



Aristocrat VS. IGT

Business Essentials | Syndicate 5 Presentation
29 September 2023



Industry Context & Project Guardrails



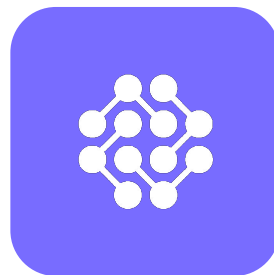
B2B

*Clients are
casinos & pubs
– not players*



Product Focus

*Cabinets, games,
and analytical
systems*



Technologies

*Dependent on design
& development
capabilities*



Market

*Heavily
government
regulated*

Purpose & Comparison



*Bringing joy to life
through the power of play*

AUD \$2.9B

Talent Unleashed

Collective Brilliance

Good Business Good Citizen

All About the Player

JOY/ENTERTAINMENT

RESPONSIBILITY

PLAYER-CENTRICITY

TEAMWORK



*Delivering entertainment and
responsible gaming experiences
for players everywhere*

AUD \$2.2B

Authentic

Collaborative

Responsible

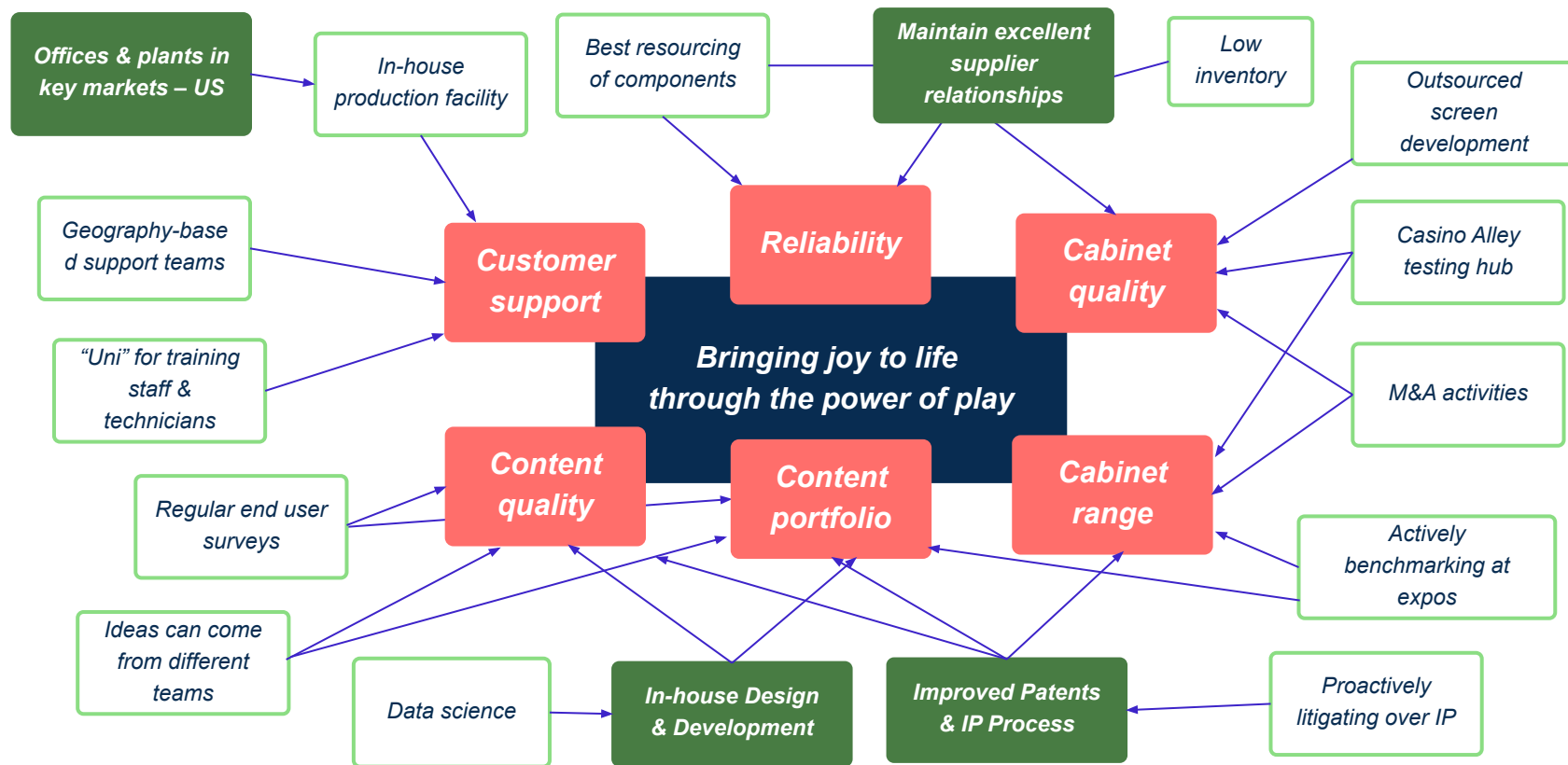
Pioneering

Passionate

Value Map



Activity System Map



Competitive Strategy to Create Differentiation



Aristocrat's Strategies to Increase Clients' WTP

Capability Gaps

Key Considerations



Improve attractiveness to
players through
Design & Development
and **user analytics**

End-user
data analytics usage in
game development

- | | |
|--------------|--------------|
| ✓ Engagement | x Effort |
| ✓ Revenue | x ROI |
| ✓ Awards | x Cost |



Collaborate with sports
clubs, film studios, and
celebrities through
partnerships

Inability to expand to new
partnerships

- | | |
|----------------|--------------------|
| ✓ Fan bases | x Licensing |
| ✓ Lessen load | x Cost |
| ✓ Brand equity | |



Provide quality
service support
for all customers

No 24/7 service support
team available in ANZ

- | | |
|--------------|-----------------------|
| ✓ Turnaround | x Labour costs |
| ✓ Revenue | |

Operations & Processes



DEMAND*

New Demand

Conduct regular
client meetings

Sign long-term contracts

Churn Demand

Identify equipment
replacement timelines &
opportunities

Spontaneous Demand

Forecast demand based on number
of units delivered & failure rate

SUPPLY*

Baseline Supply

Supply planning based on demand forecast

Responding to Emergencies

Maintain current inventory levels

**Establish stronger freight
distribution partnerships**

**Develop automation production
methods to reduce time**

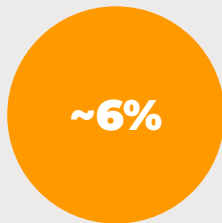
**Cabinet + software or software only*



Investment in Design & Development (2022)



Aristocrat



IGT

People-First Approach

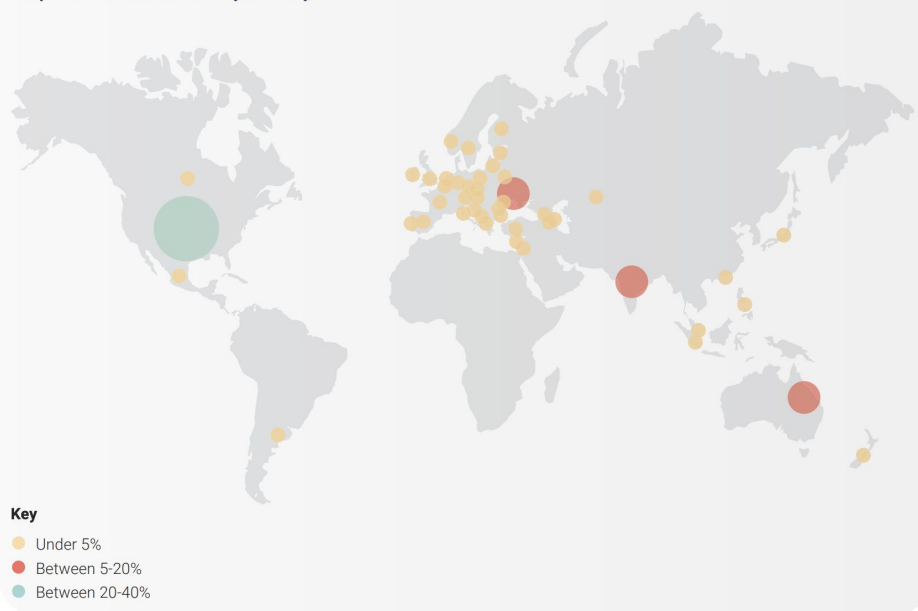
Programs

- ✓ Employee Impact Groups
- ✓ Diversity & Inclusion
- ✓ Free online learning tools
- ✓ Career development for women & future leaders

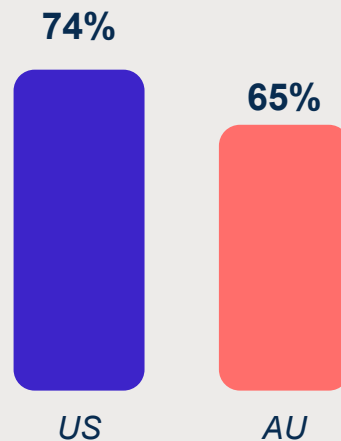




Proportion of headcount by country



Reviews: Recommend to Friend



Leading & Managing Individuals



Theme: Micromanagement

2.0 Used to be a great company to work for but no longer the case.

☆☆☆☆

Field Service Technician (Former Employee) - Reno, NV - June 12, 2015

I worked for this company for over 12 years, used to be an awesome place to work. The last several years it went down drastically. Upper management puts way too much burden on employees now. Way too much stress but they want things done NOW and god forbid you get any overtime for hourly workers, that is just unacceptable. They want the perfect person to be able to perform any and everything the way the upper management wants it done even if it cannot be accomplished in a timely manner. Way too much micro managing. You use to be able to work at a good pace, take care of your duties and be happy at the end of the day, not any more. I was so stressed out there and I

1.0 Horrible Work Culture

☆☆☆☆

Design (Former Employee) - Reno, NV - March 18, 2019

The Peter Principle is very apparent in this company where it seems the people in positions of power have risen in the hierarchy through promotion until they reach the levels of their respective incompetence. Conflicts of interest and politics run high as friends and family members are hired and promoted over the people who have worked there for years or shown exceptional performance. Inexperienced management, micromanagement, poor work ethic, no integrity, and just an all-around horrible work culture and environment.

1.0 Micro management zero flexibility

☆☆☆☆

Technical Support (Former Employee) - Las Vegas, NV - June 21, 2020

Micro management and poor decision making by middle management. This used to be a really great company but greed has clouded their judgement. All of the things that made this a good place to work have been stripped away. It really used to feel like the business cared about you but recent changes in management have turned it into a bit of a sweatshop. Was actually told in a meeting that they would probably never approve PTO again.

PLACE

Choose preferred workspace

ROUTINE

Monthly town hall meetings

TRUST

INTERACTION

Events for employees & leaders

PURPOSE

Goal & purpose reiteration



Q&A





Sources



<http://www.aristocrat.com/>

<http://www.ir.aristocrat.com/>

<http://www.aristocratgaming.com/>

<http://www.support.aristocratgaming.com/>

<http://www.igt.com/>

<http://www.ir.igt.com/>

Company360 Company report – Aristocrat

Company360 Company report – IGT

https://cdn.signavio.com/uploads/2023/07/88367_88367_enUS.pdf

<http://www.glassdoor.com/>

<http://www.seek.com.au/>

<http://indeed.com.au/>

<https://my.ibisworld.com/au/en/industry/c2499b/external-environment>

<https://www.prnewswire.com/news-releases/aristocrat-gaming-unveils-first-look-at-nfl-themed-slot-machines-301887037.html>

<https://www.yogonet.com/international/news/2023/09/01/68584-aristocrat-begins-nflthemed-slot-machines-distribution-to-casino-floors-across-the-us>

<http://whipsaw.com/project/gaming-machines/>

<https://www.linkedin.com/company/aristocrat/people/>

Icons sourced from [The Noun Project](#)

<https://ekgslotawards.com/category/awards/> - Awards



Company Comparisons



Sectors	Gaming – sales, leasing, and service of slot machines	
	Online games	Lottery
Main markets	Americas & ANZ	
Total revenue (2022) <i>Aristocrat Financial y/e is sep 2022 vs dec 2022 for IGT</i>	AUD \$5.6B USD \$3.7B	AUD \$6.4B USD \$4.1B
Gaming revenue (2022)	AUD \$2.9B USD \$1.9B	AUD \$2.2B USD \$1.4B
# of employees (total)	7,000+	10,500+

Sources: [IGT Investor Relations](#), [Aristocrat](#)

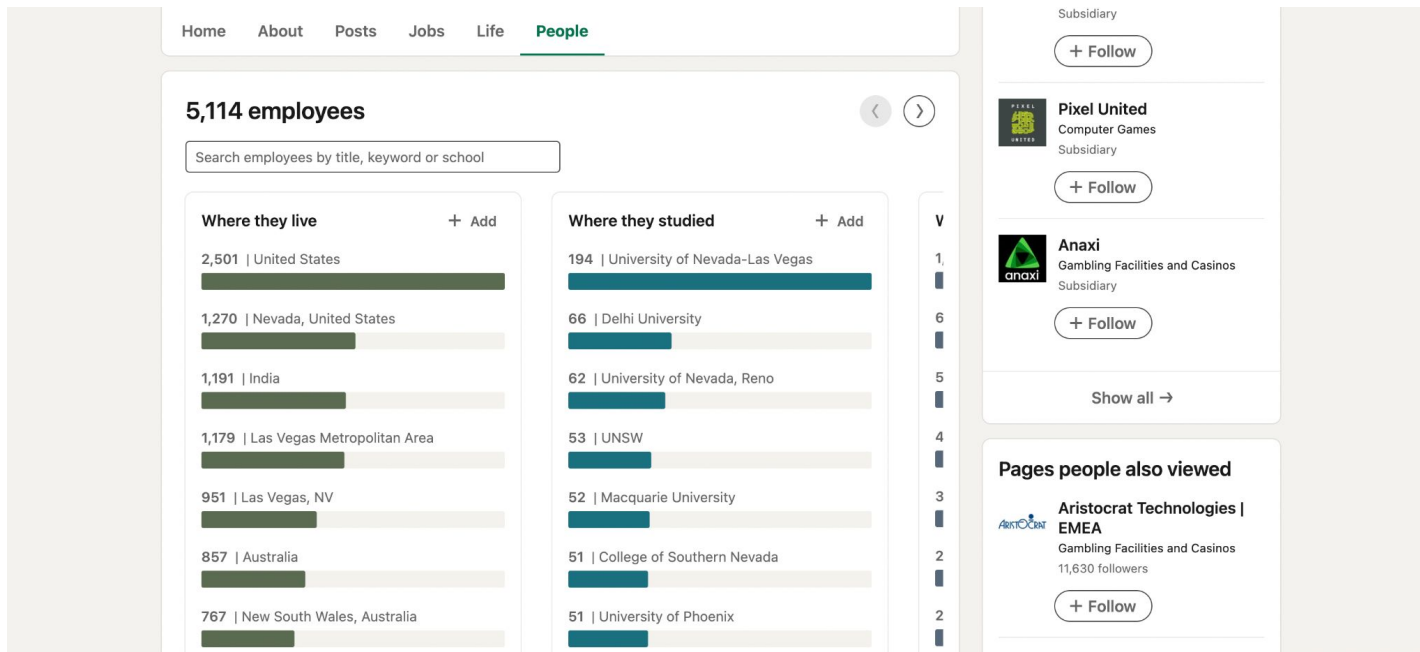
Value Map Scoring

Value Drivers / Evaluation Criteria	Aristocrat	IGT
Cabinet quality	4	3
Content quality	5	4
Content range	5	4
Cabinet range	4	5
Customer service	4	3
Reliability	4	4
Speed of product development	4	3
Affordability	2	3

Appendix C



Employees by Geography



Sources: [Aristocrat LinkedIn](#)

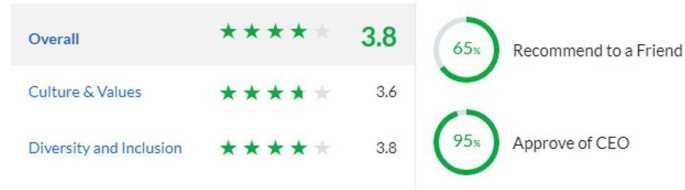


“Recommend to a Friend” Ratings Compared Between Markets

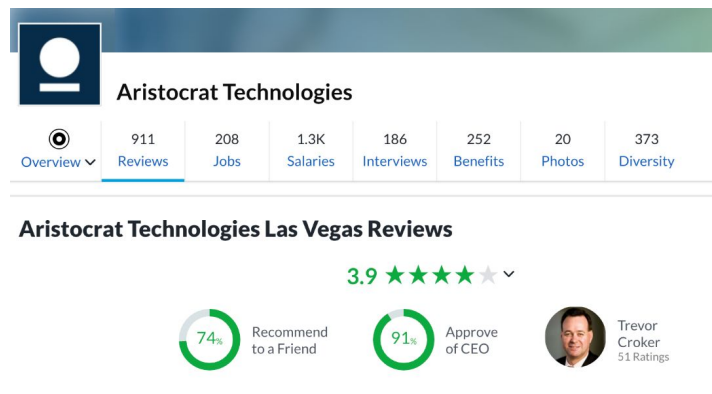
Aristocrat Technologies Ratings and Trends

About Glassdoor ratings

Ratings may vary depending on what filters are applied, but ratings include reviews in all languages.



Aristocrat - Australian Glassdoor



Aristocrat - American Glassdoor

Additional Reviews: Employees Experiencing Micromanagement

★★★★☆ 4.0

Financial Controller
Feb 2016
North Rocks, New South Wales, Australia
5 to 6 years in the role, former employee

It is a great place to work

The good things
Great culture, friendly people

The challenges
\"Just do as told\", micro management and management driven by fear of position rather than getting right people

★★★★☆ 3.0

Customer Service Representative / Call Centre
Apr 2017
Greystanes
5 to 6 years in the role, current employee

Good while it lasted.

The good things
Some great people and wonderful incentives such as annual share allotment and community involvement days

The challenges
Poor management and lack of opportunity in career growth. General lack of communication between departments. Micro-management on every detail. Unappreciative of work that goes above your general duties.

1.0 ★☆☆☆☆

Terrible and incompetent P&C Team

Anonymous Employee
Former Employee

☒ Recommend ☐ CEO Approval ☒ Business Outlook

Pros
Nothing positive to say here

Cons
Awful company to work for. Terribly run P&C team by ignorant and incompetent Directors, no idea how they get promoted, probably for staying there for many years and getting brain washed. They suppress their employees, having to work in an unstable environment and constantly micromanaged. Completely incompetent for the Directors and Senior Directors do, it did not stop to amaze me. Having the audacity to say they care about their team.

5.0 ★★★★★

Large Company with many opportunities

System Support
Former Employee Las Vegas, NV

☒ Recommend ☐ CEO Approval ☒ Business Outlook

Pros
A very large company that has many paths for you to choose advance your career. A lot of willing hands and good people across departments. Very good cross department collaboration. A lot of areas for growth and learning available, if you have the requisite motivation to do so of your own volition.

Cons
As with any company, you need to find yourself with the right team and under the right leadership. Resistance to the reality that being in an office is not needed for some jobs. Those that push for it in the jobs that don't require an office presence merely want to micromanage. Antiquated belief of some that if they can't see you working, you must not be working. This indicates lack of trust on your professionals.