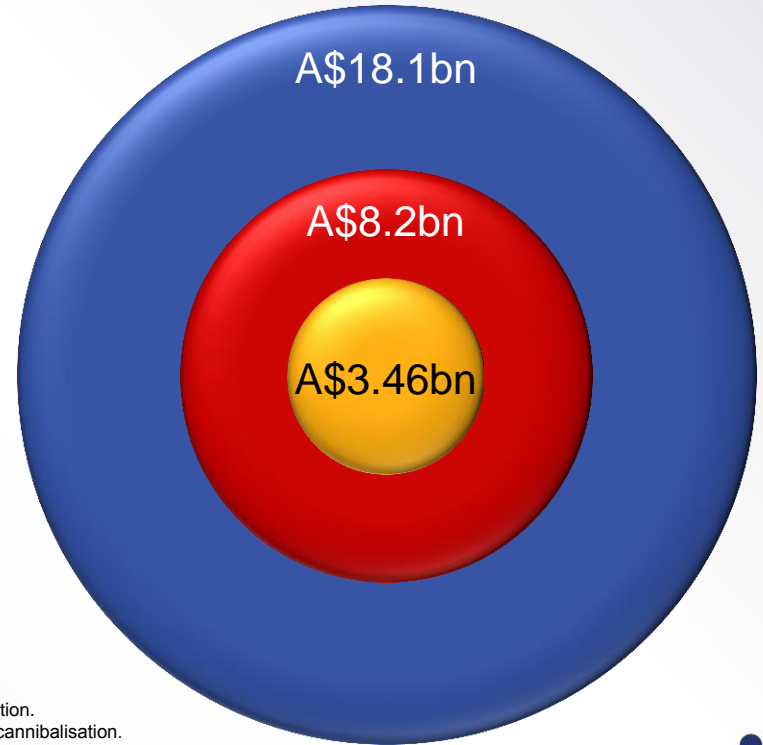
President, Aristocrat Americas

The U.S. Wager Opportunity

**2017 (Projected) North American
Poker & Casino GGR**

**2017 (Projected) North American Poker
Only GGR**

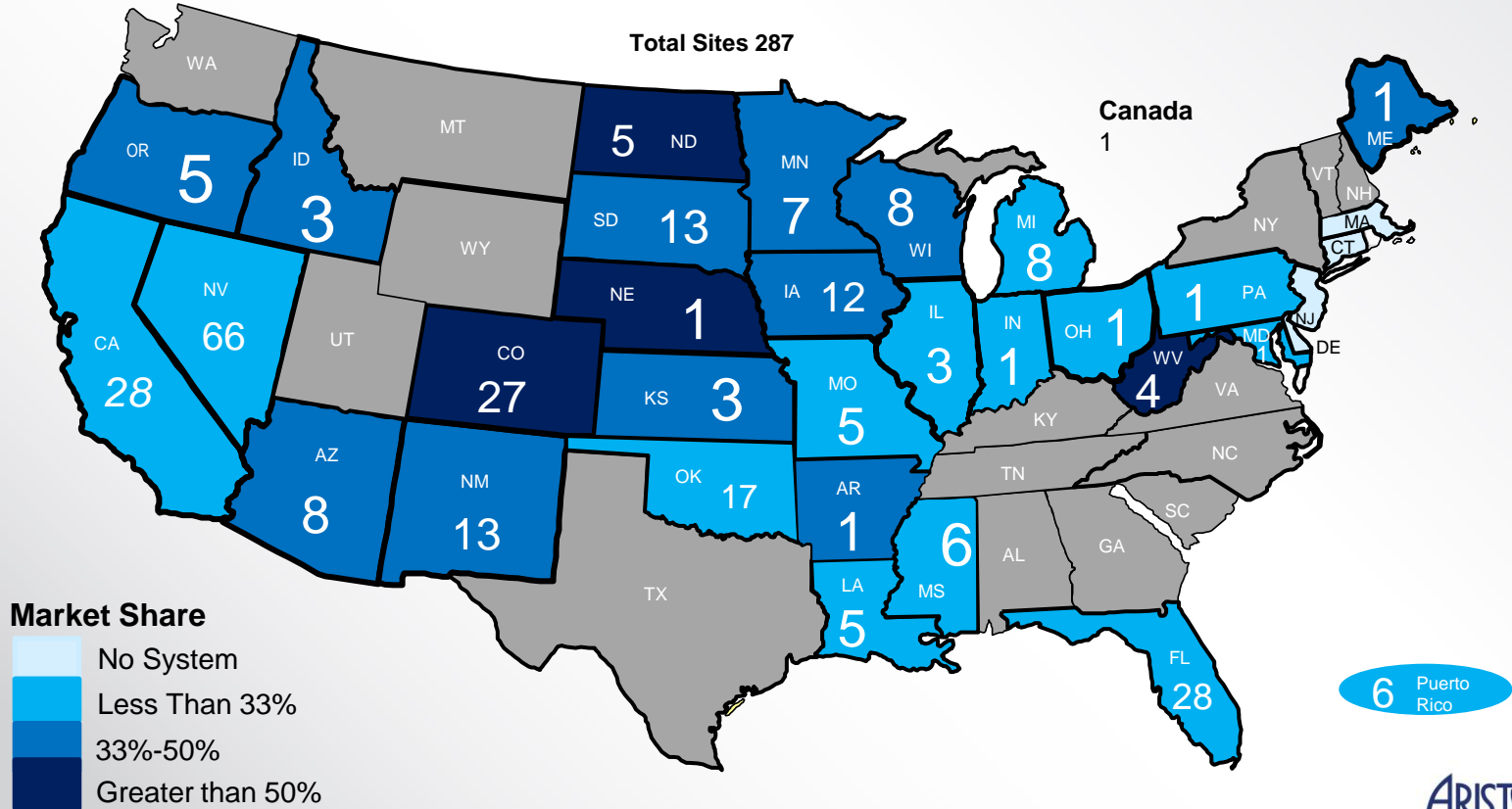
**2012 (Current) North American
Real-Money Wager Market (Regulated
and Offshore)**



Source: H2 Gambling Capital

Note: Figures represent GGR 5 years after regulation. Assumes all states introduce online gambling legislation. Assumes GGR for poker in a "poker only" scenario is greater than in a "poker and casino" scenario due to cannibalisation. These do not include GGR from lotteries or horse racing.

Our System Footprint Advantage



Growth Opportunities for Our Core Customer Base

✓ Casino Management System



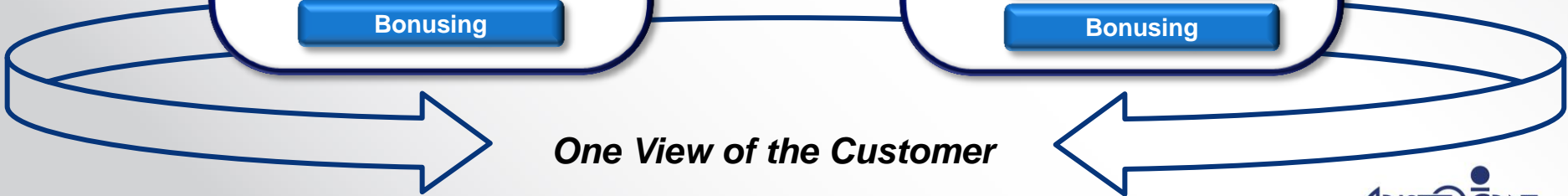
✓ Interactive Wager Ready
✓ Social Gaming Ready



nLive Link



One View of the Customer



First to Market – Early Success

The screenshot displays the Live! Casino website interface. At the top left, there is a circular image of a smiling woman. To its right is the 'ONLINE Live! CASINO' logo. Further right are login fields for 'Username:' and 'Password:', a 'LOGIN' button, and a link for 'New User? Sign Up Now!'. Below the login fields is the 'LIVE! GAMES' title in large red letters, with 'Facebook' and 't' (Twitter) social media icons underneath. A navigation bar contains links for 'Home', 'About', 'Slots', 'Table Games', 'Contact', and 'Promotions'. The main banner features a buffalo with the text 'NEW! BUFFALO JOIN NOW' and a red button that says 'SIGN-UP FOR OUR LIVE! REWARDS PLAYERS CARD'. Below the banner is a row of five game tiles: 'Pro Blackjack', 'Roulette Royale', 'Buffalo', 'Imperial House', and '5 Dragons'.

Emerging Channels & Distribution

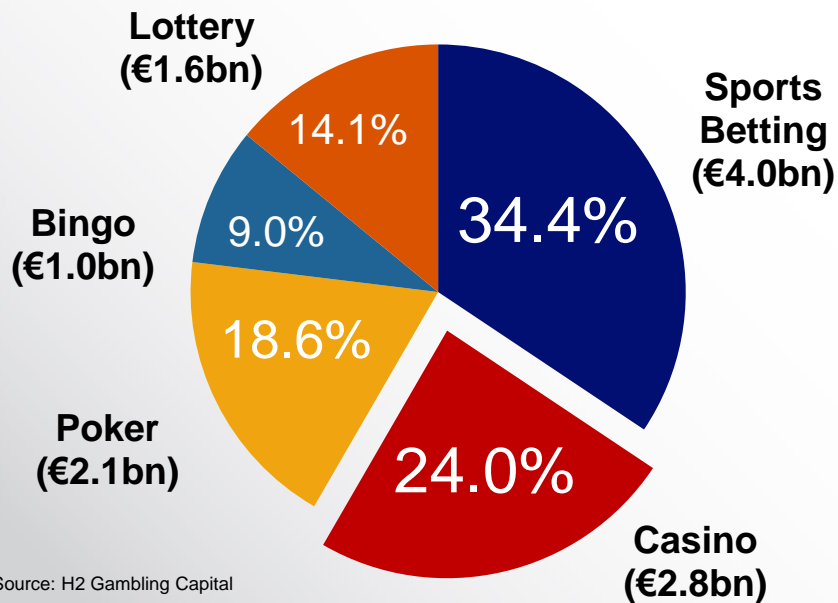


Craig Billings

MD Business Development & Strategy

European Wagering – Content Distribution

European Online Real-Money GGR (2012E)
€11.5bn



Source: H2 Gambling Capital



Social Games – New Distribution Opportunities

Social Casino MAU Growth
130m MAU Driving ~US\$1.7bn in Revenue

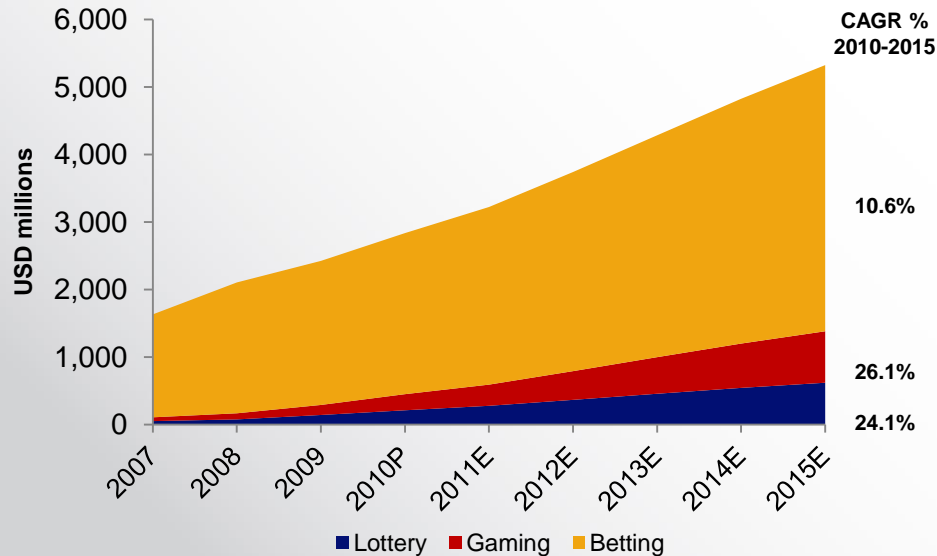


Source: SuperData, Zynga and IGT filings

Social Game Genre	Illustrative Daily Revenue per Active User
Puzzle, arcade, caretaking, simulations	1¢ - 5¢
Hidden object, adventure, tournaments	3¢ - 7¢
Zynga poker	8¢
Casino games	7¢ - 25¢

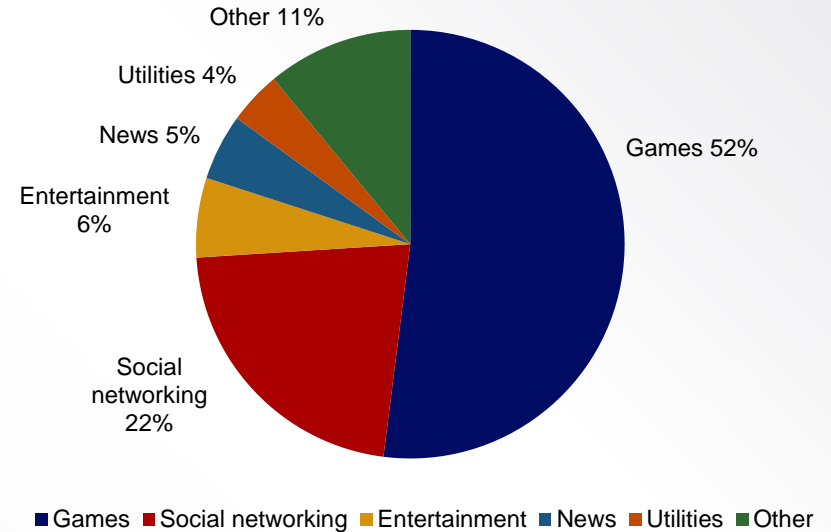
Mobile Games – An Increasingly Important Enabling Technology

Wager Gaming Revenue Generated Via Mobile Phones



Source: H2 Gambling Capital, Flurry Analytics 2012

Wager / One-Time Purchase Games Dominate Global Mobile Apps



Product Madness Overview – Leading Social Game Platform



2007/2008

- Business founded
- Initial retail analytics and viral optimisation platform developed
- Launched first game on Facebook

2009/2010

- Re-focus as a social game publisher
- 5 social casino game launches
- Further backend development and enhancement
- Access to Facebook media buying API granted

2011/2012

- Key focus on content acquisition and operational team growth
- Commenced mobile strategy
- Acquired by Aristocrat
- In excess of 500,000 DAU and 2m MAU

2013

- 51 Employees
- Grow DAU/MAU base
- Deploy Aristocrat Titles through platform

Conclusion & Questions



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