



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

A handwritten signature in blue ink, appearing to read "R Bell".

Richard Bell
Company Secretary

Aristocrat Leisure Limited

Investor Presentation

18 October 2019



G2E 2019 – Digital update

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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

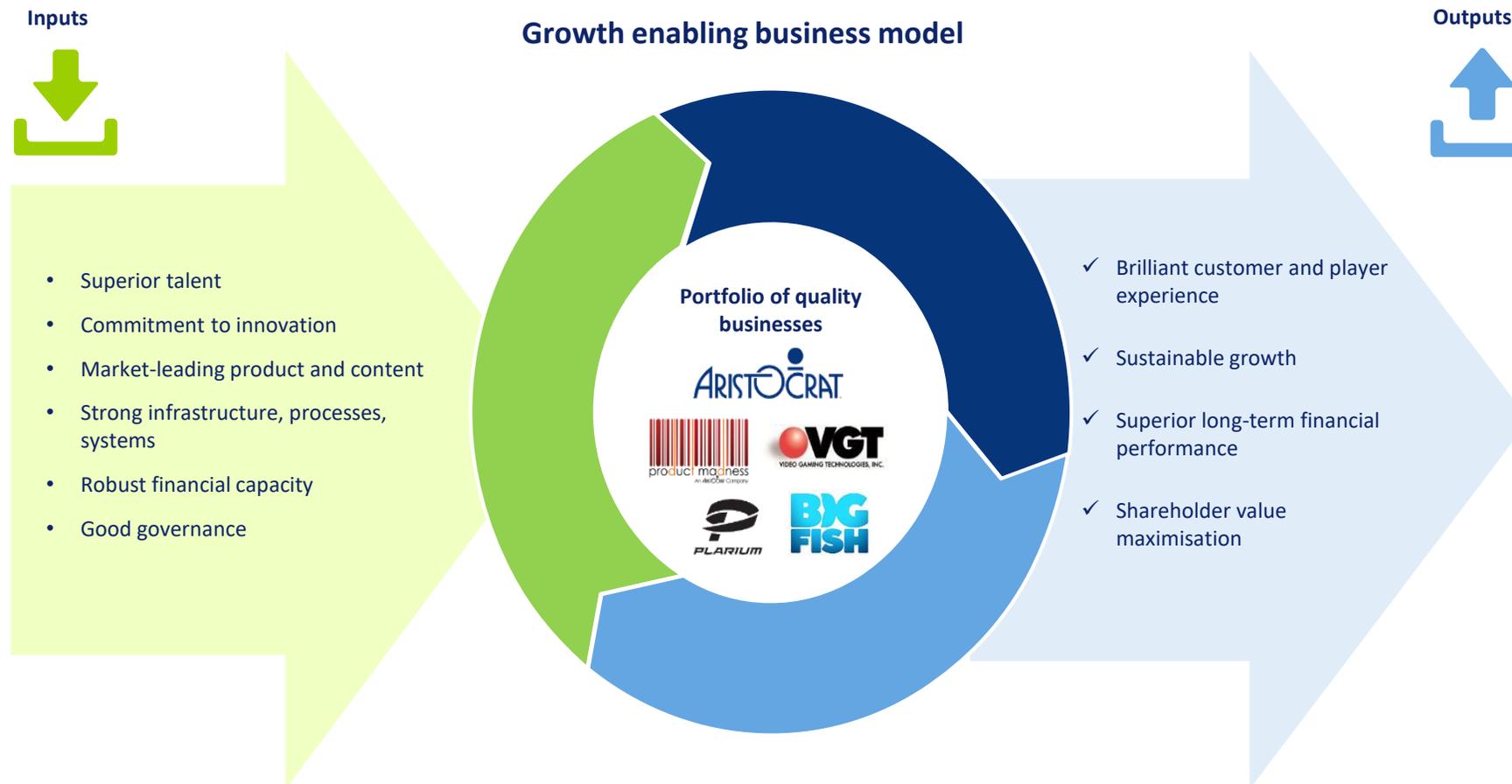
Q&A



Digital Overview

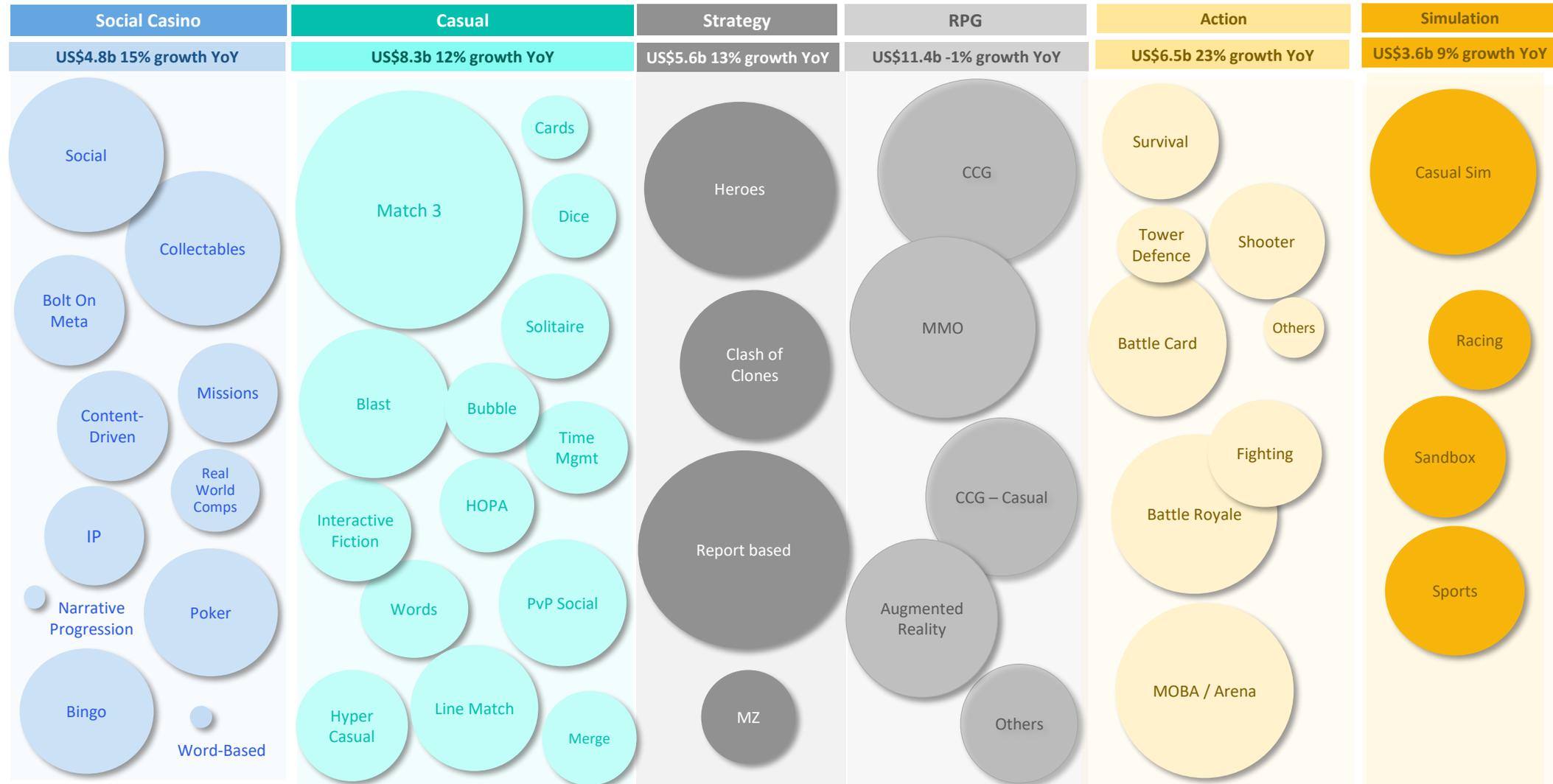
Aristocrat's Operating Model

Our operating model supports long-term growth and value creation



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.



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

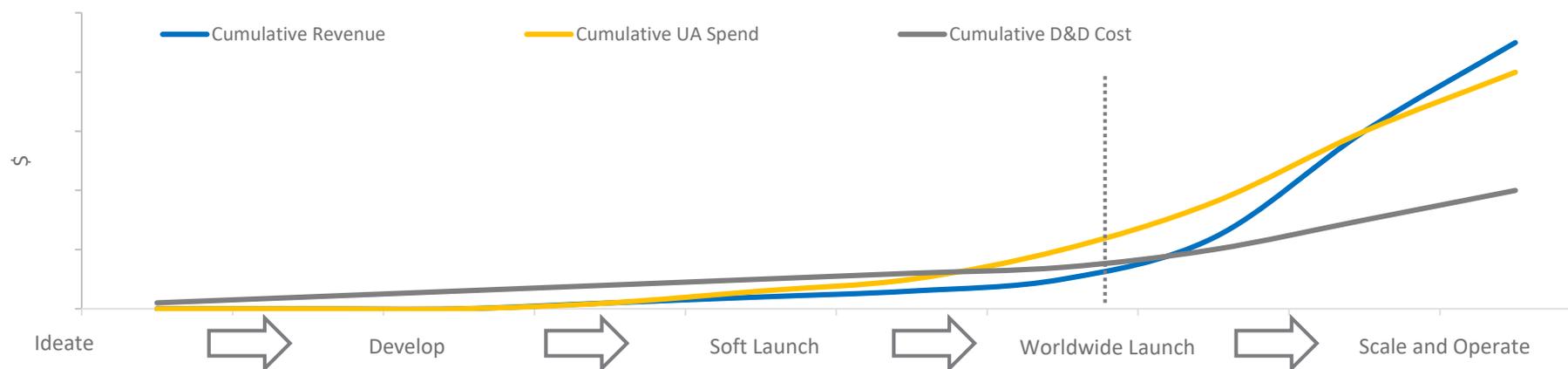
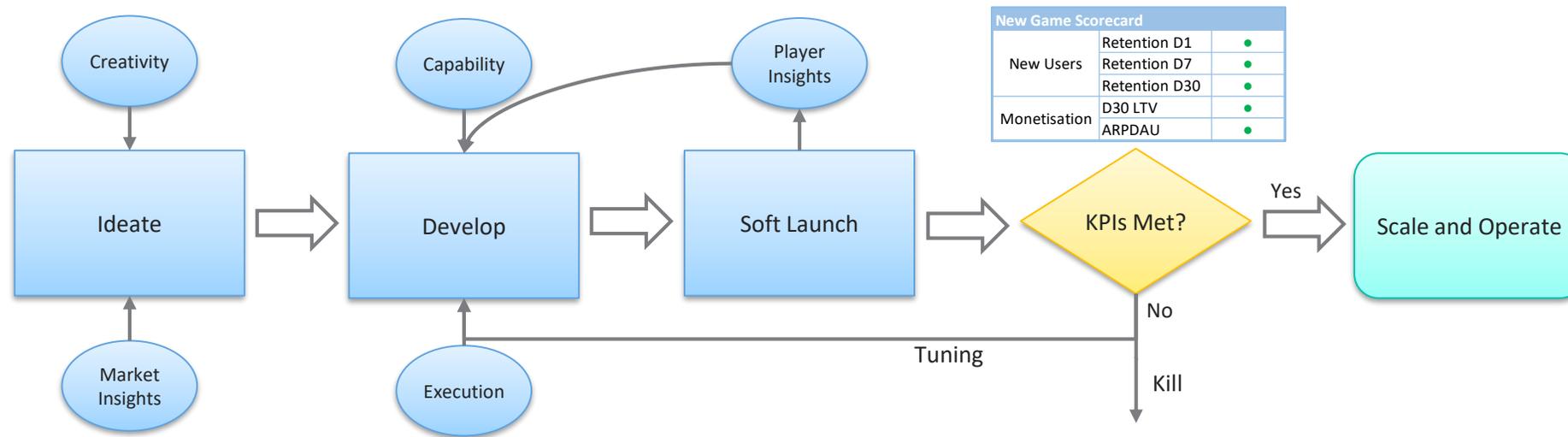
Soft Launch Games to be updated

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

		In Soft Launch	< 1 Year	1 – 3 Years	3 - 5 Years	5+ Years
Social Casino Franchises				 		
	Key Franchises	 	 	 		
Non Social Casino	Legacy/Other	 	 	 	 	

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?

User Acquisition:

- LTV/CPI spread
- Game maturity
- Genre
- Demographics
- Behaviour
- Competitive landscape
- Inventory
- Seasonality

Organic:

- App Store Optimisation
- Search Engine Optimisation
- Public Relations
- Brand

Live Ops

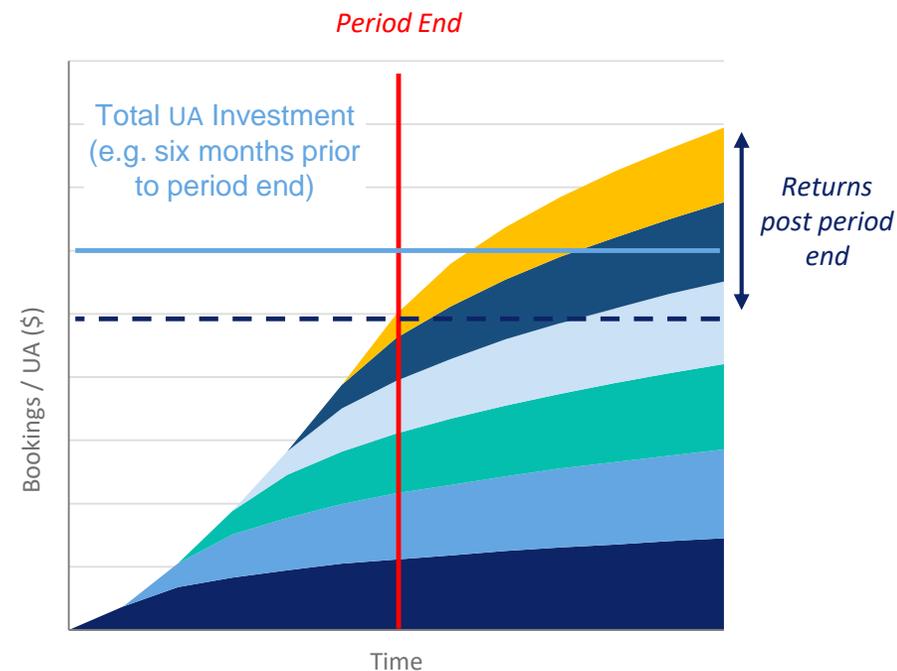
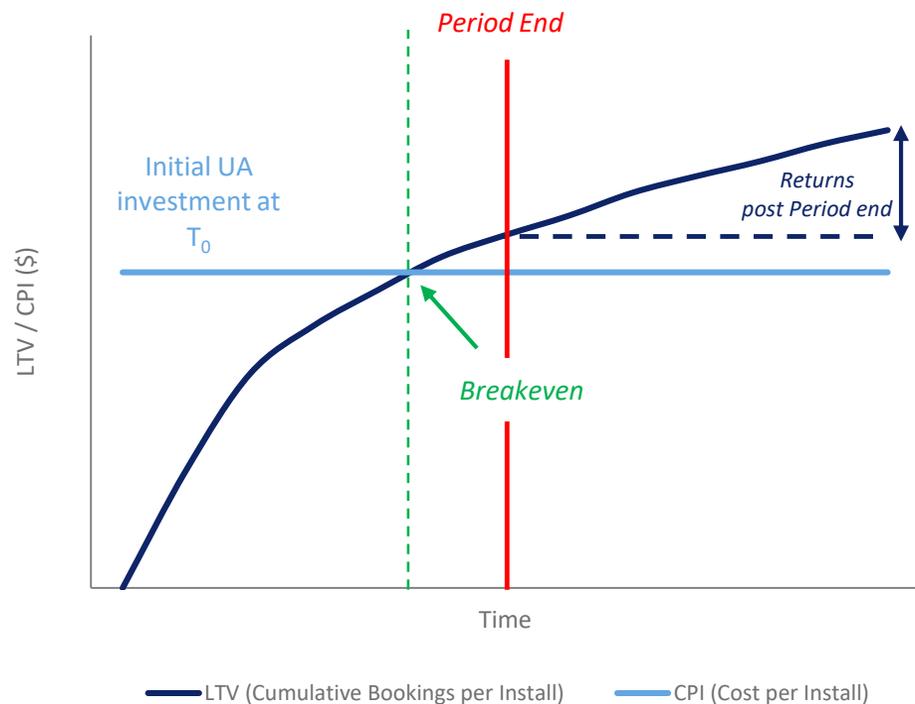
Operationalizing a live game through data

- 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

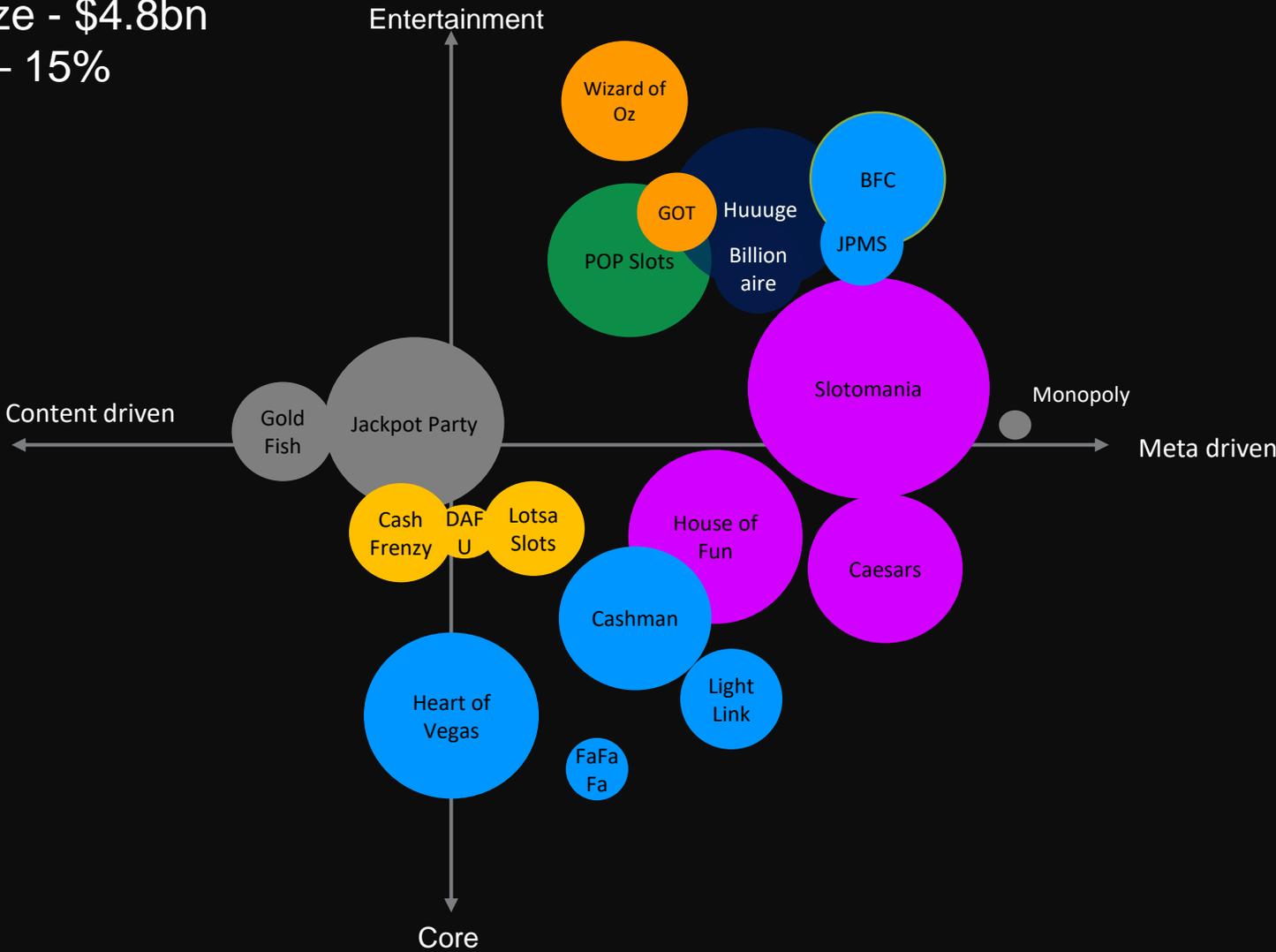




Social Casino – Features

Introduction – Social Casino Market

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

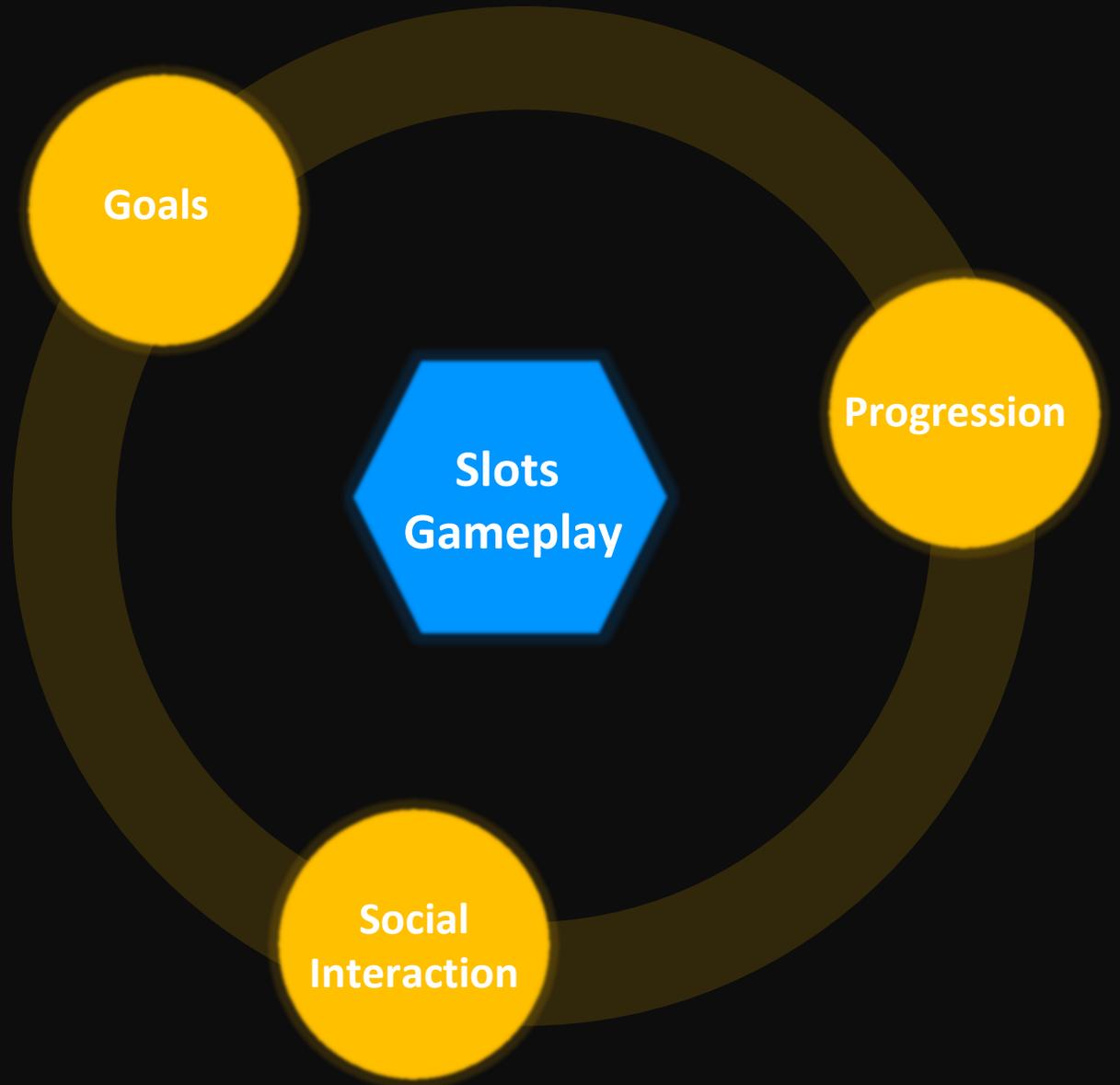


Meta features are a **key element of game design** that drive the **long-term performance of a game**

Meta features support and drive core gameplay by providing players

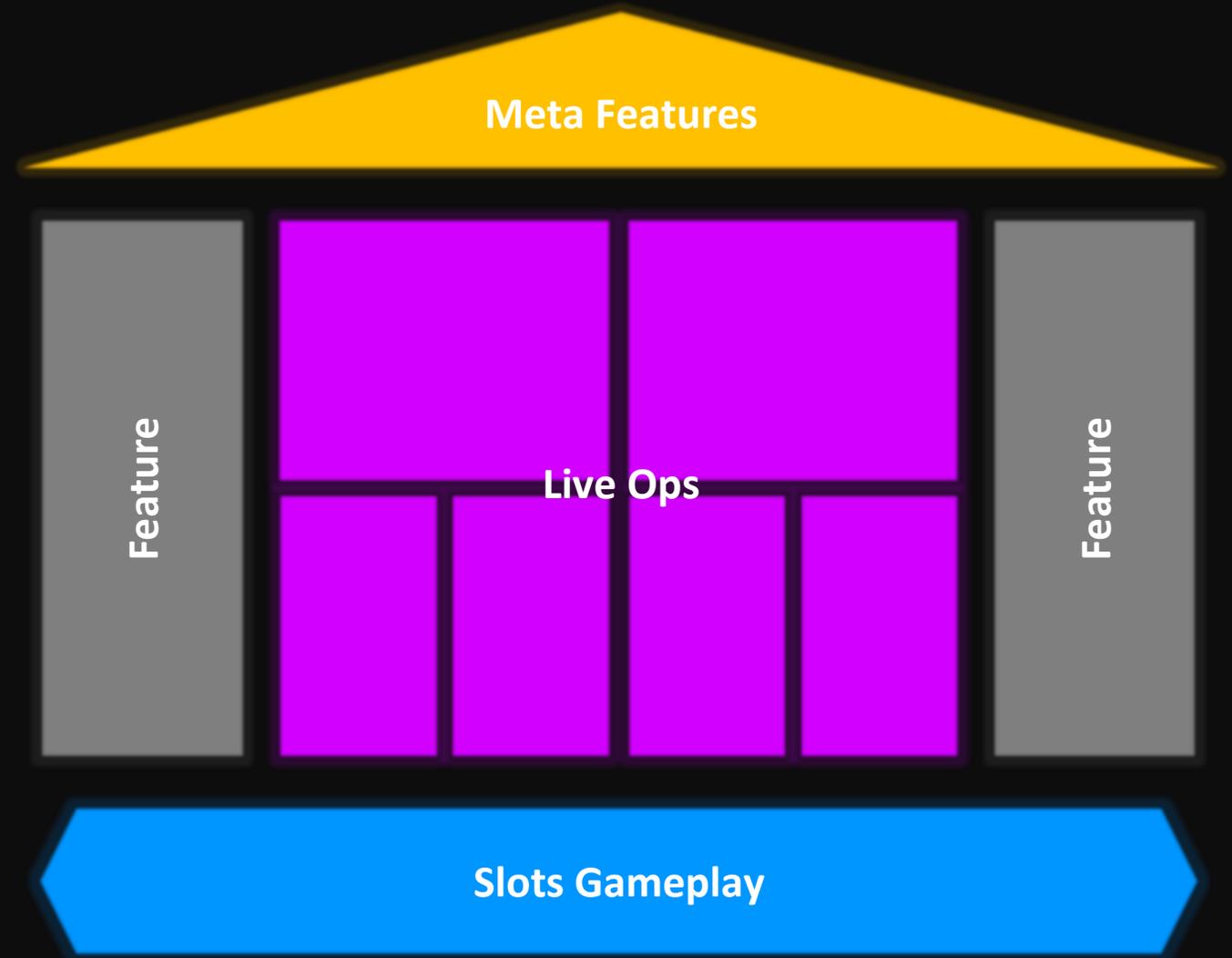
with:

- **Structured Goals**
- **Progression & Achievement**
- **Social interaction**

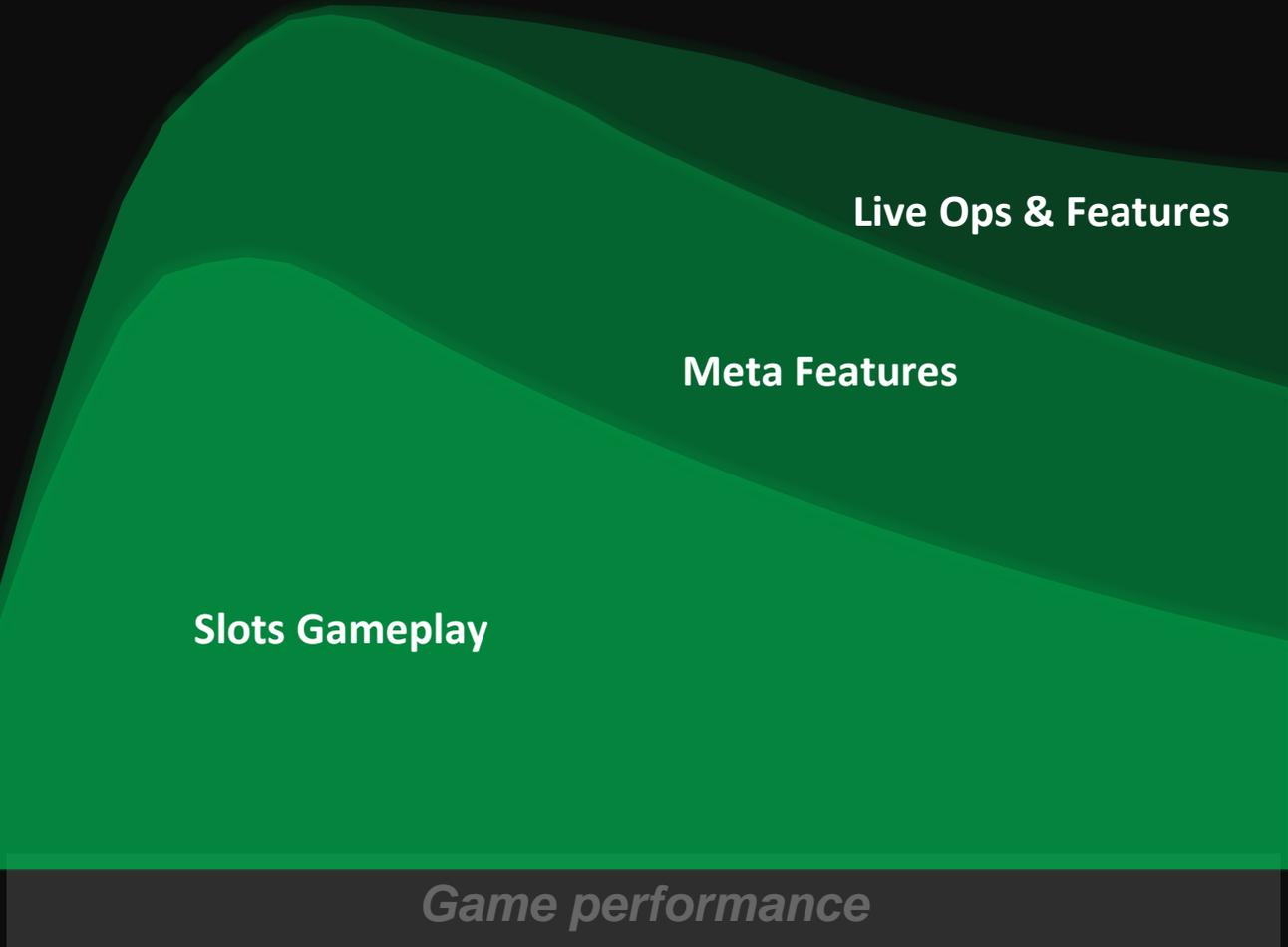


Short and medium-term Live Ops events combine with engagement and monetization features to deliver a full suite player value propositions

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

Drives:

Switching cost

Retention &
Lower UA

Pass Royale:

Participation

Goals &
Progression

Drives:

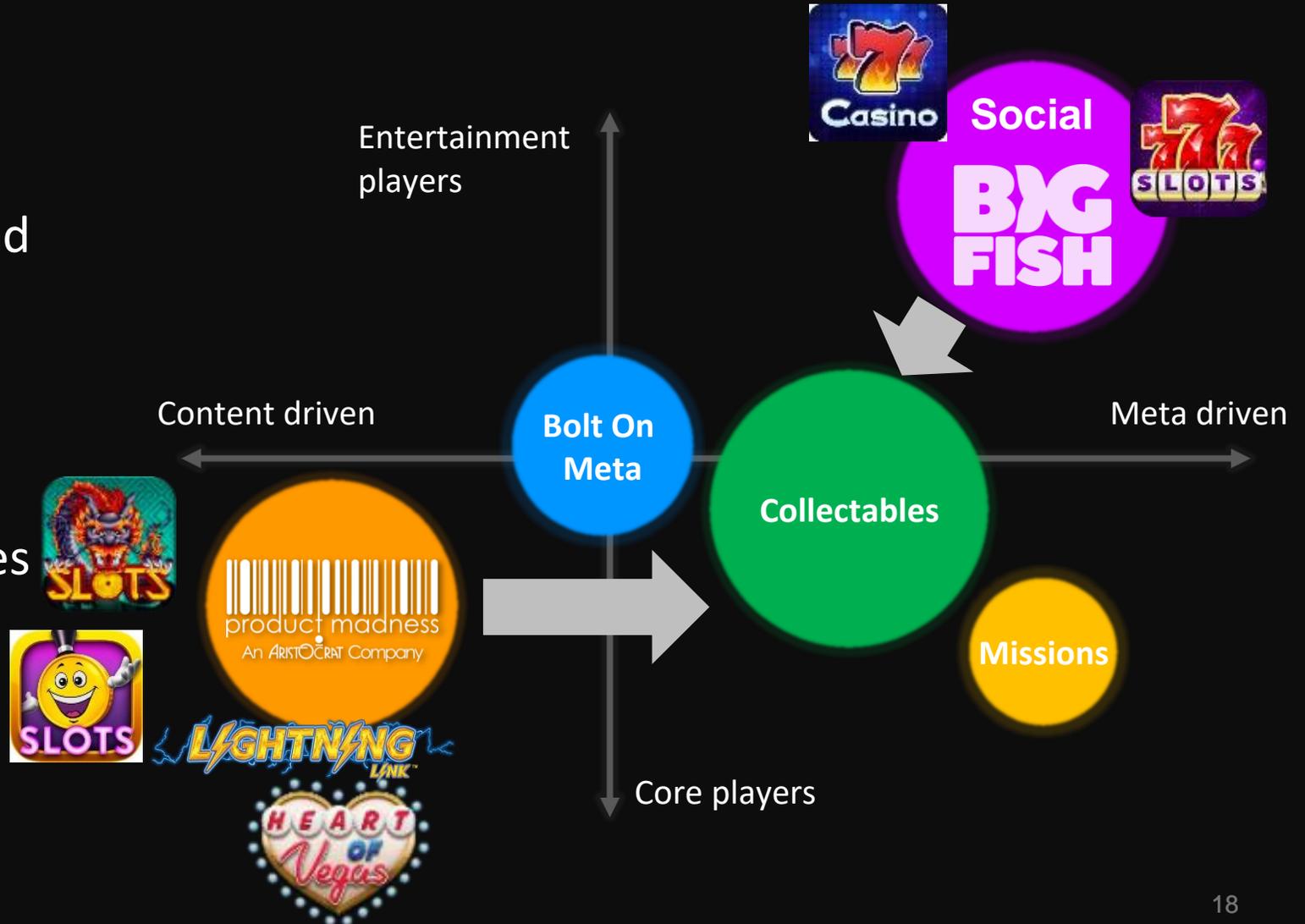
Monetization

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?

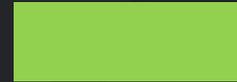


Why Collection RPG?

Mobile First



Global Appeal



Proven Mechanic



Longevity



Scale



User Economics



Expertise Match



Innovation



Platform-ability



RAID TIMELINE



2 YEARS OF DEVELOPMENT



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

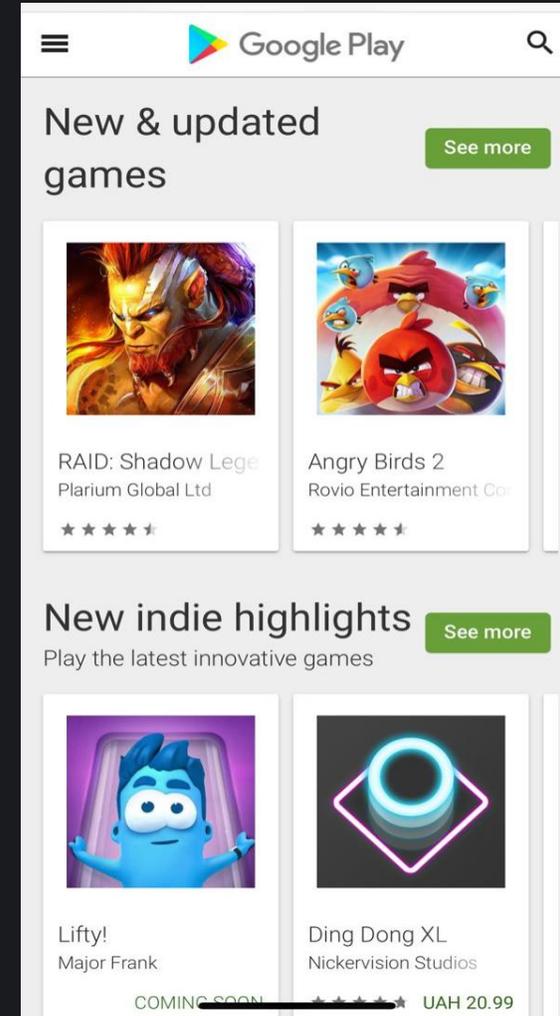
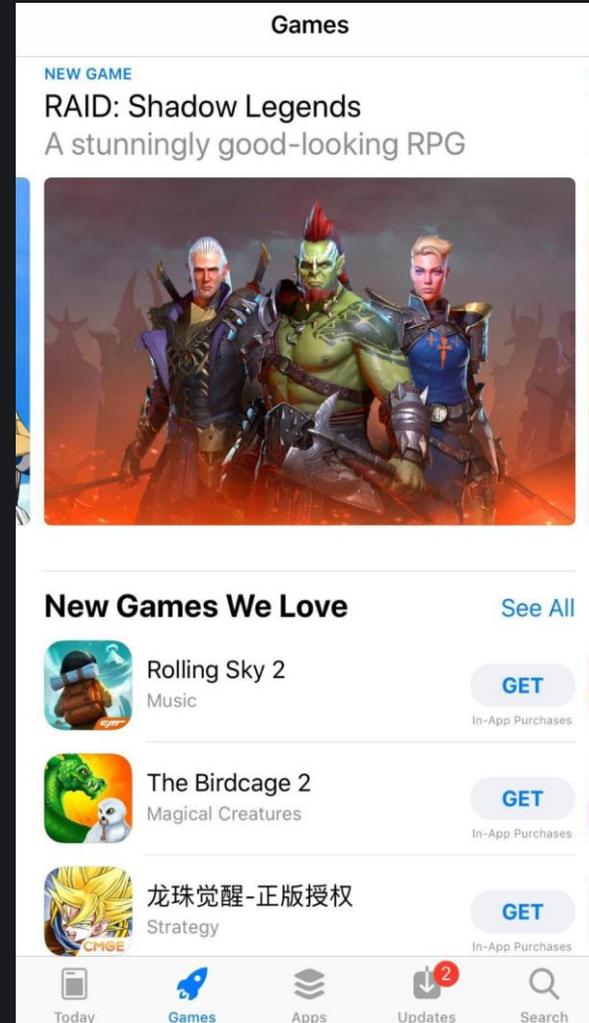


- Subscriptions
- Optimization for display notches and 18:9+ screens
- Android OS Level support
- Supporting 1-year old APIs:
In August 2018 — Android 7 and higher,
In August 2019 — Android 8 and higher
- Notifications (Rich + Group)
- Optimization for Google Play (optimization for new devices)
- Asian localization fix

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: PLANS



NEW FACTION: DWARVES



Live Ops

More Event Types

- Get Artefacts
- Get Arena Medals
- Champion Training

More Tournament Types

- Newbies
- Open Shards
- Etc.

Events ✕

Ends in:
2 d, 22 h
Starts: 07/05/2019 | Ends: 07/15/2019

Champion Training Event

It's time to develop your Champions: Level them up, upgrade their Rank, and get your hands on huge rewards.

Points Earned: 12954/20000

Swipe Down For More
↓↓↓

HOW TO WIN

Daily Point earnings: 68/5000

Earn Event Points by Levelling up your Champions and upgrading their Ranks.

6) Player 6658481
24%
Power: 4765

+128/33 +10/10 +152280 +35

NOVICE TOURNAMENT ✕

Take part in the Novice Tournament, beat your competition, and win huge Rewards!

Ends in:
1d 23h

1

Ancient Shard x1

2

Gems x75

3

Rare Skill Tome x1

5

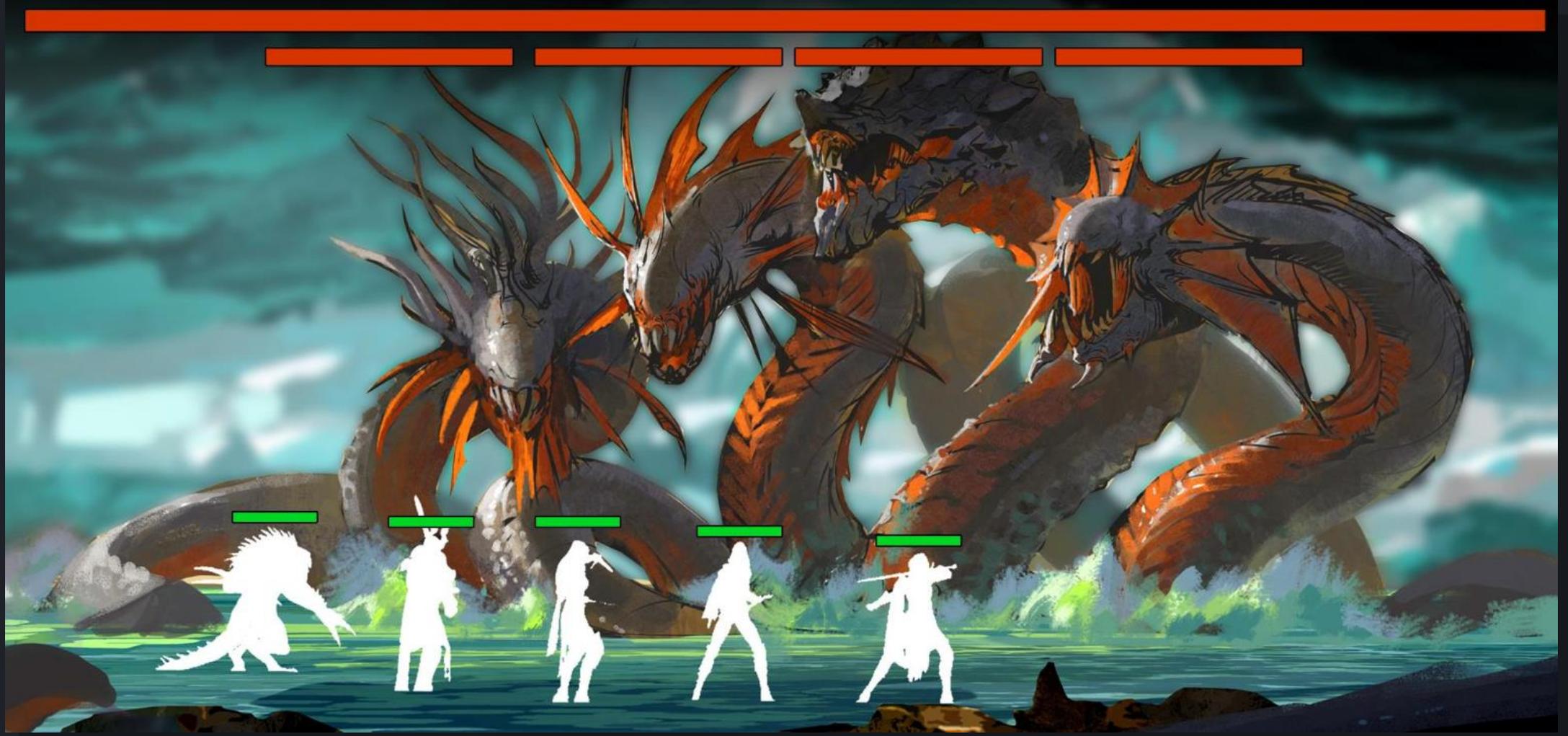
50K

10

4

Go

NEW CLAN BOSS



3x3 TEAM ARENA



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