

## Product

Playtech continues to lead innovation and can deploy unmatched research and development resources, all of which is available to our licensees.

### Live casino

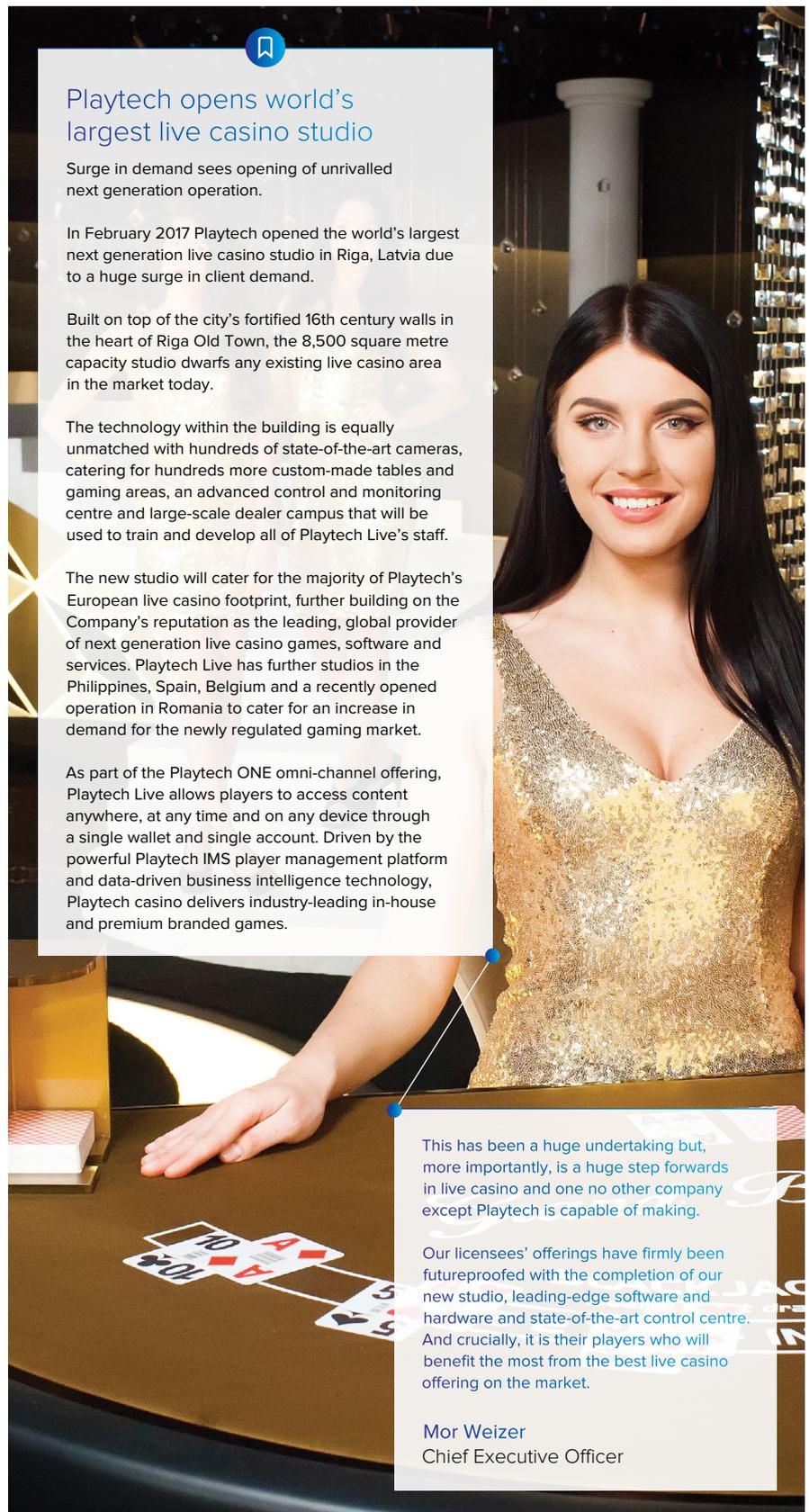
Playtech remains focused on live casino given the strong growth we have seen across all our licensees. We believe positive momentum will continue in 2017 and beyond and have continued to develop our live casino offering. Throughout the year new launches and releases have included innovative concepts, games and features, as well as never-before-seen real native apps that prove to be very successful and appealing to customers. We have also continued to develop our relationships with customers and worked closely to ensure success and accelerated growth in their live casino operations.

In early 2017 Playtech revealed its latest ground-breaking Augmented Reality experience within a spectacular Age of the Gods™ Live environment.

The augmented reality roulette – themed around Playtech's smash-hit suite of Age of the Gods™ games and due to be launched later this year – uses the latest augmented reality technology to significantly heighten the live experience with 3D graphics that can be configured to suit any operator requirements, players experience a range of visuals depending on the outcome of each game round.

The game concept is aimed at not only creating a next generation gaming experience, but also giving Playtech licensees greater flexibility and further opportunities to cross-sell to a new demographic of player who would either have not previously considered or who could potentially re-connect to live casino.

In addition, we also opened two new Live studios in the past few months in Latvia and Romania due to the high levels of customer demand.



**Playtech opens world's largest live casino studio**

Surge in demand sees opening of unrivalled next generation operation.

In February 2017 Playtech opened the world's largest next generation live casino studio in Riga, Latvia due to a huge surge in client demand.

Built on top of the city's fortified 16th century walls in the heart of Riga Old Town, the 8,500 square metre capacity studio dwarfs any existing live casino area in the market today.

The technology within the building is equally unmatched with hundreds of state-of-the-art cameras, catering for hundreds more custom-made tables and gaming areas, an advanced control and monitoring centre and large-scale dealer campus that will be used to train and develop all of Playtech Live's staff.

The new studio will cater for the majority of Playtech's European live casino footprint, further building on the Company's reputation as the leading, global provider of next generation live casino games, software and services. Playtech Live has further studios in the Philippines, Spain, Belgium and a recently opened operation in Romania to cater for an increase in demand for the newly regulated gaming market.

As part of the Playtech ONE omni-channel offering, Playtech Live allows players to access content anywhere, at any time and on any device through a single wallet and single account. Driven by the powerful Playtech IMS player management platform and data-driven business intelligence technology, Playtech casino delivers industry-leading in-house and premium branded games.

This has been a huge undertaking but, more importantly, is a huge step forwards in live casino and one no other company except Playtech is capable of making.

Our licensees' offerings have firmly been futureproofed with the completion of our new studio, leading-edge software and hardware and state-of-the-art control centre. And crucially, it is their players who will benefit the most from the best live casino offering on the market.

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Chief Executive Officer