



Aristocrat Further Enhances Oasis 360™ Customer-Centricity with Purchase of Digital Assets and IP from SIC Innovations

LAS VEGAS (February 21, 2019) – Aristocrat has purchased the source code and IP of SIC Innovations as it relates to the casino mobile technology known as PlayerMax™. The result of the purchase is SIC's PlayerMax™ mobile technology is now a wholly owned Oasis 360™ systems product, allowing Aristocrat to further enhance its player-focused offerings to its customers.

Under the agreement, Aristocrat has received all PlayerMax web and mobile source code for exclusive use in the gaming industry. In addition, Aristocrat has received a non-exclusive license to leverage SIC's award winning AvT patent for use within the PlayerMax mobile platform.

Aristocrat Vice President of Oasis Systems Kelly Shaw said, "This purchase is another exciting step forward in our Oasis 360 systems offerings. It enables us to further enhance and expand our Loyalty solutions in the mobile segment, which will allow our customers to engage with their players in an even more meaningful way."

SIC's Chairman of the Board Cody Martinez said, "We are excited with the success of SIC Innovations efforts to design and develop marketing leading technologies and its ongoing impact to diversify and strengthen our overall business portfolio. We look forward to SIC tackling new challenges and creating new meaningful technologies in the near future."

The PlayerMax mobile app, combined with Oasis 360 Loyalty, creates an ideal situation for casino operators to extend the brand beyond the limits of their four walls, maximizing efficiencies and providing an opportunity to reduce overall marketing expenses.

The PlayerMax app is filled with user-friendly features, including:

- Dashboard, where users can instantly access balances, player status, and messages
- Gamification that enables fun in-app challenges
- Reservation, which allows players to make restaurant reservations and receive notifications
- In-App Host, with direct connection to the player's casino host by phone text, or email

"PlayerMax is a solution for the modern world that personalizes the operators' interaction with their casino patrons. Now Aristocrat customers can deliver event-driven messages, create personalized marketing offers, and more through an app their players can download on their iOS or Android phone. It more fully rounds out the Oasis 360 solution and is another example of how Aristocrat is providing forward-thinking system solutions to our customers," said Matt Wilson, Aristocrat's Managing Director of the Americas.

For more information about Oasis 360 system, PlayerMax, or any of Aristocrat's industry-leading solutions, contact your Aristocrat representative or visit www.aristocrat-us.com. Join Aristocrat on [Facebook](#), [LinkedIn](#), and [Twitter](#).

About Aristocrat

Aristocrat Technologies Inc. is a subsidiary of Aristocrat Leisure Limited (ASX: ALL), a leading global provider of land-based and online gaming solutions. The Company is licensed by more than 200 regulators and its products and services are available in more than 90 countries around the world. Aristocrat offers a diverse range of



products and services including electronic gaming machines and casino management systems. For further information, visit the company's website at www.aristocrat-us.com.

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