

## 12th Annual Slot Market Survey

Super-profits for ALL via partnerships; OK showcases strong US growth; supply-chain impacts short-lived

There has been no shortage of gaming manager conundrums in the past 18 months, and in this year's 12<sup>th</sup> Annual J.P. Morgan Slot Survey, we investigate market sentiment around replacements/conversions, EGM pricing, spend per player, and manufacturer performance with market forecasts. In summary, we expect market growth (i.e. gaming ops) will favor manufacturers like ALL & Everi which have positioned themselves (despite a more focused competitive landscape) to benefit from tailwinds through FY22 and potentially into FY23. We split findings into three categories: **1) slot market trends**; **2) competitor landscape**; and **3) company-specific analysis & forecasts**. Key observations, charts & details overleaf:

- The market:**
  - Increased replacement spend.** The proportion of casinos & pubs that will greatly increase (>10%) replacement spend has doubled from 8% in 2020 to 16% this year; 90% of venues surveyed expect their replacements to either maintain or increase this year.
  - Increased conversion spend.** 63% of slot (count-weighted) responses will increase conversions vs. 42% last year.
  - Increased machine pricing.** Respondents expecting box pricing to increase has more than doubled to 45%, from 21% in 2020.
  - Spend per customer.** 56% of casinos & pubs say spend-per-customer has increased (vs. 32% in 2019).
- Performance:**
  - ALL remains the top-performing manufacturer, with 83% of operators rating it the best performer. Operators would allocate 53% of a green-field gaming floor to ALL.
  - Scientific Games runner-up:** 8% vote SGMS as the best performer and 10% of respondents rank SGMS as the most floor share acquirer. SGMS is the second favorite manufacturer by casinos & pubs with 15% share, up from 11% in 2020 and 12% in 2019.
  - IGT followed:** 3% of operators saw IGT as the best performer and 6% of respondents would select IGT for majority floor share, given a green-field venue.
- Forecasts:**
  - Floor share:** respondents expect 49% of a gaming floor to be represented by ALL this year (note green-fields allocation is 53%; thereby indicating future/further allocations).
  - Expansions:** 91% of the casinos & pubs surveyed intend to maintain or increase their allocation to ALL in the next year.
  - Key products:** 71% of operators will be buying more Dragon Link product. Further, 83% of respondents are rating ALL as the best linked jackpots manufacturer.
  - Game library:** 51% of operators observed significantly improved performance of Aristocrat's game library in 2021 vs. 25% in 2020 and 38% in 2019.
- Thematics, trends, & comments:** Submissions in the "Additional Comments" section reinforce our growth expectations for FY22. Additionally, the thematic of a more "**partnered approach**" between operators & manufacturers was persistent throughout the commentary, which in conjunction with an increased focus on costs, is likely to mean a greater focus of concentrated spend with individual manufacturers. Our recent market calls are supportive of strong regional trends, and these comments partner well with our US Team's takeaways on resiliency & optimism for US fundamentals after the J.P. Morgan Management Access Forum.

### Australia Australian Gaming & Internet/Media

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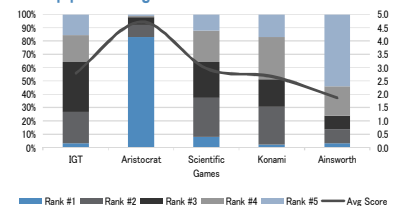
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Figure 1: Survey participants ranked Aristocrat as the top performing slot manufacturer



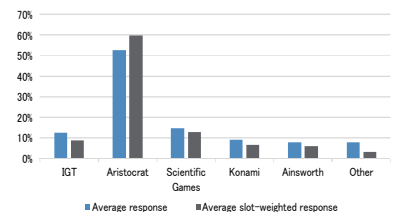
Source: J.P. Morgan. Avg Score (#1=5, #2=4, #3=3, #4=2, #5=1)

Table 1: Manufacturer allocation on a Green-field has Aristocrat as top pick followed by Scientific Games and IGT

% of respondents	2017	2018	2019	2020	2021
IGT	7.5%	12.5%	14.3%	12.2%	12.5%
Aristocrat	62.5%	58.5%	53.3%	56.4%	52.6%
Scientific Games	12.2%	12.3%	12.5%	10.8%	14.8%
Konami	5.0%	5.0%	8.1%	9.7%	9.0%
Ainsworth	10.6%	13.7%	9.2%	9.3%	8%
Other	2.2%	4.6%	5.2%	6.5%	7.8%

Source: J.P. Morgan estimates

Figure 2: Allocation between manufacturers on a new floor in 2021



Source: J.P. Morgan.

See page 20 for analyst certification and important disclosures, including non-US analyst disclosures.

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## Executive Summary

This report details the results of our 12<sup>th</sup> Annual J.P. Morgan Slot survey, split into three categories: **1)** slot market trends; **2)** competitor landscape; and **3)** company-specific analysis.

### Slot Market Trends

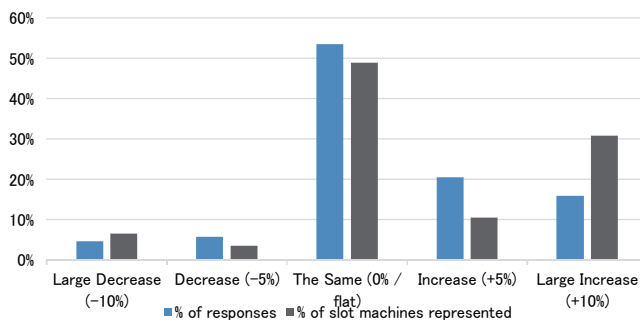
Conservative operators planning to decrease the replacement budget by -10% have shrunk from 30% in 2020 to only 5% this year, signaling much improved business confidence.

The strong growth in spend on game conversions is primarily driven by the strong cost focus from casinos and pubs.

The proportion of respondents expecting box pricing to increase has more than doubled from 21% in 2020 to 45%.

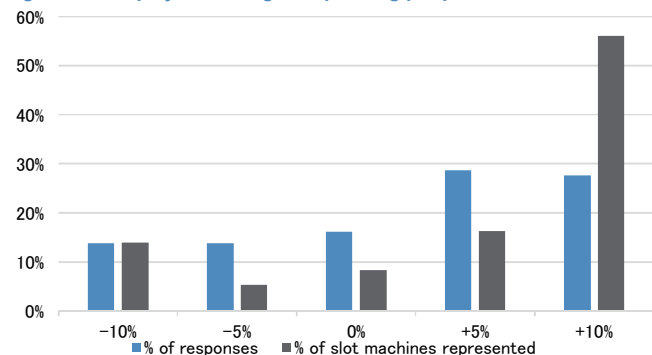
- Increased spend on replacements.** 90% of venues (55% in 2020 and 87% in 2019) surveyed expect their replacement to either maintain or increase this year. Conservative operators planning to decrease the replacement budget by -10% have shrunk from 30% in 2020 to only 5% this year, signaling much improved business confidence. Further, the proportion of casinos and pubs who will greatly increase (+10%) the replacement spend has doubled from 8% in 2020 to 16% this year.
- Increased spend on conversions.** 63% of slot count-weighted responses tend towards an increase in conversions vs. 42% last year, whereas 34% of participants are intending to remain the same (down from 53% last year). The strong growth in spend on game conversions is primarily driven by the strong cost focus from casinos and pubs.
- Maintained or increased pricing of machines.** The proportion of respondents expecting box pricing to increase has more than doubled from 21% in 2020 to 45% (representing 42% of total machines). 37% of operators (same in 2020 and 31% in 2019) think pricing will stay the same. In total, the expected weighted average price change is +0.7% in 2021, +1.8 ppts lifted from 2020 and consistent with 2019.
- Spend per customer has increased.** 56% of casinos and pubs estimate spend per customer has increased (55% in 2020 and 32% in 2019), consistent with the trend that despite players visiting less frequently, spend is much larger due to the pent-up demand from COVID. Larger operators also observed an increase in spend per customer.

Figure 3: Casinos and pubs' sentiment on replacement spends over the next 12 months



Source: J.P. Morgan.

Figure 4: Slot players' change in spending per person



Source: J.P. Morgan.

### Competitive & Landscape

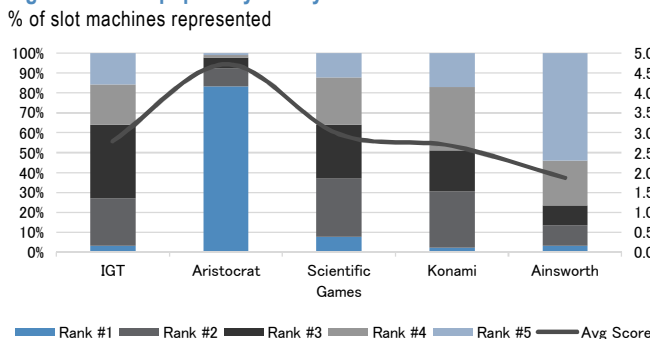
- Aristocrat is the market leader** and remains the top performing manufacturer, with 83% (down from 91% in 2020 and 94% in 2019) of the respondents (representing 94% of slot machines) rating it as the best performer. **For purchasing intentions**, operators would allocate 53% of a

green-field to Aristocrat in 2021, down from 56% in 2020, but in line with 2019.

10% (0% in 2020 and 2% in 2019) of respondents voted Scientific Games as the most floor share acquirer.

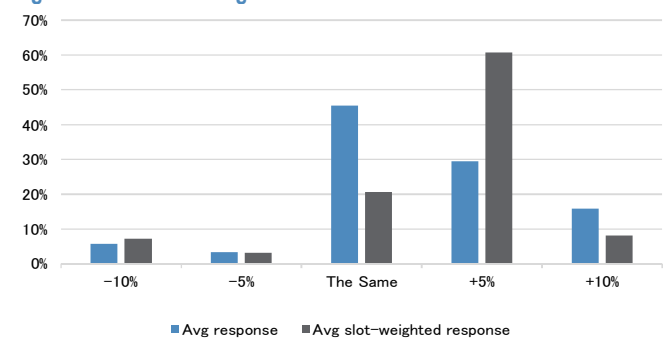
- Scientific Games is next. For performance ratings**, 8% of casinos and clubs (representing 4% of slot machines) rank Scientific Games as the best performer, reflecting the popularity of Scientific Games especially among small operators. **For current gaming floor share**, 10% (0% in 2020 and 2% in 2019) of respondents vote Scientific Games as the most floor share acquirer. **For purchasing intentions**, Scientific Games is the second favorite manufacturer by casinos and pubs with 15% of floor, up from 11% in 2020 and 12% in 2019.
- IGT followed.** 3% of operators saw IGT as the best performer and 6% of respondents ranked IGT as having the most floor share; representing 2% of slot machines and signaling penetration and preferences by smaller operators.
- Non-top-five manufacturers are mostly preferred by larger operators for diversification.** 24% of respondents (13% in 2020 and 30% in 2019 and representing 47% of slot machines) increased their budget allocation to non-top-five manufacturers, implying the increased budgets are mainly driven by larger operators.

Figure 5: Brand popularity survey results



Source: J.P. Morgan. Avg Score (#1=5, #2=4, #3=3, #4=2, #5=1)

Figure 6: Intended change in Aristocrat's floor share



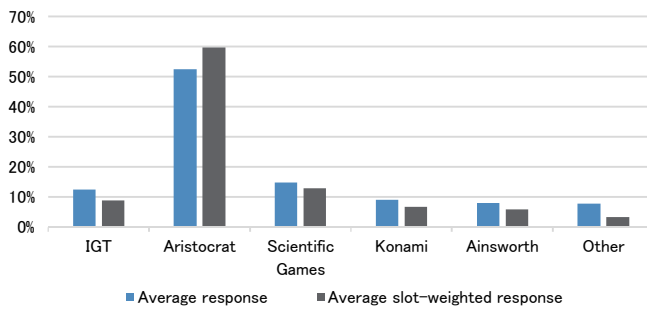
Source: J.P. Morgan.

### Company Specific

- Aristocrat (ALL) remains the standout manufacturer.**
  - Dominant share of gaming floor.** On average, 49.6% of the machines on the gaming floor are expected to be ALL in 2021, however this is down from 55.5% in 2020 but skewed from closures;
  - Strong willingness to expand by operators.** 91% of the casinos and pubs surveyed intend to maintain or increase the allocation to Aristocrat in the next year;
  - Key products drive growth.** 71% of operators will be buying more of Aristocrat's Dragon Link product. Further, there are 83% of respondents rating Aristocrat as the best linked jackpots manufacturer. Other notable mentions are Choys Kingdom and Dollar Storm.

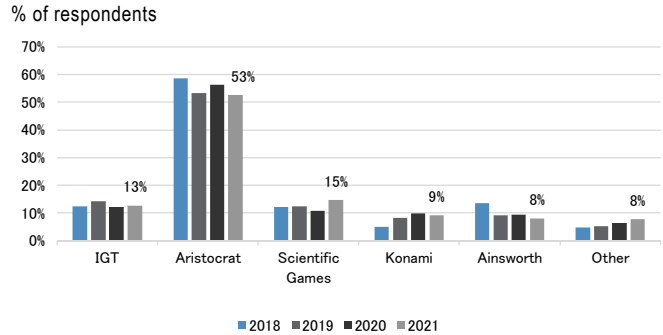
- **Materially improved library performance.** 51% of operators observed significant improved performance of Aristocrat’s game library in 2021 vs. 25% in 2020 and 38% in 2019.

**Figure 7: Allocation between manufacturers on a new floor in 2021**  
 Average share



Source: J.P. Morgan.

**Figure 8: Shift in allocation to manufacturer over time – Aristocrat dominates**  
 % of respondents



Source: J.P. Morgan.

**Aristocrat remains the top pick of a Greenfield floor,** followed by and Scientific Games and IGT. Generally this indicates the share allocation of purchasing behavior (for outright sales).

**Table 1: Manufacturer allocation on a Greenfield**

% of respondents

	2017	2018	2019	2020	2021
IGT	7.5%	12.5%	14.3%	12.2%	12.5%
Aristocrat	62.5%	58.5%	53.3%	56.4%	52.6%
Scientific Games	12.2%	12.3%	12.5%	10.8%	14.8%
Konami	5.0%	5.0%	8.1%	9.7%	9.0%
Ainsworth	10.6%	13.7%	9.2%	9.3%	8%
Other	2.2%	4.6%	5.2%	6.5%	7.8%

Source: J.P. Morgan.

## Size of the market

### Do you intend to change your spend on replacements over the next year?

In our 2021 survey, we found:

- **Positive market sentiment towards replacement spend.** In total, 90% of venues (55% in 2020 and 87% in 2019) surveyed expect their replacement to either maintain or increase this year. 36% of casinos and pubs (23% in 2020 and 37% in 2019) will increase spend on replacement over the next year. 53% of operators (32% in 2020 and 50% in 2019) report they will maintain spending.
- **Much smaller proportion of conservative operators.** Conservative operators who will decrease the replacement budget by -10% have decreased from 30% in 2020 and 8% in 2019 to only 5% this year. In aggregate, 11% of

Signaling much improved business confidence this year.

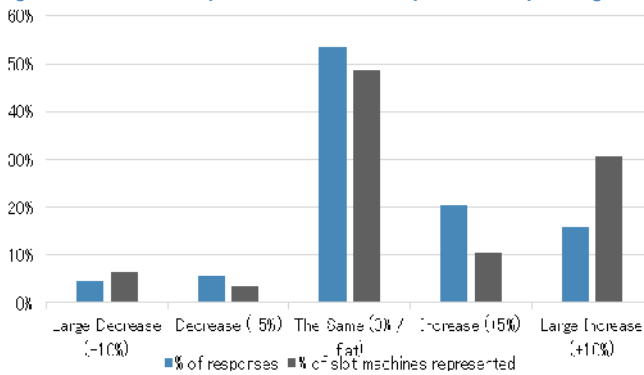
The proportion of casinos and pubs who will greatly increase (+10%) the replacement spend has doubled from 8% in 2020 to 16% this year, despite still 3 ppts lower than 2019 level.

operators (45% in 2020 and 13% in 2019) will either modestly decrease/largely decrease spend on replacements, signaling much improved business confidence this year.

- **Much larger proportion of extremely active operators.** The proportion of casinos and pubs who will greatly increase (+10%) the replacement spend has doubled from 8% in 2020 to 16% this year, despite still 3 ppts lower than 2019 level. Further, the proportion of operators that will moderately increase their budget has improved from 15% in 2020 to 20% this year.

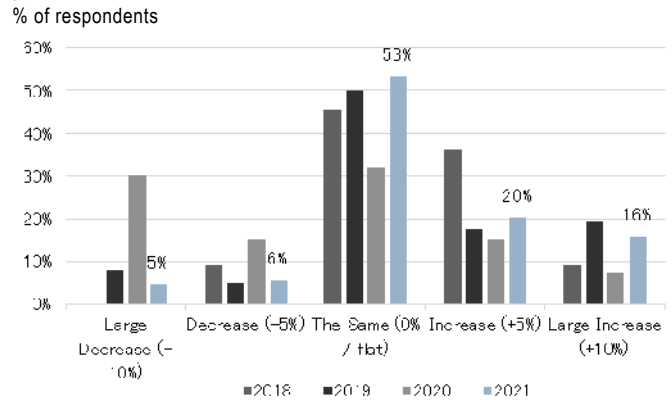
**ANZ ALL replacements:** We currently expect 12.3k and 13.4k replacement units in FY21 and FY22 respectively, up from 7.8k in FY20.

Figure 9: Casinos and pubs' sentiment on replacement spending



Source: J.P. Morgan.

Figure 10: Casinos and pubs' sentiment on replacement spending by years



Source: J.P. Morgan.

**Other notable feedback:** Replacement spend will maintain despite reduced fleet; New product and less spend over the last 2 years meant increased budget for some this year; This trend is subject to the length of the COVID shutdown.

### Do you intend to change your spend on game conversions over the next year?

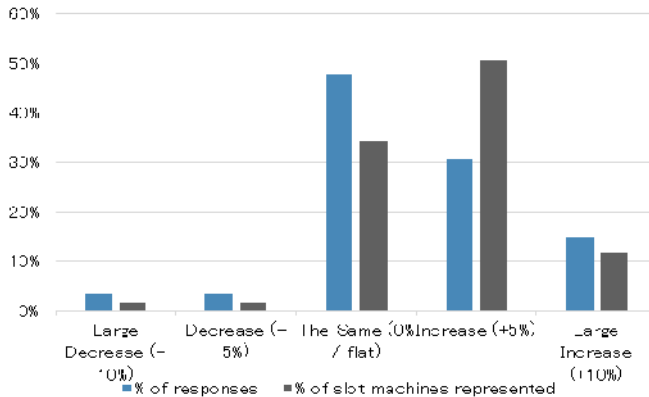
**Overall, strong growth in spend on game conversions is expected, primarily driven by the strong cost focus from casinos and pubs.** 93% of participated operators (83% in 2020 and 97% in 2019) report they will either maintain or increase spend on game conversions.

The proportion of casinos and pubs who will largely decrease (-10%) spend on game conversions has halved, whereas the proportion of operators who will largely increase (+10%) spend has more than doubled.

**Shifting spend on game conversions from one end to the other.** Relative to the previous year, the proportion of casinos and pubs who will largely decrease (-10%) spend on game conversions has halved, whereas the proportion of operators who will largely increase (+10%) spend has more than doubled. Further, “moderate decrease” in spend was down from 11% in 2020 to 3% this year, in line with 2019.

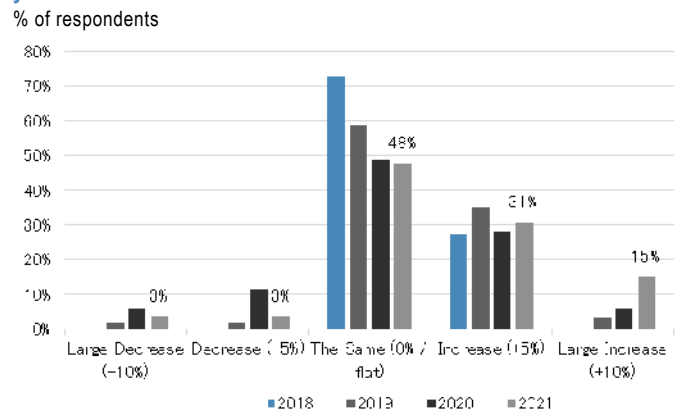
**Increased proportion of slots intended for game conversions.** 63% of slot count-weighted responses tend towards increase vs. 42% last year whereas 34% of participants are intending to remain the same, down from 53% last year.

Figure 11: Casinos and pubs’ sentiment on game conversions



Source: J.P. Morgan.

Figure 12: Casinos and pubs’ sentiment on game conversions by years



Source: J.P. Morgan.

**Other feedback:** Conversions will fully depend on current installation performance and offers from manufacturers.

## Unit Pricing

### How do you expect the pricing of machines to change over the next 12 months?

**Overall, the market expects pricing of machines to stay flat or increase in 2021.**

The proportion of respondents who expect box pricing to increase has more than doubled from 21% in 2020 to 45%.

**The proportion of respondents who expect box pricing to increase has more than doubled** from 21% in 2020 to 45% (representing 42% of total machines). 37% of operators (same in 2020 and 31% in 2019) think pricing will stay the same. The proportion of respondents who expect price to decrease is down from 42% pcp to 18% in 2021.

The proportion of respondents who expect machine prices to increase by more than 5% has increased to 21% in 2021 vs. 16% in 2019.

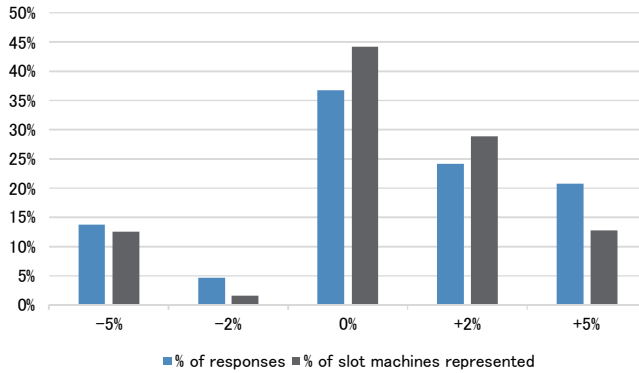
**Higher proportion of extremely optimistic respondents in 2021 vs. 2019.** Compared with pre-COVID levels, the proportion of respondents who expect machine pricing to decrease stays flat, however, the proportion of respondents who expect machine prices to increase by more than 5% has increased to 21% in 2021 vs. 16% in 2019, possibly due to the low base in 2020.

In total, the weighted average price change is expected to be +0.7% in 2021.

**In total, the weighted average price change is expected to be +0.7% in 2021,** 1.8 ppts lifted from 2020 and consistent with 2019.

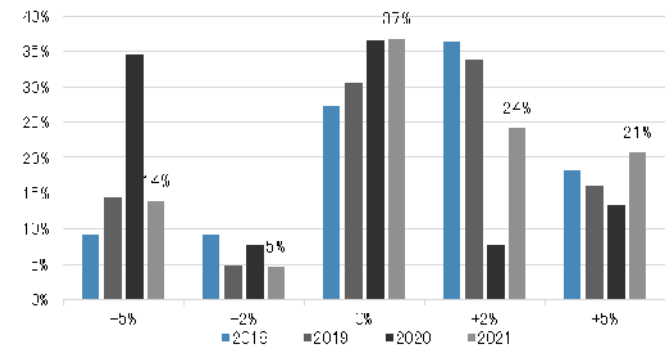


Figure 13: Casinos' sentiment on change in machine pricing



Source: J.P. Morgan.

Figure 14: Casinos' sentiment on change in machine pricing by years



Source: J.P. Morgan.

**Other feedback:** Machine price is expected rise, however the market appears split on the rise of fee-per-day. However, some of the more pragmatic operators stated they expect pricing will increase by 2% due to CPI.

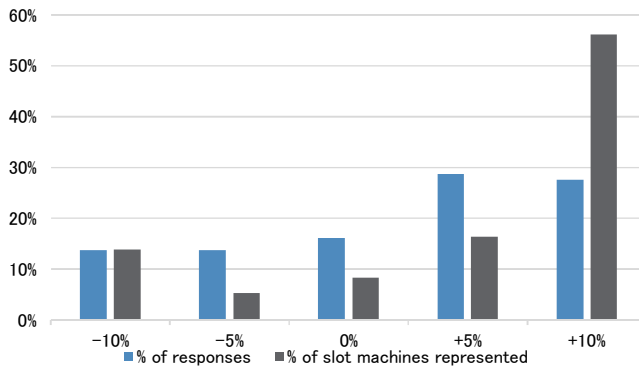
## The Customer

### How much do you estimate spend per customer has changed compared to last year?

Slot players are estimated to spend more per customer which is consistent with the trend that despite players are visiting less frequently, the spend each time is much larger due to the pent-up demand from COVID-19 restrictions.

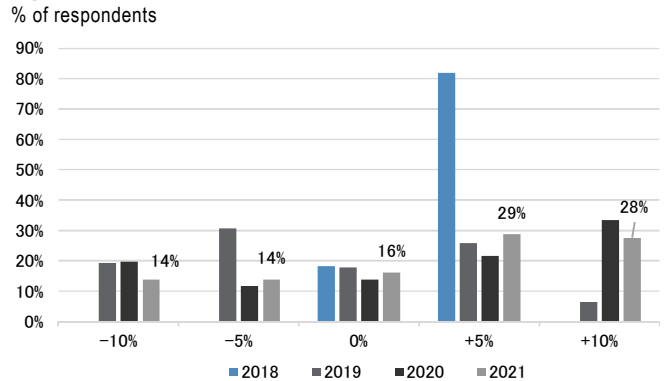
Larger operators observed an increase in spend per customer. 28% of casinos and pubs estimate spend per customer has decreased (31% in 2020 and 50% in 2019) and 56% estimate an increase (55% in 2020 and 32% in 2019). 28% of operators representing 56% of slot machines claim spend per customer has increased by +10%.

Figure 15: Expectations of customer spend



Source: J.P. Morgan.

Figure 16: Historical customer spend shifts



Source: J.P. Morgan.

**Other feedback:** Lockdowns increase per person spend, as fewer sessions were possible; Venues in Victoria were closed for 5 months last year, therefore they are estimating an increase in spend per customer;

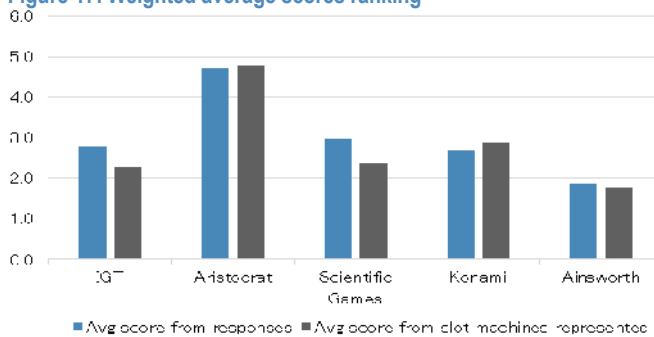


## Competitor Landscape

### Which manufacturer is performing best?

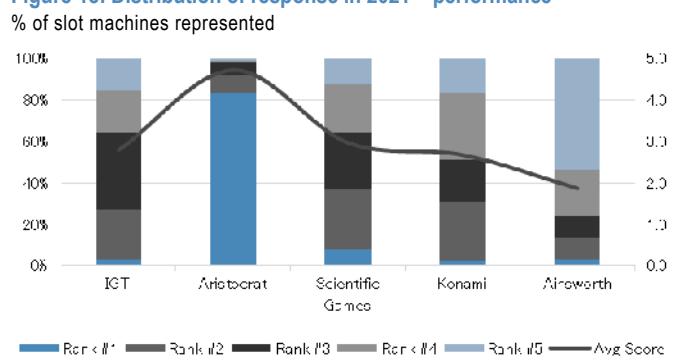
**Aristocrat remains the top performing manufacturer**, with 83% (down from 91% in 2020 and 94% in 2019) of the respondents (representing 94% of slot machines) rating it as the best performer, indicating Aristocrat is still the leading choice for operators. As a result, Aristocrat gets 4.7 out of 5 (slightly down from 4.8 in 2020 and 4.9 in 2019) as weighted average score this year, followed by Scientific Games (3.0), IGT(2.8), Konami (2.7) and Ainsworth (1.9).

Figure 17: Weighted average scores ranking



Source: J.P. Morgan. Avg Score (#1=5, #2=4, #3=3, #4=2, #5=1)

Figure 18: Distribution of response in 2021 – performance

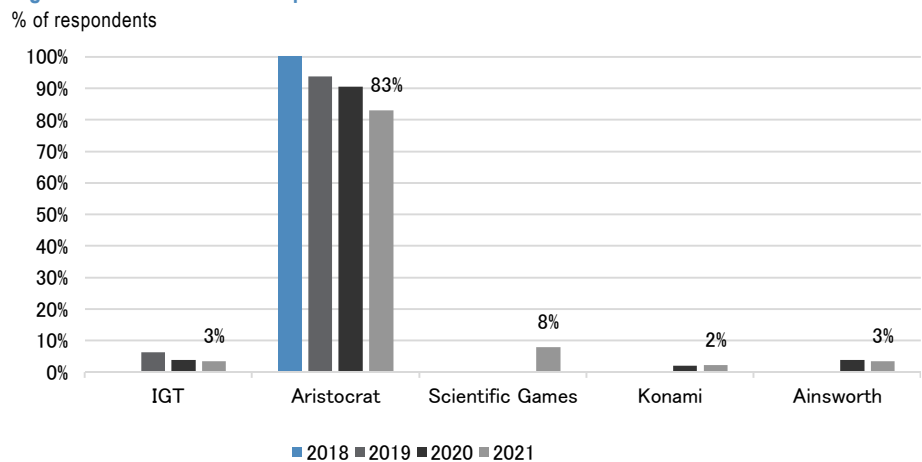


Source: J.P. Morgan. Avg Score (#1=5, #2=4, #3=3, #4=2, #5=1)

There is ever-growing commentary on increased competition from Scientific Games.

**Although the proportion of operators rating Aristocrat as the top performer has decreased slightly vs. last year, ALL remains the top choice by operators. There is ever-growing commentary on increased competition from Scientific Games.** 8% of casinos and clubs (representing 4% of slot machines) rank Scientific Games as the best performer, implying the popularity of Scientific Games especially among small operators.

Figure 19: % of number #1 responses



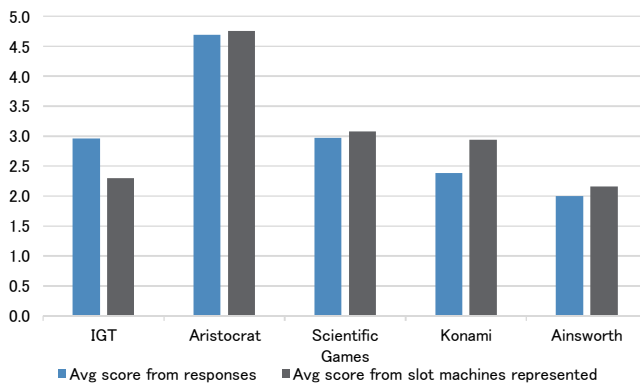
Source: J.P. Morgan.

## Which manufacturer is gaining the most floor share at present?

**Aristocrat's products lead in popularity with the most floor share gained: 80% (down from 88% in 2020 and 92% in 2019) of casinos and pubs surveyed, followed by Scientific games (10%), IGT (6%), Konami (2%) and Ainsworth (2%).**

**Figure 20: Casinos' floor share (% of number one responses)**

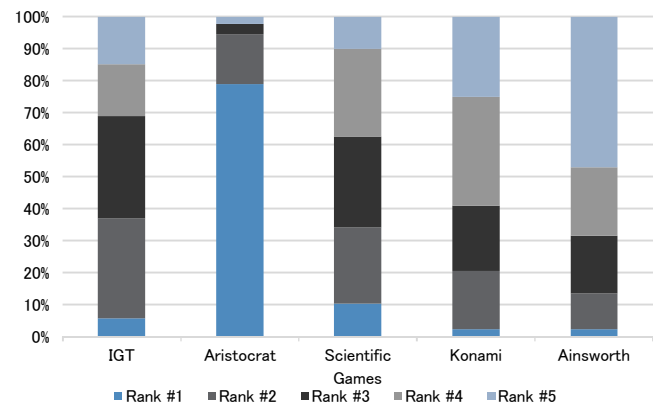
Average weight; weights: Rank 1 = 5, Rank 2 = 4, ..., Rank 5 = 1



Source: J.P. Morgan.

**Figure 21: Distribution of responses in 2021**

% of slot machines represented



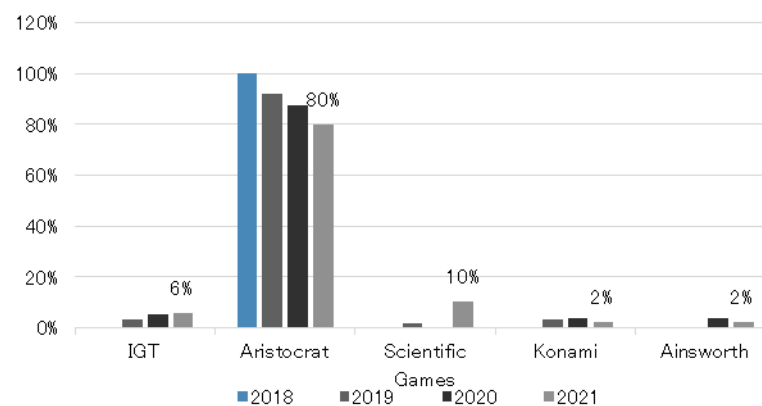
Source: J.P. Morgan.

Our latest survey shows Aristocrat is the top manufacturer who takes most floor share, however, there is 10% (0% in 2020 and 2% in 2019) of respondents voting Scientific Games as the most floor share acquirer.

Noticeably, 6% of respondents ranked IGT as having the most floor share which represents 2% of slot machines, signaling its penetration and preference by smaller operators.

**Figure 22: % of operators ranking number one responses**

% of respondents



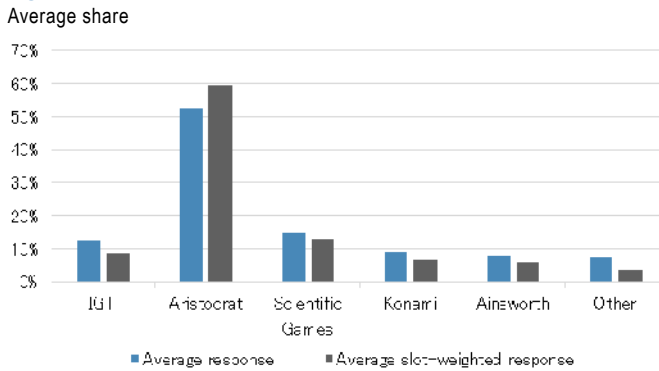
Source: J.P. Morgan.

## If you were starting your floor today, what percentage of your floor would you devote to each manufacturer?

We believe this question can be a good proxy for long-term floor share estimates as casino and pubs shift the composition of the gaming floor with replacements.

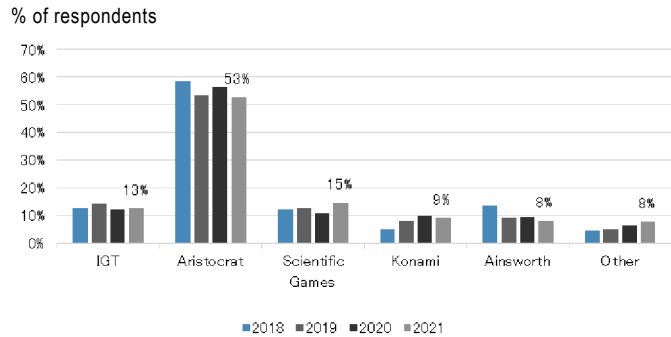
**According to the average response, operators prefer 53% of floor devoted to Aristocrat in 2021, down from 56% in 2020 and in line with 2019.** Scientific Games is the second favorite manufacturer by casinos and pubs with 15% of floor, up from 11% in 2020 and 12% in 2019. IGT, Konami and Ainsworth follow with 13%, 9% and 8% respectively.

Figure 23: Allocation between manufacturers on a new floor in 2021



Source: J.P. Morgan.

Figure 24: Shift in allocation to manufacturer over time – Aristocrat continues to dominate



Source: J.P. Morgan.

Table 2: Shift in allocation to manufacturers over time

	2017	2018	2019	2020	2021
IGT	7.5%	12.5%	14.3%	12.2%	12.5%
Aristocrat	62.5%	58.5%	53.3%	56.4%	52.6%
Scientific Games	12.2%	12.3%	12.5%	10.8%	14.8%
Konami	5.0%	5.0%	8.1%	9.7%	9.0%
Ainsworth	10.6%	13.7%	9.2%	9.3%	8%
Other	2.2%	4.6%	5.2%	6.5%	7.8%

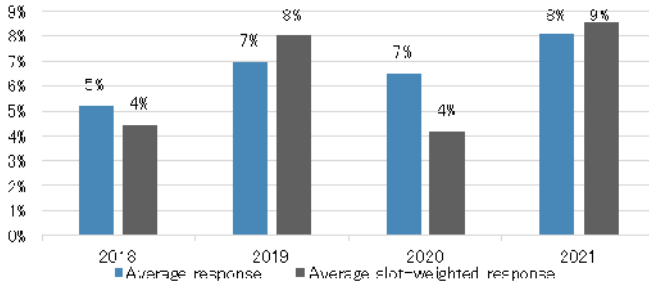
Source: J.P. Morgan.

## What allocation of your wallet are you spending on manufacturers outside of the top 5? How has this changed over the past 3 years?

**8% of operators are allocating budget to manufacturers outside of the top 5 (ALL, Scientific Games, IGT, Konami and Ainsworth) this year, up from 7% in 2020 and 2019.**

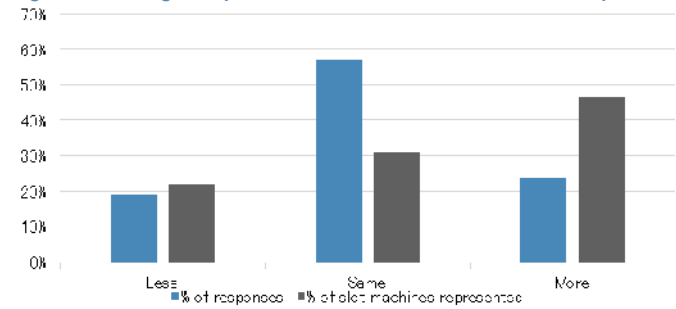
Noticeably, 24% of respondents (13% in 2020 and 30% in 2019) representing 47% of slot machines increased their budget allocation to non-top-five manufacturers, indicating the increased budgets are mainly driven by larger operators for diversification. On the other hand, 57% of responses (representing 31% of slot machines) report their budget towards smaller manufacturers stayed the same in the past 3 years, signaling the option is less preferred by smaller operators.

**Figure 25: % of operators intending to allocate budget to manufacturers outside of Aristocrat, IGT, Scientific Games, Konami and Ainsworth in the coming year**



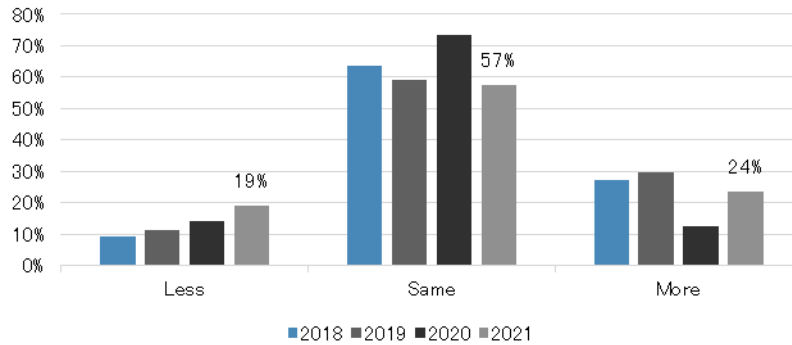
Source: J.P. Morgan.

**Figure 26: Change of spend on manufacturers outside of the top 5**



Source: J.P. Morgan.

**Figure 27: Change of spend on manufacturers outside of the top 5 by year**  
 % of respondents



Source: J.P. Morgan.

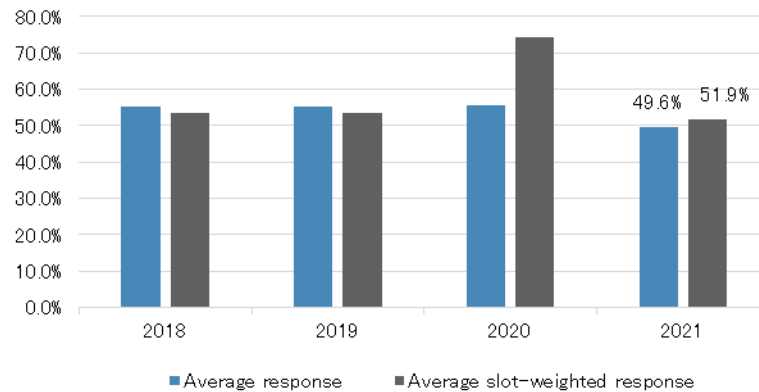
## Aristocrat

We asked participants a few questions to gauge Aristocrat’s current and 1-year forward performance.

### What proportion of your floor is Aristocrat at present?

**According to the average response, 49.6% of machines on gaming floors are covered by Aristocrat, down from 55.5% in 2020.**

Figure 28: Aristocrat's share of casino floor



Source: J.P. Morgan.

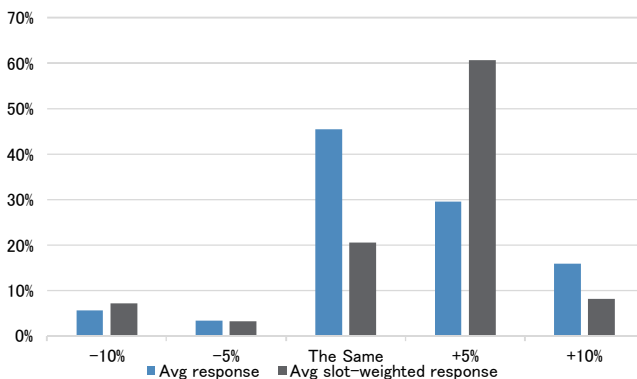
### Do you intend to change the proportion of Aristocrat on your floor in the next year?

**91% of the casinos and pubs surveyed intend to maintain or increase the allocation to Aristocrat** (88% in 2020 and 89% in 2019).

46% of the casinos and pubs surveyed intend to increase the budget allocation to Aristocrat (36% in 2020 and 45% in 2019), representing 69% of slot machines.

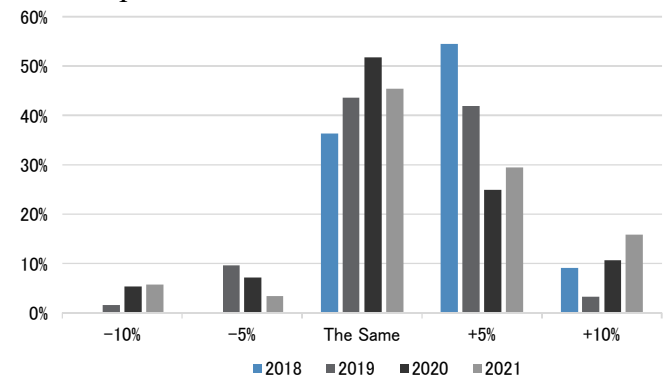
46% of the casinos and pubs surveyed intend to increase the budget allocation to Aristocrat (36% in 2020 and 45% in 2019), representing 69% of slot machines. Notably, 30% of respondents who intend to increase the budget towards Aristocrat by +5% represent 61% of total slot machines, indicating the planned increase is mostly from large operators. In comparison, 9% of venue operators intend to decrease the Aristocrat budget allocation, 3 ppts down from 2020.

Figure 29: Casinos and pubs' expected change in the proportion of Aristocrat machines



Source: J.P. Morgan.

Figure 30: Casinos and pubs' expected change in the proportion of Aristocrat machines by year



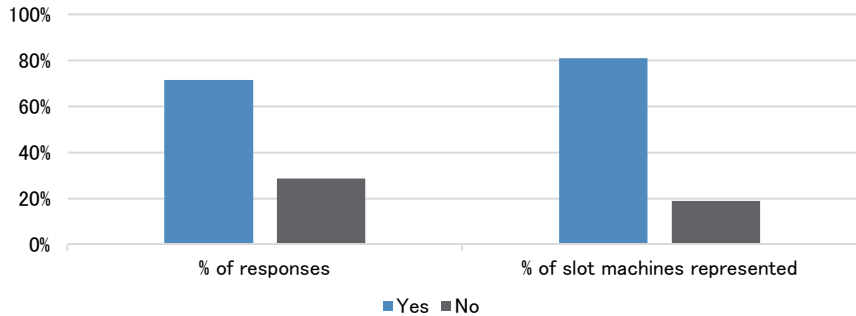
Source: J.P. Morgan.

### Will you be buying Aristocrat's Dragon Link product, and if so, how many?

71% of responses (representing 81% of slot machines) will be buying more Aristocrat's Dragon Link product.

71% of responses (representing 81% of slot machines) will be buying more of Aristocrat's Dragon Link product.

Figure 31: Aristocrat's Dragon Link demand



Source: J.P. Morgan.

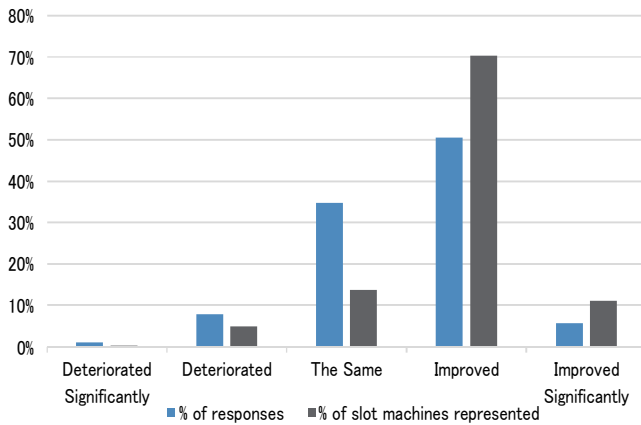
**Other feedback:** purchases will depend on performance after re-opening.

### Has Aristocrat's game library changed in the past year?

51% of operators observed significant improved performance of Aristocrat's game library in 2021 vs. 25% in 2020 and 38% in 2019.

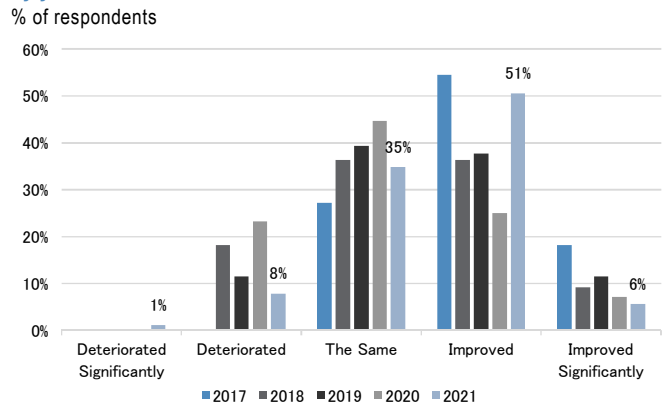
On average, Aristocrat's game library performance materially improved in the past year. The proportion of venues voting "deteriorated" was down by 15 pts from 2020 to only 8% in 2021. On the other hand, **51% of operators observed significant improved performance of Aristocrat's game library in 2021 vs. 25% in 2020 and 38% in 2019.**

Figure 32: Casinos and pubs' sentiment on Aristocrat's game library



Source: J.P. Morgan.

Figure 33: Casinos and pubs' sentiment on Aristocrat's game library by years



Source: J.P. Morgan.

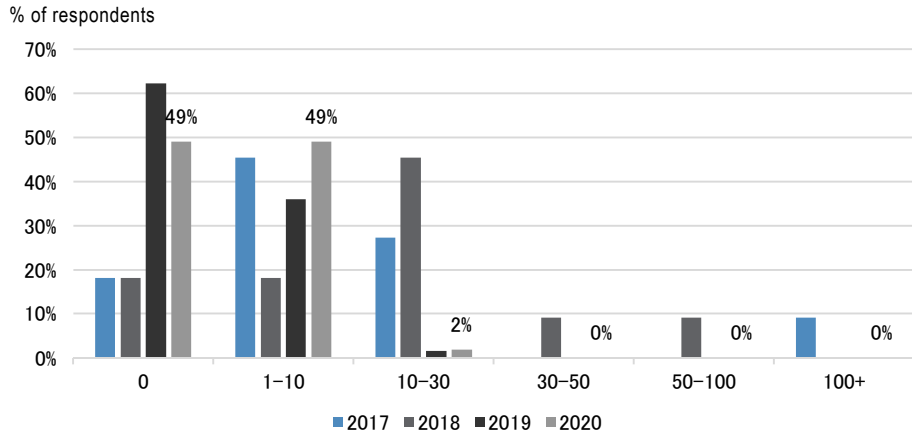
## Ainsworth

### Will you be buying Ainsworth boxes in the next year? If so, how many?

**Ainsworth's products show an accelerated decline in popularity in the past year(s).** In 2017 and 2018, there was only 18% of participants voting for "not buying", which jumped to 62% in 2019. The proportion further deteriorated to 56% in 2021 from 49% in 2020.

**Limited number of units in demand from operators.** On the other hand, 39% of venues are willing to buy 1-10 units, down from 49% in 2020. 5% of operators intend to buy 10-30 units, up 3ppts from 2020 and 2019. None of the operators are willing to purchase over 30 units.

**Figure 34: Casinos and pubs' sentiment on purchasing additional Ainsworth units**



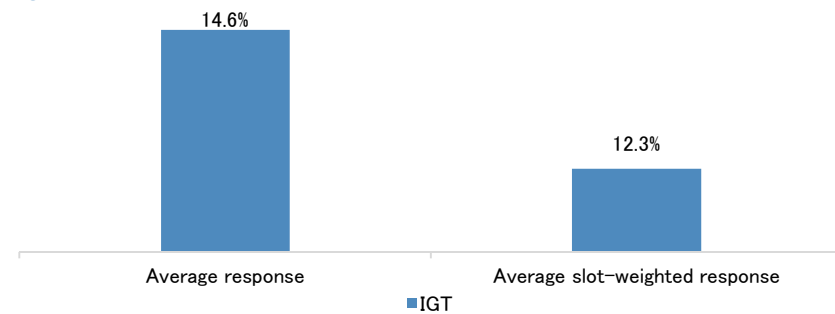
Source: J.P. Morgan.

## IGT

### What proportion of your floor is IGT at present?

Survey participants indicated IGT obtained 14.6% (15.6% in 2020 and 15.1% in 2019) share of the machines on their gaming floor on average.

**Figure 35: IGT's share of casino floor**



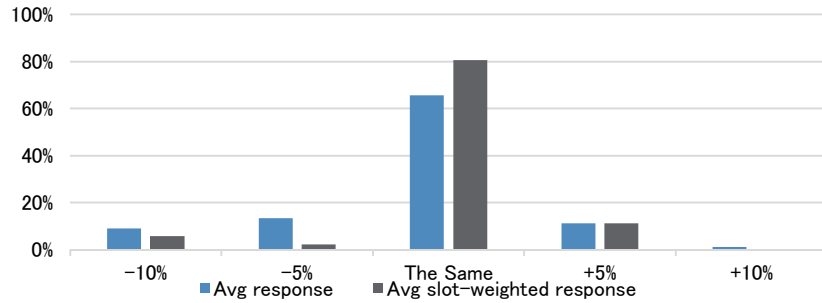
Source: J.P. Morgan.

### Do you intend to change the proportion of IGT on your floor in the next 12 months?

78% (64% in 2020 and 87% in 2019) of the casinos and pubs surveyed intend to maintain or increase their allocation to IGT. The proportion of operators who intend to expand IGT's allocation stayed flat vs. 2020 with 12% whereas it is still below the pre-COVID level which is 27%.



Figure 36: IGT's expected change in share of casino floors



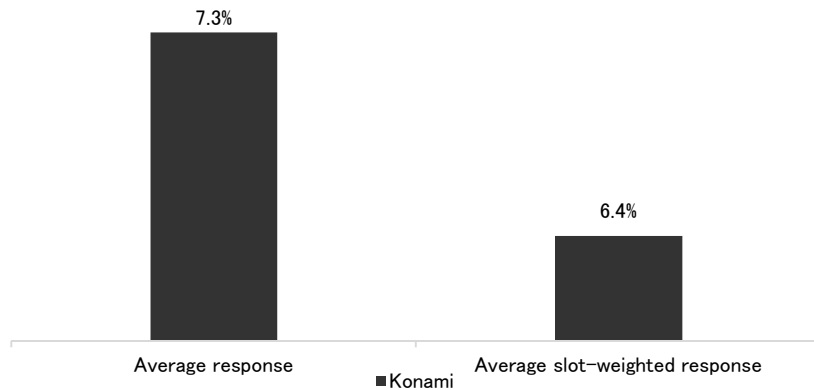
Source: J.P. Morgan.

## Konami

### What proportion of your floor is Konami at present?

Among the surveyed operators, Konami has an average of 7.3% share on a gaming floor, down from 8.1% in 2020 but still up from 6.3% in 2019.

Figure 37: Konami's share of casino floor

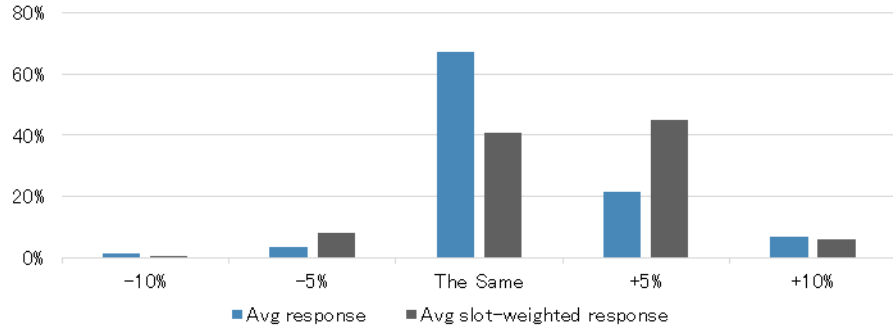


Source: J.P. Morgan.

### Do you intend to change the proportion of Konami on your floor in the next year?

Previous year's strong signals to expand Konami's share on gaming floors has softened. **Only 29% of casinos and pubs intend to increase the allocation, down from 45% in 2020 and 56% in 2019.**

Figure 38: Konami's expected change in share of casino floors



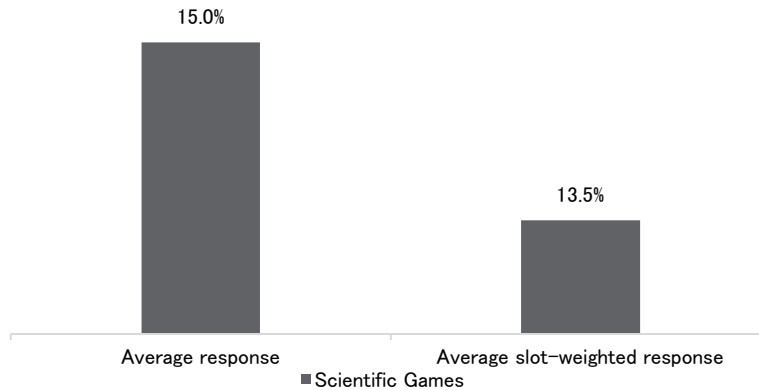
Source: J.P. Morgan.

## Scientific Games

### What proportion of your floor is Scientific Games at present?

Survey participants indicated on average, **15.0%** (12.2% in 2020 and 2019) of the machines on their gaming floors were Scientific Games.

Figure 39: Scientific Game's share of casino floor

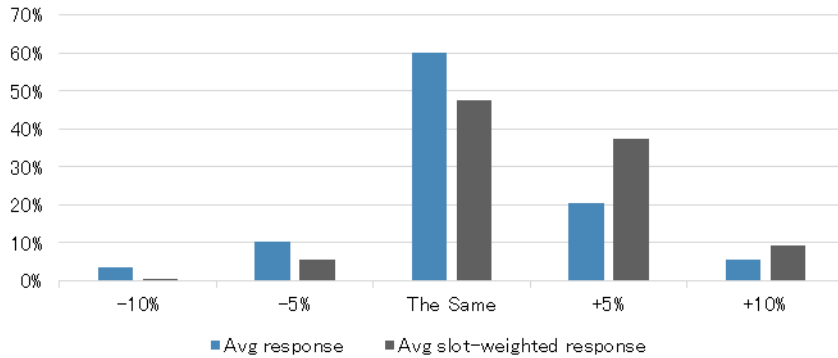


Source: J.P. Morgan.

### Do you intend to change the proportion of Scientific Games on your floor in the next 12 months?

**Scientific Games has performed strongly in our survey in terms of share gains.** In 2021, there are 26% of casinos and pubs (representing 46% of slot machines) intending to increase their proportion of Scientific Games on their floor, up from 14% in 2020 and 17% in 2019.

Figure 40: Scientific Game's expected change in share of casino floors



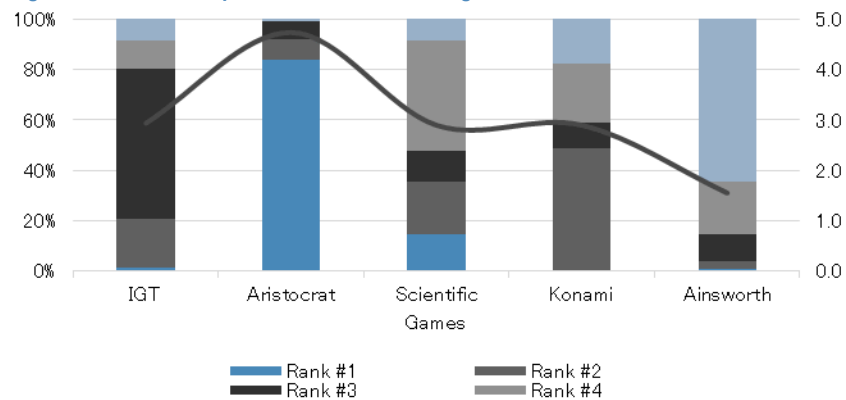
Source: J.P. Morgan.

## Linked Jackpots

### How would you rate the performance of linked jackpots by manufacturer?

**83% of respondents rated Aristocrat as the best linked jackpots manufacturer.** On a slot weighted average basis, Aristocrat scores 4.7 out of 5.0, followed by IGT (3.1), Scientific Games (2.9), Konami (2.4) and Ainsworth (1.9).

Figure 41: Linked Jackpots floor share - slot weighted

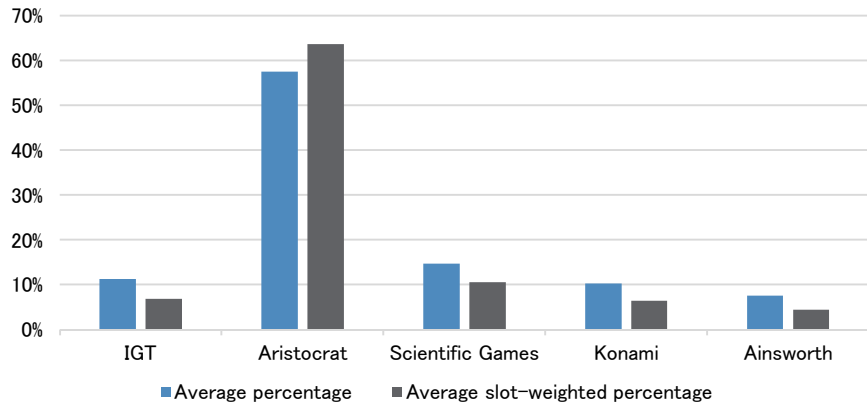


Source: J.P. Morgan. Avg Score (#1=5, #2=4, #3=3, #4=2, #5=1)

### How will you split machine purchases across manufacturers over the next 12 months?

**On average, Aristocrat leads with 58% purchase allocation in the next year,** followed by Scientific Games (15%), IGT (11%), Konami (10%), and Ainsworth (8%).

Figure 42: Machine purchases split % in the next year



Source: J.P. Morgan.

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