

ARISTOCRAT

G2E
2015



Investor Briefing

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Agenda

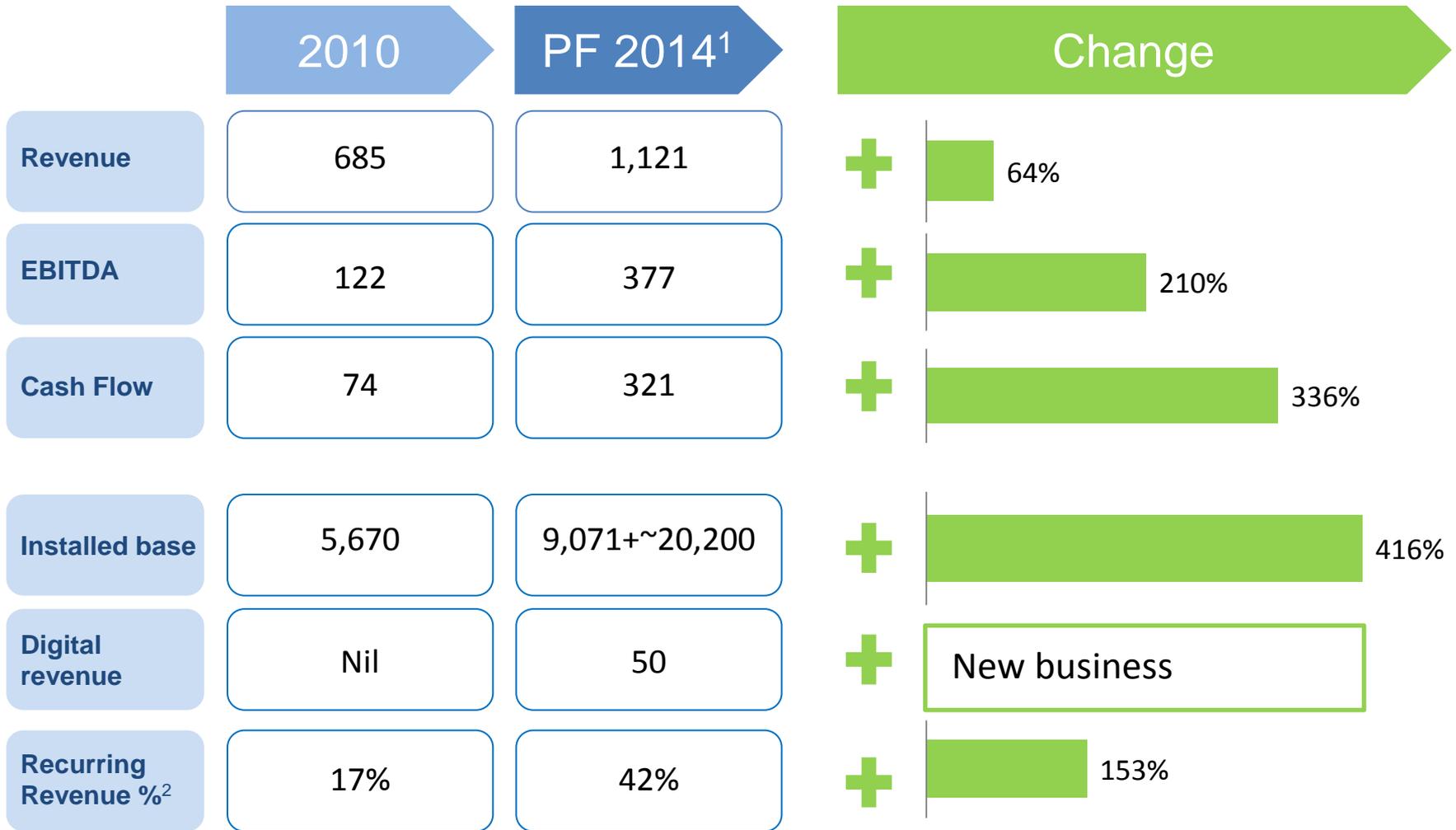
1 Introduction

2 Content

3 Digital

4 Q&A

Transformation of Aristocrat



Note:

(1) 2014 is pro forma for acquisition of VGT; Aristocrat 30 September 2014 YE; VGT 31 December 2013 YE except for Recurring Revenue which is based on a 30 September 2014 YE

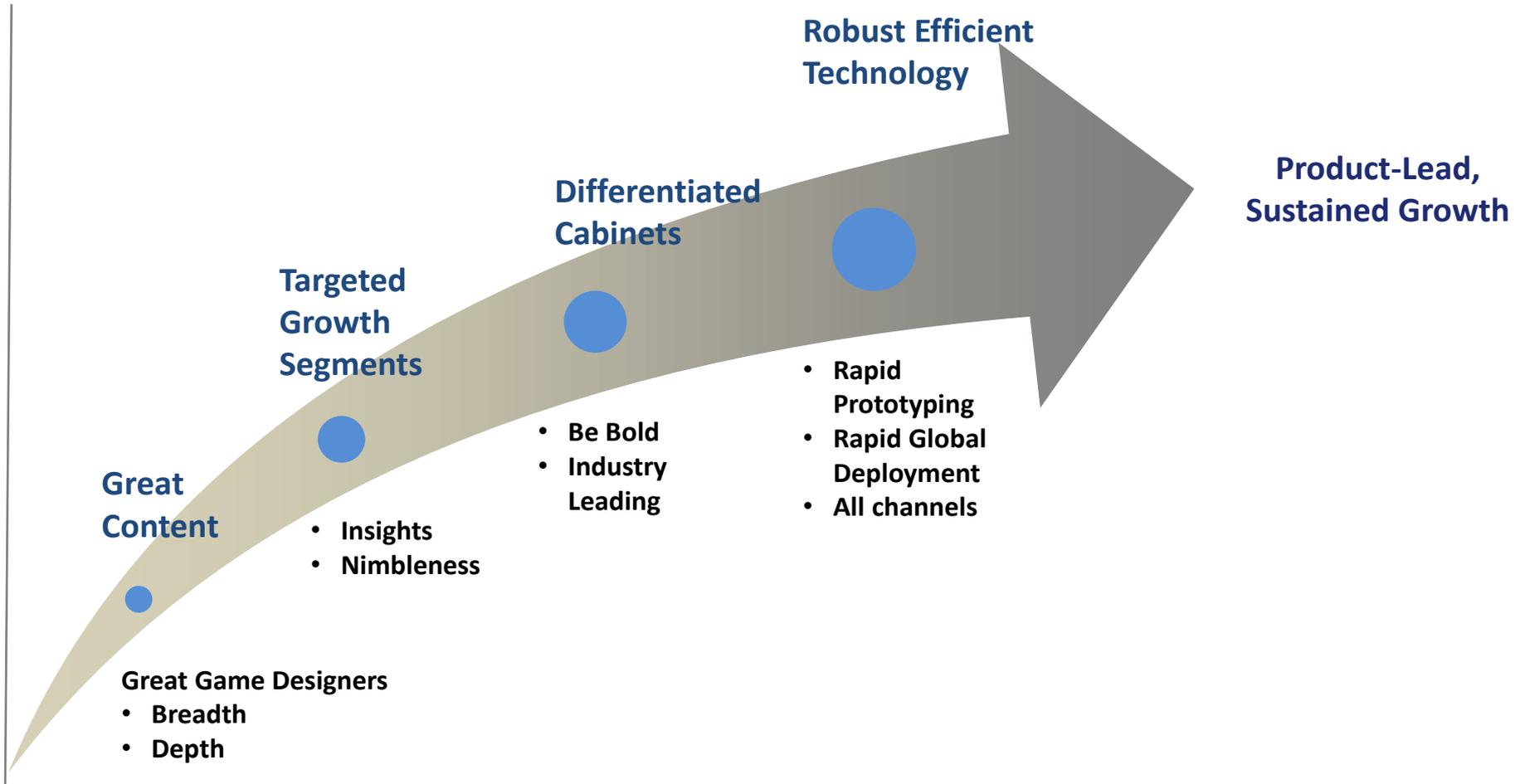
(2) Aggregate of US Class III Gaming Operations, Digital and VGT revenue



2 Content



Our Product Development Strategy



Outstanding Customer Feedback

Goldman Sachs

2015 Slot Managers Survey

Most anticipated game

SONS OF ANARCHY

Most anticipated family of games – 2 years running – with 4 games in top 10

SONS OF ANARCHY



HELIK

Top performing game for the 4th year in a row



ER EILERS RESEARCH

2Q CY15 EILERS-FANTINI Slot Survey

Most anticipated game

GAME OF THRONES

Most anticipated premium leased games – with top 4 games + 8 of top 15 games

GAME OF THRONES

SONS OF ANARCHY

the BIG BANG THEORY



BRITNEY

ted



Our Content

SEGMENT

SUBSEGMENT

C*series

New Core Brands

Legends

Multi-Play

Multigame

J*series

Low % SAPs

High % SAPs

Links

E*series

Low Volatility

Mid Volatility

Innovation

Gaming Operations

Proprietary

3rd Party

Tier 1

Our Cabinets



Helix Slant



Helix Super Screen



Helix Upright



ARC Single



Outright Sales



Gaming
Operations



**GAME
SALES**



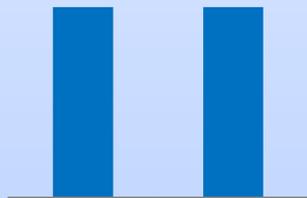
Game Sales : Key Segments



Designed for the core gambler

Game Titles

40 40



2015 2016

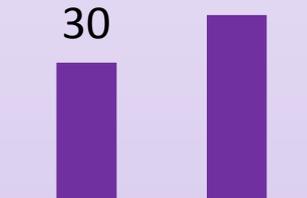
Portfolio Breadth



Designed for the casual gambler

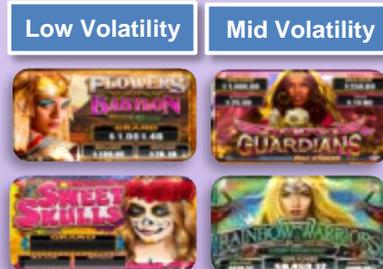
Game Titles

30 40



2015 2016

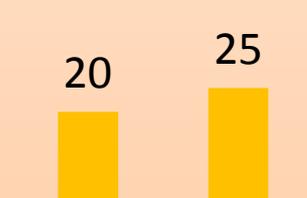
Portfolio Breadth



Designed for the jackpot gambler

Game Titles

20 25



2015 2016

Portfolio Breadth



- Targets core & jackpot players
- Designed to create incrementally over legacy game
- Common attributes:
- Anchor game with brand loyalty
- Mix of volatilities
- 1c - \$1 player selectable denoms

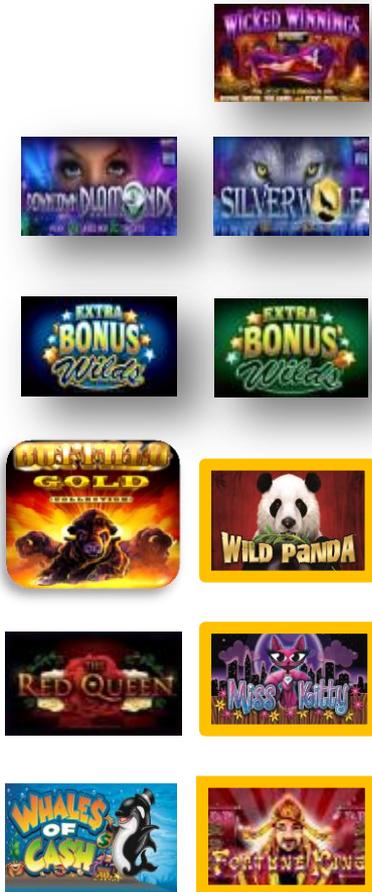
Portfolio Depth

New segment
2016 = 6+ games

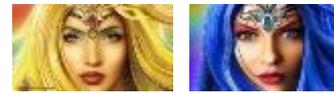
Portfolio Breadth



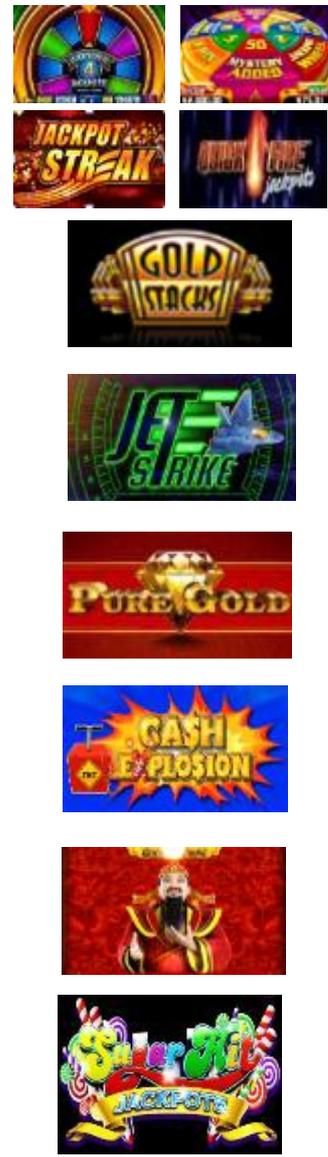
Game Sales : SERIES™



Game Sales : SERIES™



Game Sales : SERIES™



Game Sales : M SERIES™



- Targets core & jackpot players
- Designed to create incrementality over legacy game
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- Mix of volatilities
- 1c - \$1 player selectable denoms

Portfolio Depth

New segment
2016 = 6+ games

Portfolio Breadth

Core

Entertainment



**GAMING
OPERATIONS**



G2E Highlights



Gaming Operations : ARC double

ARC™
double



BRITNEY

BUFFALO
GRAND

GAME OF
THRONES

THE
WALKING
DEAD

the **BiG**
BANG
THEORY

DOWNTON
ABBAY

Gaming Operations : ARC wheel

ARC™
double



A CHRISTMAS STORY

BATGIRL

BETTIE PAGE

Gaming Operations : Behemoth

behemoth™



BUFFALO
STAMPED

the **BiG**
BANG
THEORY

ROGUES
GALLERY

SONS OF ANARCHY

Can
Can
In Paris

GAME OF
THRONES

 SERIES™

 SERIES™

 SERIES™

Gaming Operations : Wonder Wheels



the **BiG**
BANG
THEORY

ted

MAN OF STEEL

DUMB AND DUMBER



Gaming Operations : Helix

HELIX



Gaming Operations : Verve

verve™



SONS OF ANARCHY



ZORRO



TAPATIO

The Rolling Stones
Slot Game

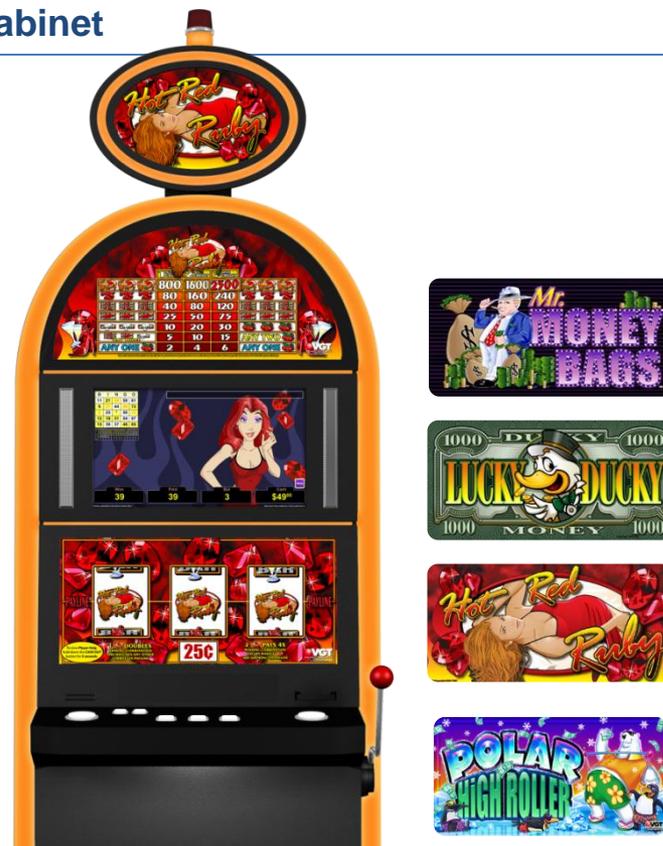
Gaming Operations : VGT

Mechanical Reel Wide Area Progressive



- WAP product developed in collaboration between VGT and Aristocrat
- Employs VGT mechanical reel content and Aristocrat technology

XL Cabinet



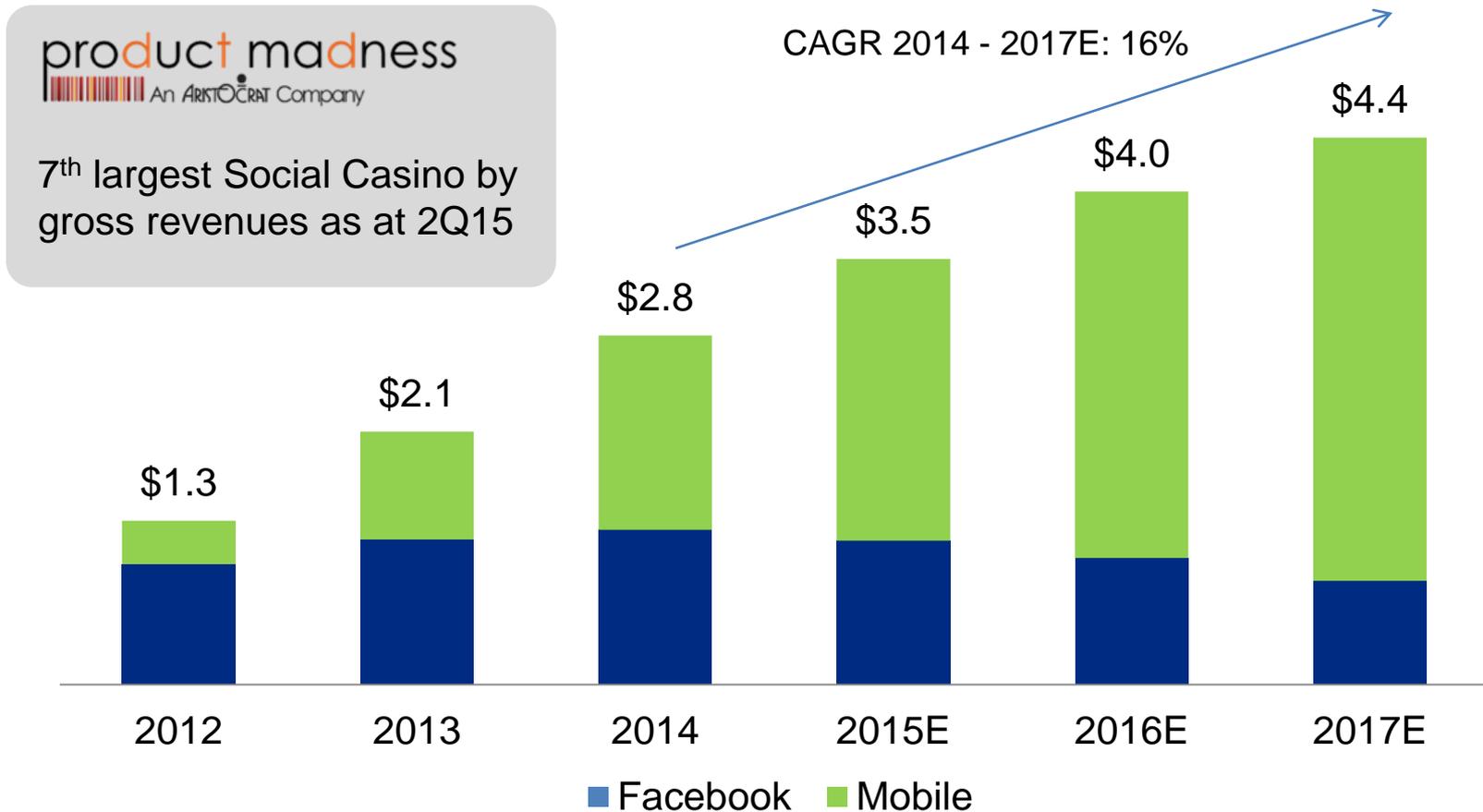
- XL cabinet – 33.6 inches taller and 22.4m inches wider
- 4 popular game titles available on extra large cabinet with extra large screen and extra-large mechanical reels



3 Digital

Social Casino Growth and Composition

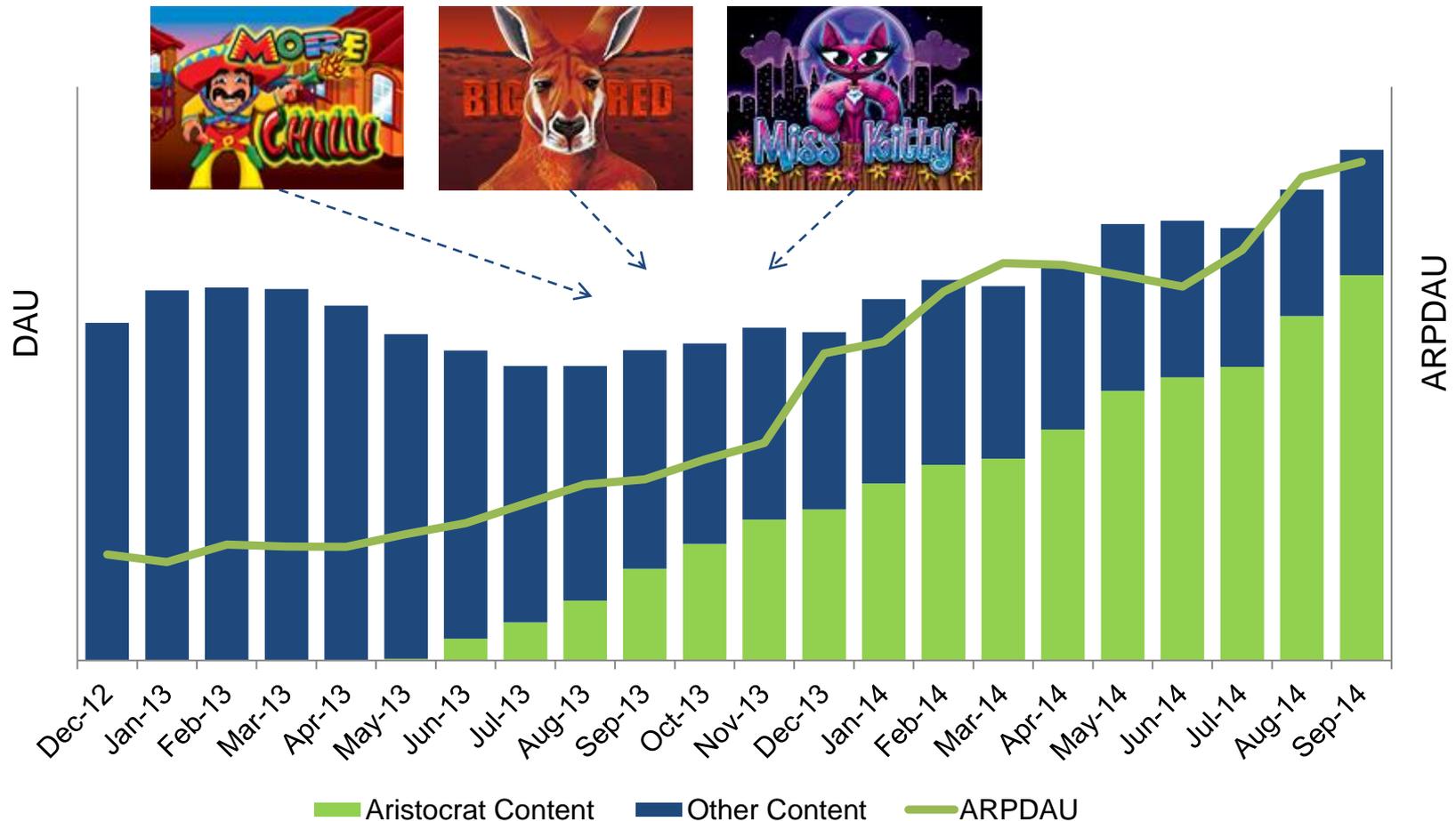
Social Casino Market Revenues (US\$ billion)



Source: Eilers Research

New Content : Successful Content Led Growth Strategy

ARPPDAU and DAU—Monthly Performance



Growing Our Digital Business into the Future

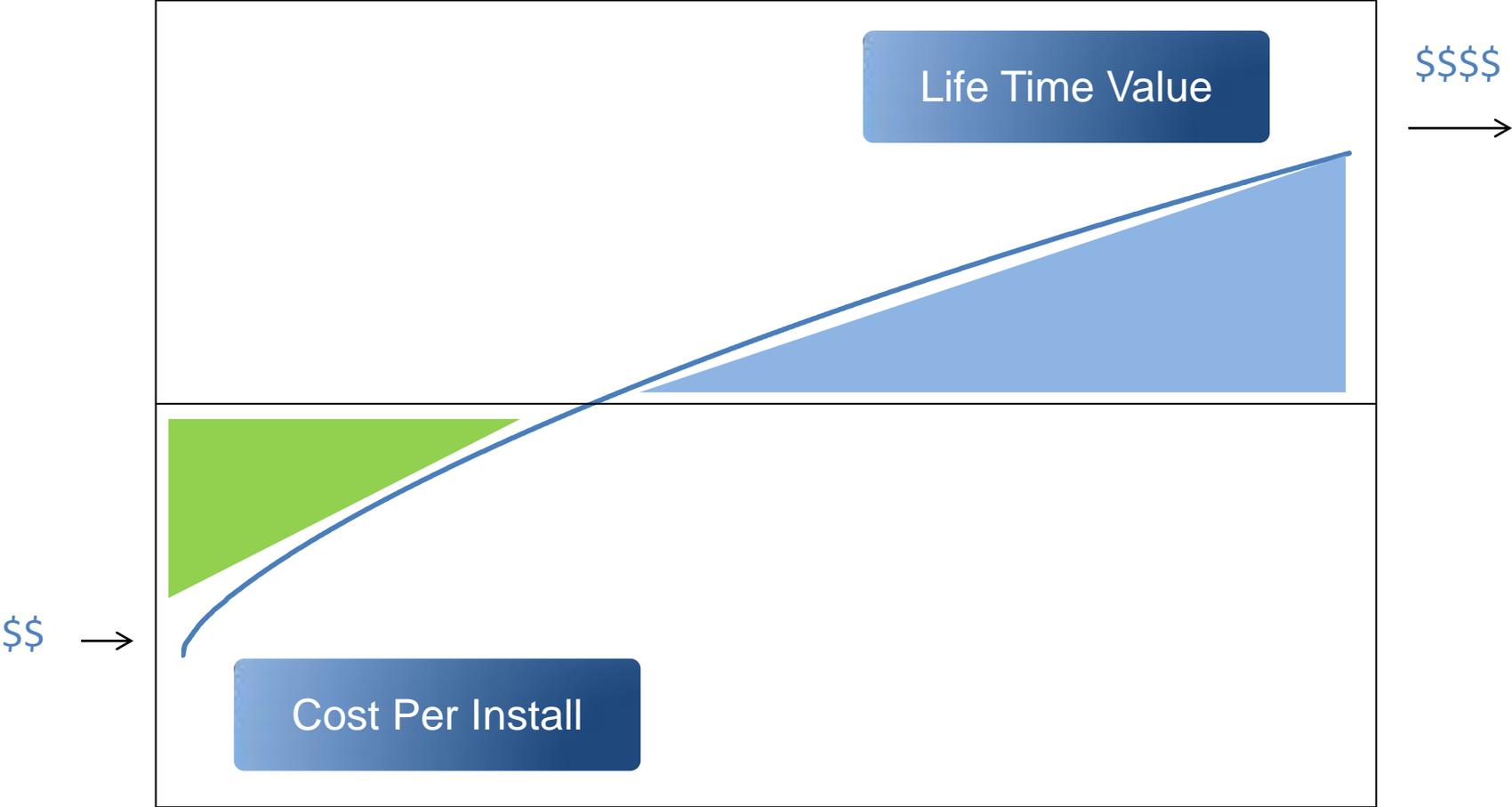


New
Users

New
Channels

New
Content

New Users : User Acquisition Cost and Lifetime Return of a New Player



New Channels : Our Priority Growth Driver



	Facebook	iPad	iPhone	Android
Launch Date	June 2013	July 2014	January 2015	July 2015
Top Grossing	7 – Overall Games	5 – US Casino 12 – US Games	8 – US Casino 39 – US Games	7 – US Casino 71 – US Games
Priorities	<ul style="list-style-type: none"> • Content!! • Product Features • Retention • Player Management 	<ul style="list-style-type: none"> • Content!! • Product features • User Acquisition 	<ul style="list-style-type: none"> • Content!! • Product features • User acquisition 	<ul style="list-style-type: none"> • User Acquisition • Optimize / test

Source: Industry Sources

New Content : Across All Channels Content is King

Recent Game Launches

Facebook



iOS



Growing Our Digital Business into the Future

New
Users

New
Channels

New
Content





4 Q&A

