17 October 2019

Company Announcements Office
Australian Securities Exchange Limited
Exchange Centre
20 Bridge Street
Sydney NSW 2000

Global Gaming Expo (G2E) 2019 – Digital Update

The following slides form the basis of a presentation to be given at a G2E briefing in Las Vegas, Nevada, which is scheduled to commence at 9.00am on Thursday, 17 October 2019 (Pacific Daylight Time).

Yours sincerely

Richard Bell
Company Secretary
Disclaimer

This document and any oral presentation accompanying it has been prepared in good faith, however, no express or implied representation or warranty is given as to the accuracy or completeness of the information in this document, in any accompanying presentation or in any other written or oral communication transmitted or made available to any investor or potential investor (collectively, the “Other Materials”). Nothing in this document, in any accompanying presentation or in any Other Materials is, or shall be relied upon as, a promise or representation. All statutory representations and warranties are excluded, and any liability in negligence is excluded, in both cases to the fullest extent permitted by law. No responsibility is assumed for any reliance on this document or the accompanying presentation or any Other Materials.

Without limiting the above, this document, any accompanying presentation and any Other Materials may contain forecasts, forward looking statements or statements as to future affairs which are based on estimates, assumptions and expectations of Aristocrat Leisure Limited or its subsidiaries (collectively, the “Company”) (some or all of which may not be satisfied or may not occur) that, while used in good faith, necessarily involve (i) subjective judgments; (ii) inherent uncertainties; and (iii) significant contingencies, many of which are beyond the Company’s control or reflect future business decisions which are subject to change. Any forecast or financial information presented in this presentation any accompanying presentation and any Other Materials must not be taken as a representation as to future matters.

Therefore, there can be no assurance that such forecasts, forward looking statements or statements as to future affairs will be realised or that the Company’s actual or future results, or subsequent forecasts, will not vary significantly from such forecasts, forward looking statements and statements as to future affairs. The actual results may vary from the anticipated results and such variations may be material. Any and all forecasts and financial information in this document, in any accompanying presentation and in any Other Materials are not, and shall not be relied upon as, a promise or representation as to future matters. The Company’s results may be affected by factors including, but not limited to, the risks and uncertainties in competitive developments, regulatory actions, litigation and investigations, business development transactions, economic conditions and changes in laws and regulations. The Company accepts no responsibility or liability in relation to the accuracy or completeness of any forecasts, forward looking statements or statements as to future affairs, or whether they are achievable. The Company does not assume any obligation to revise or update this document, any accompanying presentation, any Other Materials or any of the estimates, assumptions or expectations underlying such forecasts, forward looking statements and statements as to future affairs. No representations or warranties are made as to the accuracy or reasonableness of such estimates, assumptions or expectations or the forecasts, forward looking statements or statements as to future affairs based thereon. Certain data included herein has been obtained from alternative external sources and as such may be inconsistent given differing underlying assumptions and sources. We have not independently verified information from these external sources.

Disclosures in this document, the accompanying presentation or any Other Materials are not investment advice and are not intended to be relied upon as advice to investors or potential investors and do not take into account the investment objectives, financial situation or needs of any particular investor. These should be considered, with independent professional advice when deciding if an investment is appropriate.

The information contained in this document (including tables) has not been audited in accordance with the Australian Auditing Standards.

This document remains the property of the Company and the Company reserves the right to require the return of this document (and any copies or extracts hereof) at any time.

The receipt of this document by any investor or potential investor shall constitute such investor’s or potential investor’s acceptance of the foregoing terms and conditions.

For additional information concerning the Company, please see the Company’s announcements released on the Australian Securities Exchange (ASX:ALL).
Agenda

1. Trevor Croker, CEO & Managing Director
   Overview

2. Rich Schneider, Interim Chief Digital Officer
   Digital Overview

3. Scott Milford, Interim MD Product Madness
   Social Casino - Features

4. Avi Shalel, CEO Plarium and Aviram Steinhart, CFO Plarium
   Raid – Shadow Legends

5. Q&A
Our operating model supports long-term growth and value creation

Aristocrat’s Operating Model

**Inputs**
- Superior talent
- Commitment to innovation
- Market-leading product and content
- Strong infrastructure, processes, systems
- Robust financial capacity
- Good governance

**Growth enabling business model**

- Portfolio of quality businesses

**Outputs**
- Brilliant customer and player experience
- Sustainable growth
- Superior long-term financial performance
- Shareholder value maximisation
Comprehensive Market Segmentation Informs Investment Decisions

Our three organisations operate within a common and globally understood segmentation framework that provides timely and on point market intelligence for key market and competitive dynamics.

<table>
<thead>
<tr>
<th>Social Casino</th>
<th>Casual</th>
<th>Strategy</th>
<th>RPG</th>
<th>Action</th>
<th>Simulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>US$4.8b 15% growth YoY</td>
<td>US$8.3b 12% growth YoY</td>
<td>US$5.6b 13% growth YoY</td>
<td>US$11.4b -1% growth YoY</td>
<td>US$6.5b 23% growth YoY</td>
<td>US$3.6b 9% growth YoY</td>
</tr>
</tbody>
</table>

Source: App Annie and E&K Reports (excludes Facebook and other local platforms in Asia) for last 12 months – based on Management’s segmentation and categorisation of approximately 1,000 games.
### Aristocrat Digital Portfolio

Targeting a portfolio approach with a balanced mix between new and scaling titles, nurturing franchise, evergreen titles and managing older, legacy games.

<table>
<thead>
<tr>
<th>Social Casino Franchises</th>
<th>Key Franchises</th>
<th>Non Social Casino</th>
<th>Legacy/Other</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>In Soft Launch</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>&lt; 1 Year</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>1 – 3 Years</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>3 - 5 Years</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>5+ Years</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Cost Efficient Product Development is Critical to Success

Well structured development process enables teams to “Learn Fast and Fail Smart”. The bulk of the cost burden is incurred post world wide release.
# Keys to a Successful Game

## Idea

**What makes your game unique and fun?**
- Thesis and strategy
- Market opportunity
- Competitive research
- Compliance and standards
- Tech and operations
- Positioning and marketing
- What are your KPI’s
- Financials
- Stages  
  - Proposal
  - Pre – production  
  - Production
  - Beta
  - Soft Launch
  - Launch

## Discovery

**How can consumers find your app?**

<table>
<thead>
<tr>
<th>User Acquisition:</th>
</tr>
</thead>
<tbody>
<tr>
<td>LTV/CPI spread</td>
</tr>
<tr>
<td>Game maturity</td>
</tr>
<tr>
<td>Genre</td>
</tr>
<tr>
<td>Demographics</td>
</tr>
<tr>
<td>Behaviour</td>
</tr>
<tr>
<td>Competitive landscape</td>
</tr>
<tr>
<td>Inventory</td>
</tr>
<tr>
<td>Seasonality</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Organic:</th>
</tr>
</thead>
<tbody>
<tr>
<td>App Store Optimisation</td>
</tr>
<tr>
<td>Search Engine Optimisation</td>
</tr>
<tr>
<td>Public Relations</td>
</tr>
<tr>
<td>Brand</td>
</tr>
</tbody>
</table>

## Live Ops

**Operationalizing a live game through data**
- Weekly sprints
- Tune game: UI/UX
- Tune economy
- Fix bugs
- New content
- New features
- Enhanced meta game
User Acquisition – Illustrative Investment Profile (Period End)

Set out below is an illustrative only profile of the return on investment over time on User Acquisition investment into a game. While we are scaling our games, User Acquisition as a % of revenue could be >100%, but will normalise over time.

Illustrative Profitability Horizon on UA Investment – Overlaying a Period End Lens

- Initial UA investment at $T_0$
- Breakeven
- Returns post Period end
- Period End

Returns post period end

Total UA Investment (e.g. six months prior to period end)

Period End

LTV (Cumulative Bookings per Install) + CPI (Cost per Install)
Introduction – Social Casino Market

Total Mobile Market Size - $4.8bn
Last 12 Month growth – 15%

Content driven

Core

Monopoly

Meta driven

Entertainment
Meta features are a key element of game design that drive the long-term performance of a game.
Meta features support and drive core gameplay by providing players with:

- **Structured Goals**
- **Progression & Achievement**
- **Social interaction**
Short and medium-term Live Ops events combine with engagement and monetization features to deliver a full suite player value propositions.

These multiple interdependent systems must be underpinned by a well balanced economy.
Meta features together with Live Ops and new features drive the long-term performance of a game.
Case Study - Clash Royale
Compelling Core Gameplay with Deeply Integrated Meta and Live Ops

Clans:
- Social interaction
- Progression

Pass Royale:
- Participation
- Goals & Progression

Drives:
- Switching cost
- Retention & Lower UA
- Monetization
- Conversion & Retention
Our Approach

Our product segmentation model identifies key trends and high growth areas

Our Portfolio strategy evolves to follow these trends and capitalize on new opportunities
Our Approach

Lightning Link – Missions

FaFaFa – Clubs

CC & HoV – Collectables

BFC & JMS – Clubs, Collectables
Raid – Shadow Legends
RAID SNAPSHOT

- Raid is a Collection Role Playing Game (CRPG)
- Global Launch Feb 2019
- 2 Years of Development
- Developed in house
- One of the leading CRPG games worldwide
What is RAID?
Why Collection RPG?

- Mobile First
- Global Appeal
- Proven Mechanic
- Longevity
- Scale
- User Economics
- Expertise Match
- Innovation
- Platform-ability
RAID TIMELINE

RAID: SHADOW LEGENDS

Beginning of Development
Q1 2017

Tech Launch
Q2 2018

Soft Launch (Platforms)
Q3 2018

Global Launch
Feb 2019

2 YEARS OF DEVELOPMENT

+126 features

+150 features
PLATFORM ENGAGEMENT

- Subscriptions
- In-app purchases on the game store page
- Alternate Price Tiers
- Provisional Notifications
- Tutorial optimization, pop-up notifications
- Tips in defeat battle reports
- GDPR
- Starting flow FIX
- 120 FPS on iPad Pro
- Optimization for iPhone X
- Additional 7-day loyalty program + 1 champion
- Fully clothed champion models for App Store images, preloaders, loyalty programs, bank offers, and other 2D art
- Leaderboards UI/UX
- Offer icons
- Parameter descriptions (HP, CRIT. DMG)
- Character shadows for floating effect (e.g. Dragon)
- News don’t link players to unavailable game areas
- ZenDesk
- Subscriptions
- Optimization for display notches and 18:9+ screens
- Android OS Level support
- Supporting 1-year old APIs:
  - In August 2018 — Android 7 and higher,
  - In August 2019 — Android 8 and higher
- Notifications (Rich + Group)
- Optimization for Google Play (optimization for new devices)
- Asian localization fix
RAID: SHADOW LEGENDS

FEATURING

GENERAL:

- PLARIUM’S MOST SUCCESSFUL FEATURING EVER
- #1 GLOBAL FEATURING ON ANDROID
- GLOBAL FEATURING ON iOS
- OVER 1 MILLION INSTALLS
- OVER 35k NEW DEPOSITORS
RAID: SHADOW LEGENDS

NEW FACTION: DWARVES
Live Ops

More Event Types
- Get Artefacts
- Get Arena Medals
- Champion Training

More Tournament Types
- Newbies
- Open Shards
- Etc.
NEW CLAN BOSS
RAID: SHADOW LEGENDS

3x3 TEAM ARENA
RAID: SHADOW LEGENDS

VOID TOWER
GETTING READY FOR ASIA: NEW FACTION
Next steps

• Continue to scale and grow revenue / market share
• Maintain aggressive marketing UA spend, whilst metrics support
• Keep pushing innovation in game play and marketing
• Consider expanding into other platforms and markets
THANK YOU