

## 13th Annual Slot Market Survey

### Impact clearer as regulation gains greater attention

2022 has been a year dominated by two topics in the gaming sector: **1)** the resilience of gambling spend in an economic downturn; and, **2)** concern over the impact of increased regulation. In this year's 13<sup>th</sup> Annual J.P. Morgan Slot Survey, we investigate these issues with regard to electronic gaming machines and assess the implications for industry participants moving forward. In short, our key findings include: **1)** For **ALL**: the replacement cycle remains healthy; **2)** For **SGR**: per-customer spend has increased significantly but is also expected to continue growing over the next 12 months; **3)** purchasing prices are expected to increase; and **4)** **ALL & SGR**: regulatory changes are certain, well-known, and are going to impact the industry negatively. Key observations, charts & details overleaf.

- Replacement & conversion cycle:** Despite concerns as to the health of consumers, the proportion of venues increasing spend on replacements has increased to 71%, versus 36% in 2021. Growth expectations have moderated slightly; however, this appears to be a shift in allocation towards conversion expenditure expectations; 50% of respondents (representing 73% of machines) are expecting growth in conversion spend over the next 12 months, versus 45% of respondents in 2021 (representing 62% of machines).
- Cabinet inflation and per player spend:** Inflationary pressures and expectations are high. This year's survey revealed the highest level of machine price growth expectations since 2018. 88% of respondents expect at least some increase in price over the next 12 months. In addition, the ~6% growth run-rate in spend per customer is expected to persist into 2023. 46% of respondents expect an increase in per customer spend over the next 12 months, representing 70% of machines. Only 8% of respondents are anticipating any fall in per customer expenditure, representing only 1% of machines surveyed.
- Regulatory concerns rising:** Given scrutiny on the gambling industry throughout the various casino investigations, it is unsurprising to see regulatory concerns elevated in this year's survey. The Tasmanian State Government announcement that mandatory pre-commitment and spending caps will apply from 2024 is only partially reflected in responses given its timing. Only 12% of respondents expect no impact from tightening regulations moving forward. 42% of respondents consider additional regulation their number one concern in 2023.
- Aristocrat remains the dominant player:** This year's survey did not reveal any shift in sentiment towards Aristocrat's performance or games library: **1)** 88% of respondents (representing 98% of machines) rate Aristocrat as the top performing manufacturer; **2)** For purchasing intentions, operators would allocate an average of 57% of a new floor to Aristocrat in 2022, up from 53% in 2021; **3)** Only 8% of responses (representing ~1% of surveyed slot machines) indicated a deterioration in Aristocrat's game library over the last 12 months, consistent with 2021 levels.; and **4)** A much higher proportion saw a "significant improvement" in 2022 (~17%) versus 2021 (~6%).

#### Australia Australian Gaming & Internet/Media

**Don Carducci** <sup>AC</sup>

(61-2) 9003-8379

donald.n.carducci@jpmorgan.com

**Bloomberg** JPMA CARDUCCI <GO>

**Michael James**

(61-2) 9003-8435

michael.james@jpmorgan.com

**Bryan Raymond**

(61-2) 9003-6750

bryan.raymond@jpmorgan.com

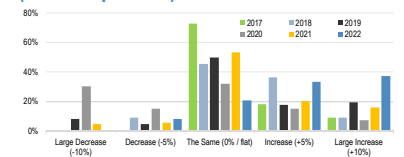
**Chris McKegg, CFA**

(61-2) 9003-6683

chris.mckegg@jpmorgan.com

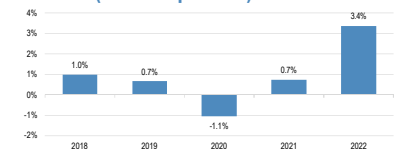
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**Figure 1: Intention to change replacement spend over next 12 months (% of responses)**



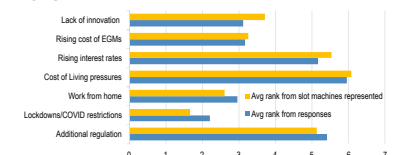
Source: J.P. Morgan estimates.

**Figure 2: Weighted expected average machine price increase over next 12 months (% of responses)**



Source: J.P. Morgan estimates.

**Figure 3: Biggest concern heading into 2023**



Source: J.P. Morgan estimates.

**See page 22 for analyst certification and important disclosures, including non-US analyst disclosures.**

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## Executive Summary

The report details the results of our 13<sup>th</sup> Annual J.P. Morgan Slot survey, split into three main categories: **1)** slot market trends; **2)** competitor landscape; and **3)** Aristocrat-specific analysis and takeaways.

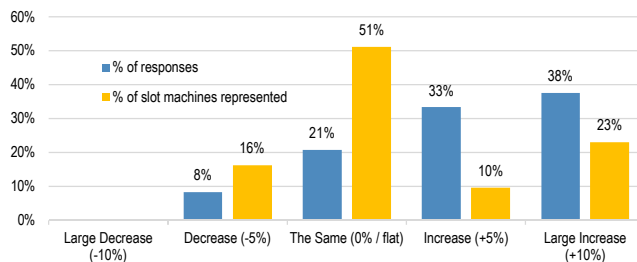
### Slot Market Trends

71% of respondents expect their replacement spend to increase over the next 12 months, versus 36% of respondents in the 2021 survey.

- Replacement spend still expected to increase.** 71% of respondents expect their replacement spend to increase over the next 12 months, versus 36% of respondents in the 2021 survey. Of note however is a decrease in increased spending expectations when responses are weighted by slot machines represented (see figure 4 below). Nonetheless, expectations are still skewed away from any decrease in the level of replacement spend.
- Unit pricing expected to rise.** Inflationary expectations are clearly high. 88% of respondents expect at least some increase in machine price over the next 12 months. This is the highest level of price growth expectation since 2018 – where ~55% of respondents expected prices to increase in the following 12 months. The weighted average 12-month price change (based on percentage of respondents) is expected to be +3.4%, up from +0.7% in 2021 and the highest since 2018.
- Per-customer expenditure to remain elevated.** In addition to the above, inflation in per-customer expenditure has increased significantly in the last 12 months and this trend is expected to persist. 92% of respondents (representing 98% of machines) estimate an increase in per-customer expenditure over the last 12 months, with the weighted average increase in per-customer spend estimated to be +7.5%. Looking forward, 46% of respondents expect an increase in per customer spend over the next 12 months. Only 8% of respondents are anticipating any fall in per-customer expenditure (representing only 1% of machines).
- Regulatory fears have increased.** Unsurprisingly, rising interest rates, cost of living pressures and additional regulation represent the largest concerns for operators heading into 2023. Concerns around the health of the consumer may be somewhat at odds with the expectation for increasing per-player expenditure; however, we believe this likely represents fears over the marginal player (as opposed to a regular player). Given the regulatory scrutiny across the wider gambling industry, it is no surprise to also see consensus expectations for some regulatory changes moving forward. Only 8% of respondents representing 1% of machines expect no change in regulations moving forward.

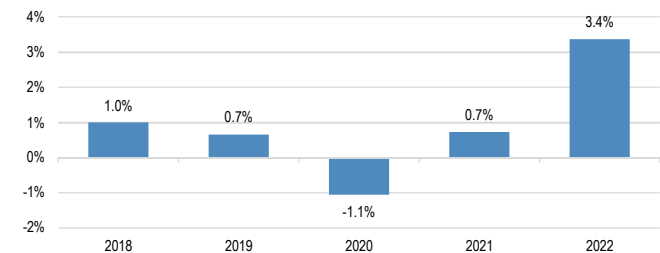
Rising interest rates, cost of living pressures and additional regulation represent the largest concerns for operators heading into 2023.

Figure 4: Do you intend to change your spend for replacements over the next 12 months?



Source: J.P. Morgan estimates.

Figure 5: Twelve-month weighted average machine price change expectations (%)



Source: J.P. Morgan estimates.

88% of respondents representing 98% of machines rate Aristocrat as the top performing manufacturer.

Operators would allocate 57% of a new floor to Aristocrat in 2022, up from 53% in 2021. The next highest competitor by intended share is Light & Wonder with 12% of potential green-field share.

**Competitive landscape**

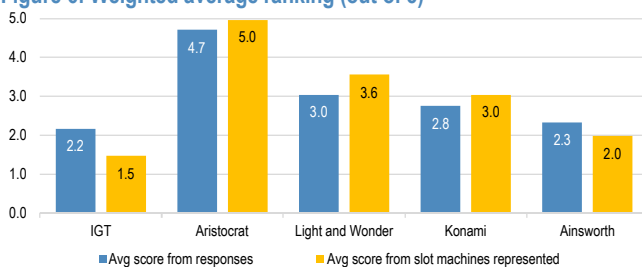
- **Aristocrat remains the market leader.** 88% of respondents representing 98% of machines rate Aristocrat as the top performing manufacturer. This is consistent with historical outcomes as Aristocrat has been rated the top performer in each of the last 4 surveys. For purchasing intentions, operators would allocate 57% of a new floor to Aristocrat in 2022, up from 53% in 2021. The next highest competitor by intended share is Light & Wonder with 12% of potential green-field share.
- **Light & Wonder retains second ranking in 2022.** Light & Wonder has retained its second placed ranking in terms of performance rating, with 8% of respondents (representing ~1% of slot machines) rating the company as the best manufacturer.
- **However, competition remains tight behind Aristocrat.** While Light & Wonder did come in second in terms of average ranking the difference between itself and other operators Konami, IGT and Ainsworth was negligible.
- **Allocation to operators outside the top-5 increasing.** There continues to be an increase in the percentage of wallet allocated to operators outside the top-5. Respondents on average allocated 12% of their wallet to these manufacturers in 2022, up ~380bps y/y.

Table 1: Shift in theoretical new floor allocation over time (% of respondents)

	2017	2018	2019	2020	2021	2022
IGT	8%	12%	14%	12%	13%	9%
Aristocrat	63%	59%	53%	56%	53%	57%
Light & Wonder	12%	12%	12%	11%	15%	12%
Konami	5%	5%	8%	10%	9%	9%
Ainsworth	11%	14%	9%	9%	8%	8%
Other	2%	5%	5%	6%	8%	6%

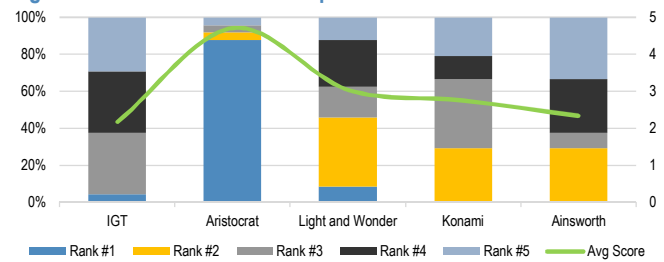
Source: J.P. Morgan estimates.

Figure 6: Weighted average ranking (out of 5)



Source: J.P. Morgan estimates. Average score (#1=5, #2=4, #3=3, #4=2, #5=1).

Figure 7: Distribution of 2022 responses.



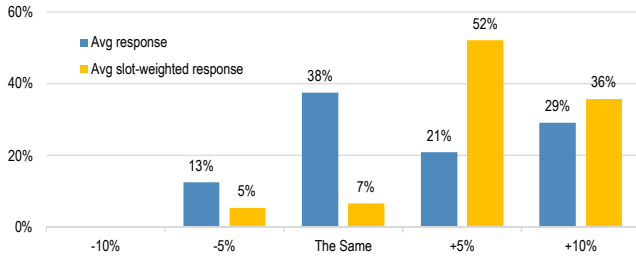
Source: J.P. Morgan estimates. Average score (#1=5, #2=4, #3=3, #4=2, #5=1).

**Aristocrat-specific observations**

- **Dominant and still gaining the most share.** In addition to being ranked the highest in terms of manufacturer performance, Aristocrat is still gaining the most floor share in 2022. 75% of survey respondents (representing 95% of machines) see Aristocrat gaining the most floor share currently, followed by Konami (13% of survey respondents), Light & Wonder, Ainsworth and IGT (all ~4% of survey respondents).

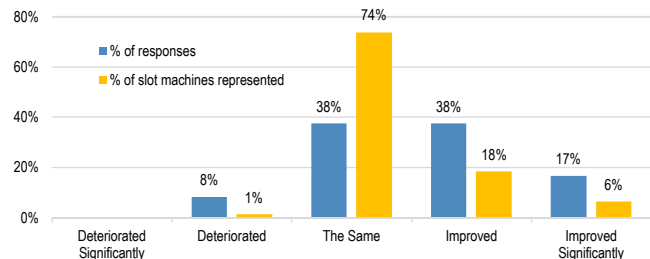
- **Expansion share far beyond competitors.** As an indication as to the health of the current game library and pipeline to come, Aristocrat would make up 57% of new floor share based on survey respondent (see table 1 above).
- **Response to supply chain difficulties generally favorable.** Aristocrat has generally received favorable responses to its handling of the covid induced supply chain issues: 45% of respondents cited Aristocrat as dealing with issues the best, followed by Light & Wonder with 20% of respondents and IGT with 15% of respondents.
- **Library performance tracking well.** Only 8% of responses (representing ~1% of surveyed slot machines) indicated saw a deterioration in Aristocrat’s game library, consistent with 2021 levels. 54% of respondents saw an improvement year on year, down slightly (~200bps) versus 56% of respondents in 2021. Of note however is the mix shift of these respondents. A much higher proportion saw a "significant improvement" in 2022 (~17%) versus 2021 (~6%).

Figure 8: Expected change in Aristocrat floor share



Source: J.P. Morgan estimates.

Figure 9: Industry sentiment on Aristocrat’s game library this year



Source: J.P. Morgan estimates.

## Size of the market

### Do you intend to change your spend for replacements over the next 12 months?

#### Higher expectations for increased replacement spend.

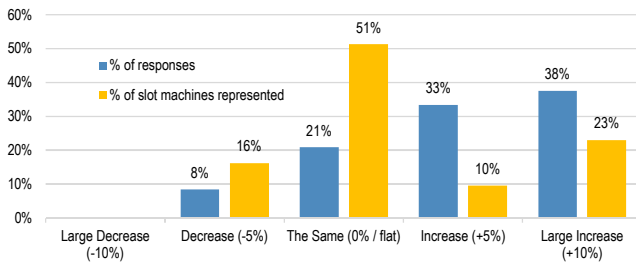
71% of respondents expect their replacement spend to increase in the next 12 months, versus 36% of respondents in 2021.

71% of respondents expect their replacement spend to increase in the next 12 months, versus 36% of respondents in 2021. This is a function of a significant drop in expectations for “the same” replacement spend (21% in 2022, 53% in 2021) and lower expectations for a year over year decrease in replacement spend (from ~11% in 2021 to ~8% in 2022).

#### Based on slot representation expectations have moderated slightly.

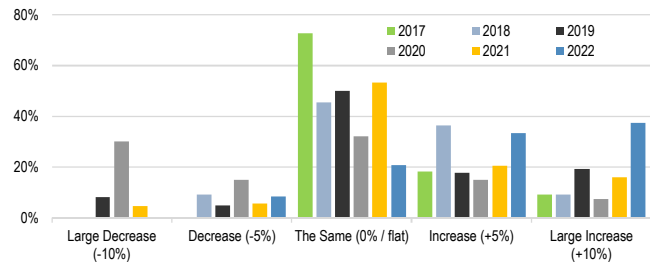
A key caveat to the above is that based on the proportion of slot machines represented there was a slight decrease in increased spending expectations. Weighted by slots managed, ~33% of respondents expect to increase replacement spend in the next 12 months versus 41% in 2021.

Figure 10: Do you intend to change your spend for replacements over the next 12 months?



Source: J.P. Morgan estimates.

Figure 11: Do you intend to change your spend for replacements over the next 12 months? (% of responses)



Source: J.P. Morgan estimates.

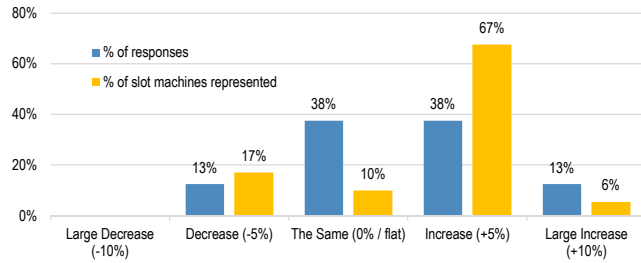
### Do you intend to change your spend for game conversions over the next 12 months?

#### Greater change in conversion spend expectations.

50% of respondents expect to increase their conversion spend in the next 12 months, versus ~45% in 2021.

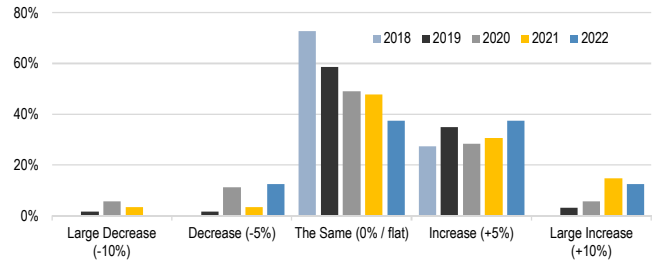
A higher proportion of respondents will increase their spend on conversions in the next 12 months – with the % of respondents signaling an expectation of an increase rising from ~45% in 2021 to ~50% in 2022. There was also a small increase in lower conversion spend expectations (~13% of respondents in 2022 versus ~6% in 2021) as venues anticipating the same level of expenditure reduced from ~48% in 2021 to 38% in 2022.

Figure 12: Do you intend to change your spend for game conversions over the next 12 months?



Source: J.P. Morgan estimates.

Figure 13: Do you intend to change your spend for game conversions over the next 12 months? (% of responses)



Source: J.P. Morgan estimates.

## Unit pricing

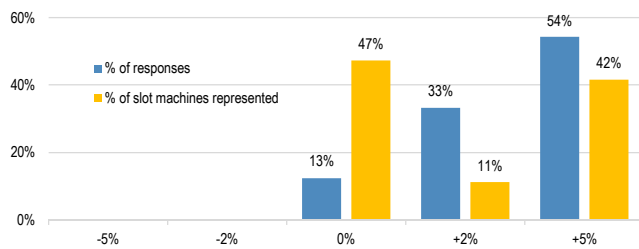
### Do you expect pricing of machines will change over the next 12 months?

**Overall, the market expects pricing of machines to increase in the next 12 months.**

This is a significant change versus our historical results, with 88% of respondents indicating at least some increase in price is expected over the next 12 months. This is the highest level of price growth expectation since 2018 – where ~55% of respondents expected prices to increase in the following 12 months.

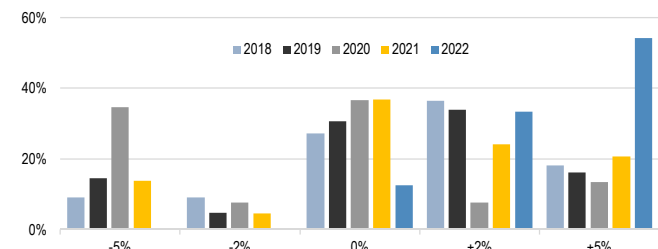
In addition, no respondents expect prices to fall moving forward.

Figure 14: Do you expect pricing of machines will change over the next 12 months?



Source: J.P. Morgan estimates.

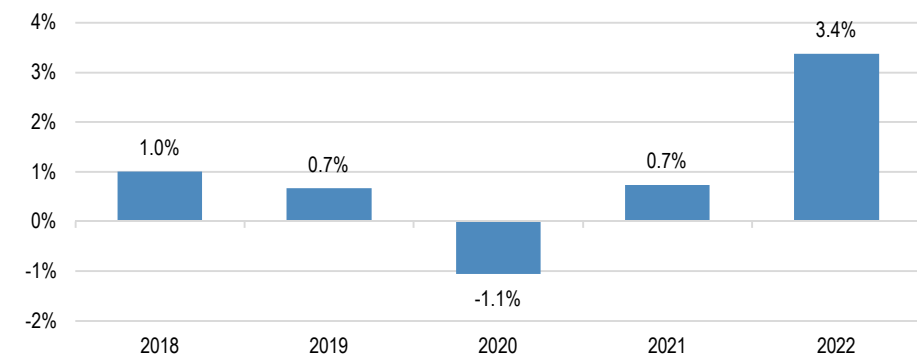
Figure 15: Do you expect pricing of machines will change over the next 12 months? (% of responses)



Source: J.P. Morgan estimates.

In total, the weighted average 12-month price change (based on percentage of respondents) is expected to be +3.4%, up from +0.7% in 2021 and the highest since 2018.

Figure 16: 12-month weighted average price change expectations (%)



Source: J.P. Morgan estimates.



## The customer

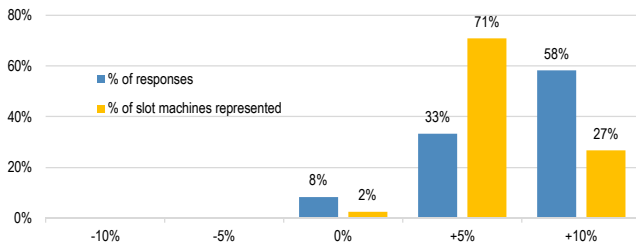
### How much do you estimate spend per customer has changed compared to last year?

Consistent with feedback across the market (in both Australia and in the US) per customer expenditure has risen significantly in 2022.

Based on our survey larger venues saw less of an increase given 58% of respondents estimating a +10% increase in per customer spend represented ~27% of machines; versus 33% of respondents representing 71% of machines anticipating a 5% increase in per customer expenditure.

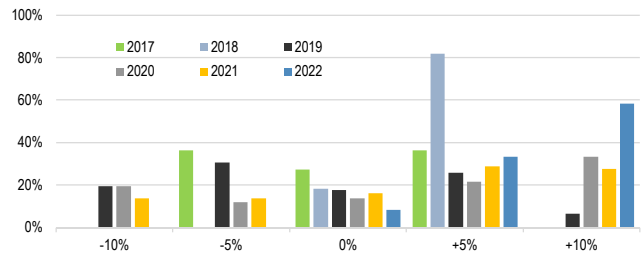
Nevertheless, 92% of respondents (98% of machines) estimate an increase in player expenditure.

Figure 17: How much do you estimate spend per customer has changed compared to last year?



Source: J.P. Morgan estimates.

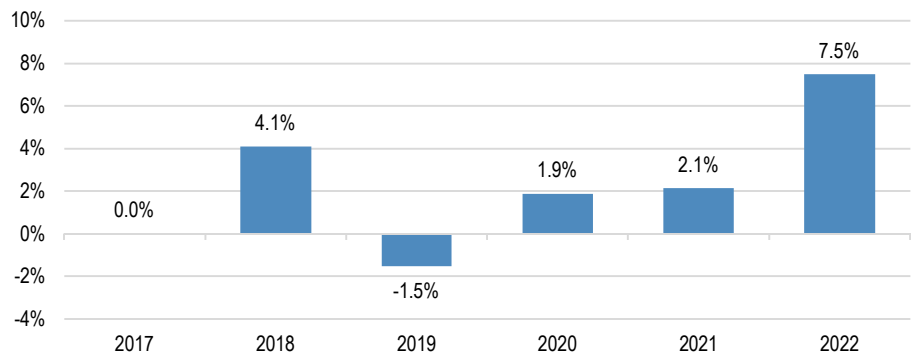
Figure 18: How much do you estimate spend per customer has changed compared to last year? (% of responses)



Source: J.P. Morgan estimates.

The weighted average increase in per-customer spend is estimated to be +7.5%, the highest level of estimated growth since +4.1% in 2018.

Figure 19: Estimated change in per customer expenditure (%)



Source: J.P. Morgan estimates.

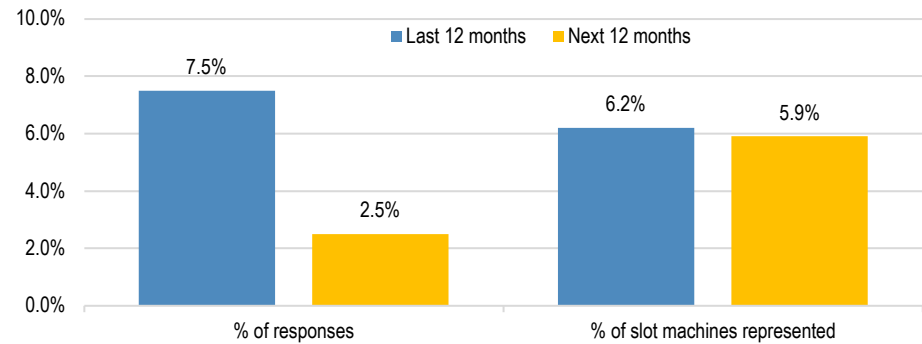
### How much do you estimate spend per customer to change over the next 12 months?

46% of respondents expect an increase in per-customer spend, representing 70% of machines.

Only 8% of respondents are anticipating any fall in per-customer expenditure, representing only 1% of machines surveyed.

Looking forward, we can see broad expectations for a continued increase in per customer expenditure. Despite cycling strong growth over the past 12 months, solid growth is expected to continue. When weighted by slots, a ~6% growth run-rate is expected to persist into the next 12 months. When weighted by the number of respondents, there is a more pronounced slowdown, from +7.5% over the last 12 months to +2.5% expected over the next 12 months.

Figure 20: Strong growth in spend per customer expected to continue over the next 12 months

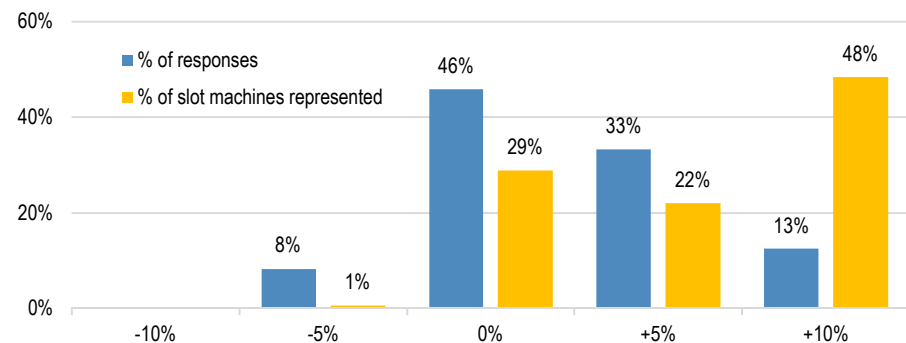


Source: J.P. Morgan estimates.

46% of respondents expect an increase in per customer spend, representing 70% of machines. Only 8% of respondents are anticipating any fall in per customer expenditure, representing only 1% of machines surveyed.

In contrast with estimated changes to current player expenditure, by slot representation we can see a significantly higher weighting to at least 10% growth in per customer expenditure for the next 12 months.

Figure 21: How much do you estimate spend per customer to change over the next 12 months?



Source: J.P. Morgan estimates.

## Operator concerns

### What is your biggest concern for next year?

Rising interest rates, cost of living pressures and additional regulation represent the largest concerns for survey respondents heading into 2023.

Rising interest rates, cost of living pressure and additional regulation represent the largest concerns for survey respondents heading into 2023.

By slot representation, **concerns around the health of the consumer are the highest.** This is somewhat at odds with the expectations for growth in per-customer expenditure, albeit this likely represents concerns around the "marginal" dollar from slot players. Phrased another way, the market expects growth, but this may moderate.

*It is also likely a committed player is unlikely to change his/her habits; however, a more recreational player may think twice if cost of living pressures did start to grow moving forward.*

### Concerns around regulatory changes

The other significant concern is around regulatory changes.

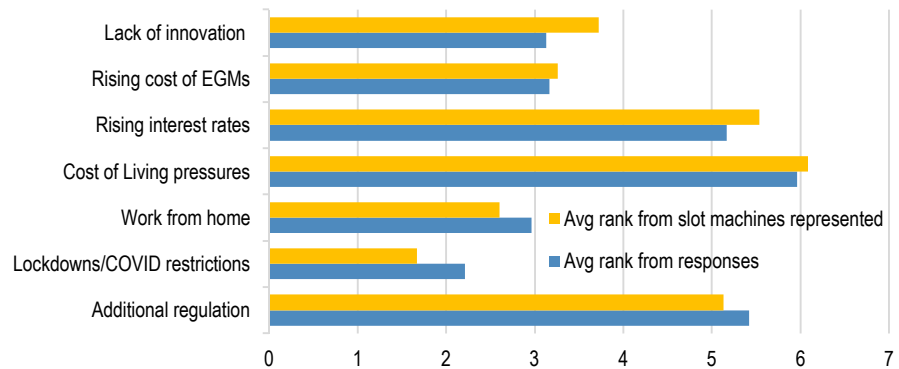
This is topical given the recent change in regulations in Tasmania, set to be implemented by the end of 2024.

Under the newly introduced pre-commitment scheme, gamblers in Tasmania will be limited to an annual spending limit of A\$5,000 unless they are successful in applying for an increased limit and meet certain financial means.

While Tasmania represents a very small number of machines in the context of Australia as a whole (~3,400 Tasmanian machines versus ~30,000 in Victoria, ~40,000 in Queensland and ~80,000 in NSW) the direction of travel appears clear. This is especially so following the various state-based casino reviews and calls from politicians for greater regulation.

This is reflected in the average rank of highest concerns from survey respondents below. The risk of additional regulation is the largest non-macroeconomic concern for the industry.

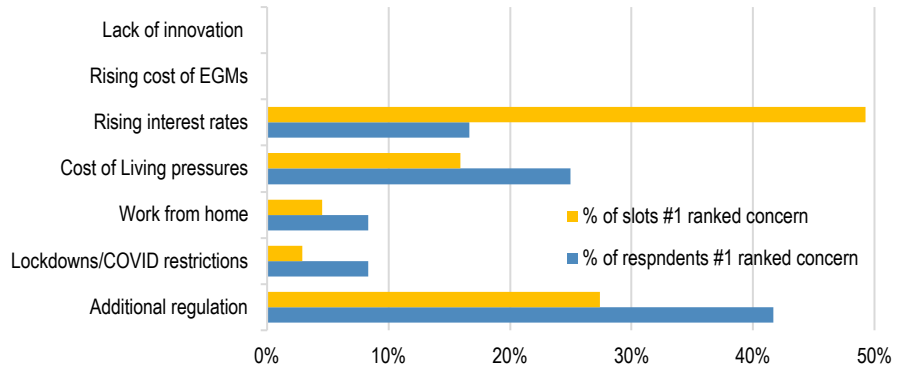
Figure 22: Key concerns heading into 2023



Source: J.P. Morgan estimates.

When considered through the lens of the #1 ranked concern for 2023, additional regulation is cited by 42% of respondents which account for 27% of machines. This indicates larger EGM operators are relatively less concerned (compared to macroeconomic risks) than smaller EGM operators.

Figure 23: Primary concern in 2023



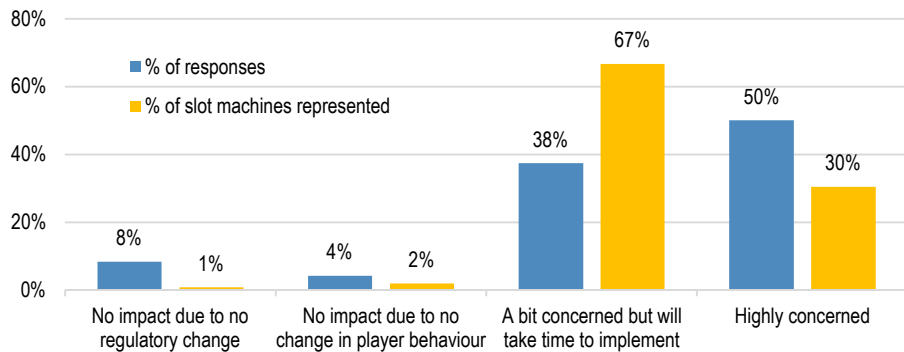
Source: J.P. Morgan estimates.

### How do you view the potential changes to the regulatory outlook for venues following the casino inquiries?

Given the regulatory scrutiny across the wider gambling industry it is no surprise to see consensus expectations for some regulatory changes moving forward.

Only 8% of respondents representing 1% of machines expect no change in regulations moving forward.

Figure 24: View of changes in regulation following the casino enquiries



Source: J.P. Morgan estimates.

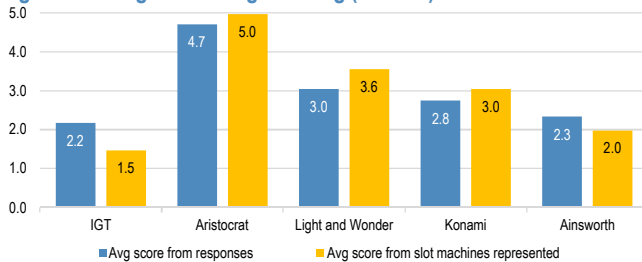
## Competitive landscape

### Which manufacturer is performing the best?

**Aristocrat remains the top performing manufacturer**, with 88% of respondents (representing 98% of machines) rating it as the best performer.

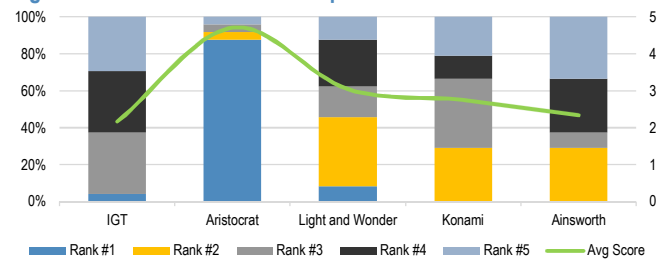
In terms of average ranking ALL is number 1 with an average score of 4.7, followed by Light & Wonder (3.0), Konami (2.8), Ainsworth (2.3) and IGT (2.2).

Figure 25: Weighted average ranking (out of 5)



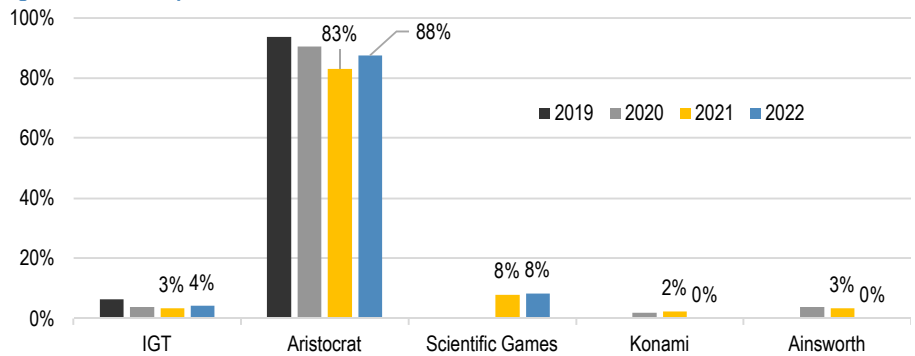
Source: J.P. Morgan estimates. Average score (#1=5, #2=4, #3=3, #4=2, #5=1).

Figure 26: Distribution of 2022 responses.



Source: J.P. Morgan estimates. Average score (#1=5, #2=4, #3=3, #4=2, #5=1).

Figure 27: % of responses ranked #1

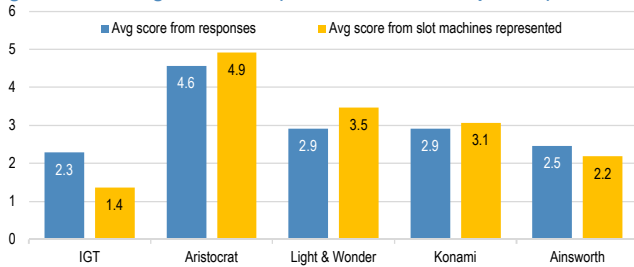


Source: J.P. Morgan estimates.

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

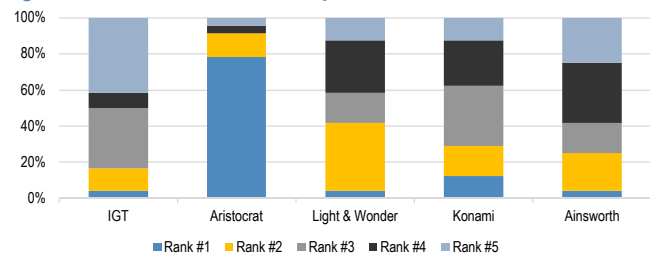
**As we have seen historically, Aristocrat is still seen to be gaining the most floor share in 2022.** 75% of survey respondents (representing 95% of machines) see Aristocrat gaining most floor share currently, followed by Konami (13% of survey respondents), Light & Wonder, Ainsworth and IGT (all ~4% of survey respondents).

Figure 28: Gaining floor share (% of number one responses)



Source: J.P. Morgan estimates. Average score (#1=5, #2=4, #3=3, #4=2, #5=1).

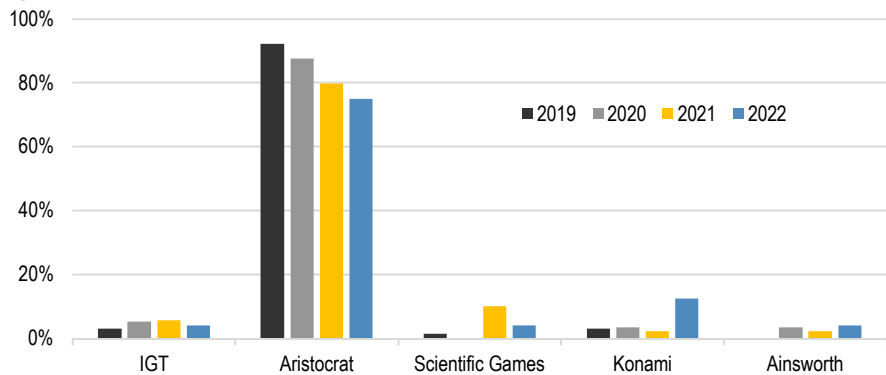
Figure 29: Distribution of 2021 responses.



Source: J.P. Morgan estimates. Average score (#1=5, #2=4, #3=3, #4=2, #5=1).

While Aristocrat commands a healthy lead in terms of floor share gain expectations it has been decreasing over time.

Figure 30: % of responses ranked #1



Source: J.P. Morgan estimates.

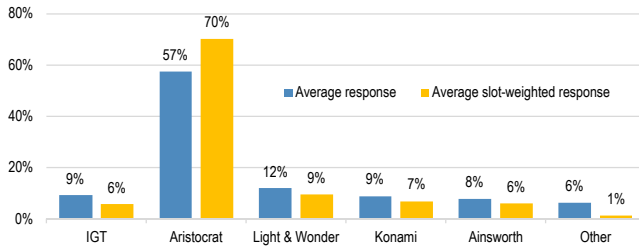
### If you were starting your floor today, what percentage of your floor would you devote to the following manufacturers?

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.

In parallel with the previous two questions, **Aristocrat holds a commanding lead in terms of share, and therefore product approval.**

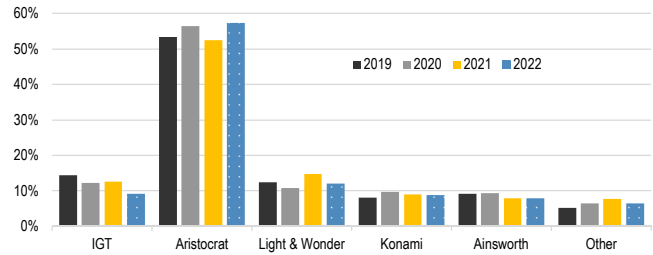
If starting a new floor today, ALL would represent 57% of the floor by respondent. In terms of slots represented in the survey ALL would take closer to 70% of a new floor if started today.

Figure 31: Allocation of new floor across manufacturers?



Source: J.P. Morgan estimates.

Figure 32: Shift in new floor allocation over time



Source: J.P. Morgan estimates.

Table 2: Shift in new floor allocation over time (% of respondents)

	2017	2018	2019	2020	2021	2022
IGT	8%	12%	14%	12%	13%	9%
Aristocrat	63%	59%	53%	56%	53%	57%
Light & Wonder	12%	12%	12%	11%	15%	12%
Konami	5%	5%	8%	10%	9%	9%
Ainsworth	11%	14%	9%	9%	8%	8%
Other	2%	5%	5%	6%	8%	6%

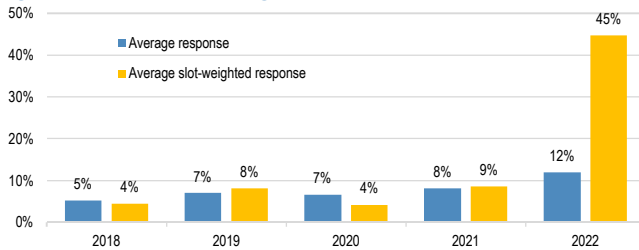
Source: J.P. Morgan estimates.

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

Survey respondents are allocating an average of 12% of annual budgets to manufacturers outside the top-5. This has increased ~380bps y/y and has been a fairly persistent trend over time.

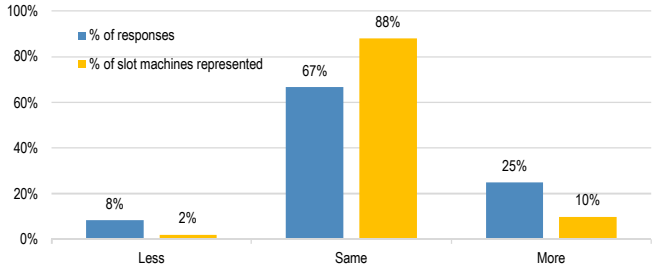
Weighted by slot representation this allocation is much higher – likely due to a higher allocation from larger venues, or an error in reading the question!

Figure 33: Allocation of budget outside the top 5



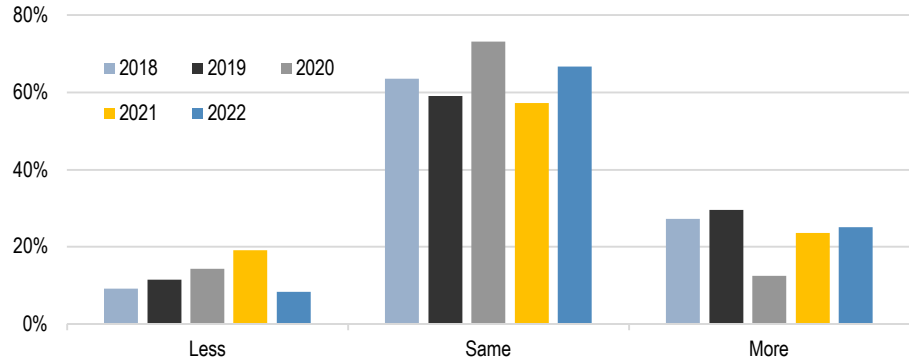
Source: J.P. Morgan estimates.

Figure 34: Change in spend on manufacturers outside the top 5 over the last 3 years.



Source: J.P. Morgan estimates.

Figure 35: Change in spend on manufacturers outside the top 5 (based on respondents).



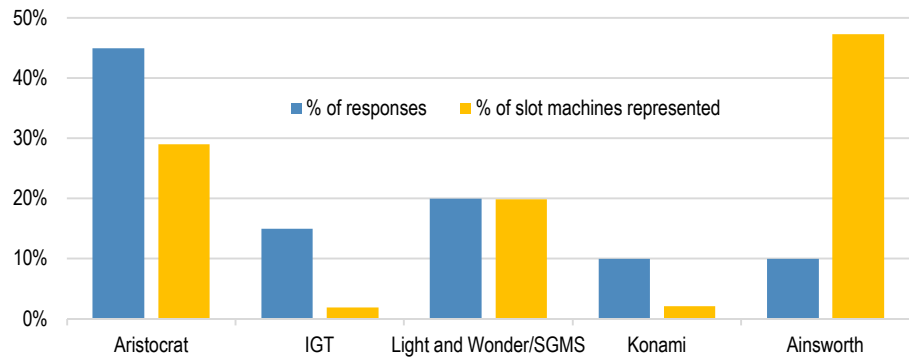
Source: J.P. Morgan estimates.

### If impacted by supply chain issues which manufacturer has dealt with the issues the best?

Aristocrat generally received favorable responses to its handling of the covid-induced supply chain issues: 45% of respondents cited Aristocrat as dealing with issues the best, followed by L&W with 20% of respondents and IGT with 15% of respondents.

Interestingly, by weighted number of slots represented Ainsworth was the highest ranked.

Figure 36: Which manufacturer dealt with supply chain issues the best?



Source: J.P. Morgan estimates.



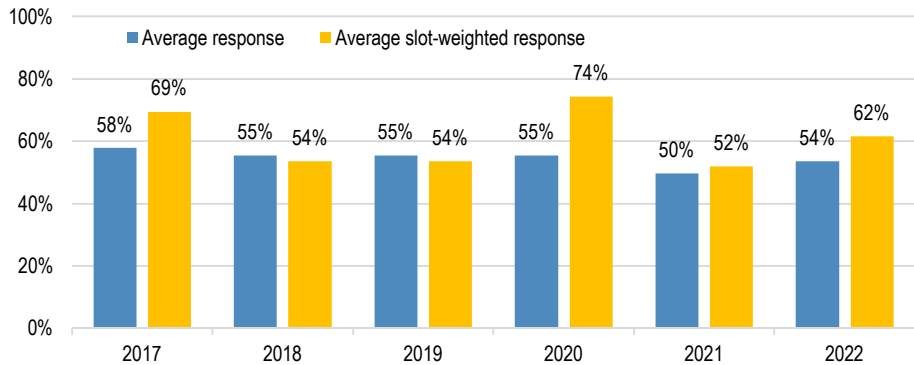
## Aristocrat

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?

**Based on average response data, Aristocrat commands 54% of gaming machine floor share in 2022. Weighted by slots represented, Aristocrat has ~62% of floor share in 2022.** This is a slight increase y/y for both average response and weighted slot representation.

Figure 37: Aristocrat share of casino floor over time



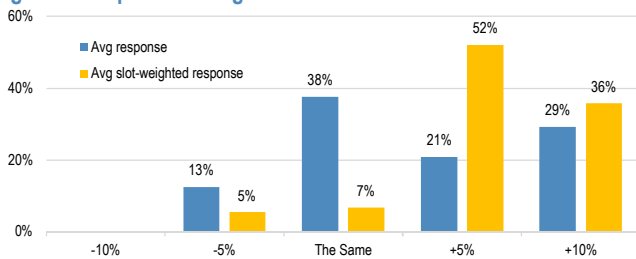
Source: J.P. Morgan estimates.

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

**50% of respondents (representing 88% of slot machines) intend to increase their allocation to Aristocrat in the next 12 months versus 45% in 2021 (representing 69% of slot machines).**

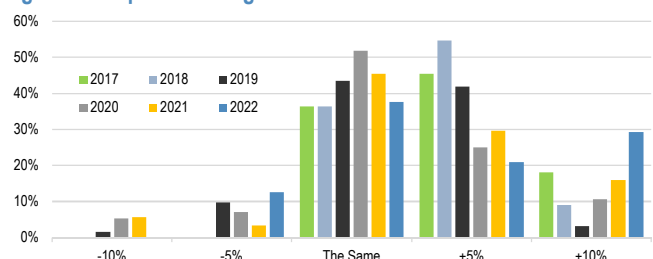
In terms of the magnitude of expected increase, the weighted average expected increase in allocation is 3.3% in 2022, versus 2.3% expected growth in 2021. This is a function of the above but also higher expectations for a decline (~9% in 2021 versus 13% in 2022).

Figure 38: Expected change in Aristocrat floor share



Source: J.P. Morgan estimates.

Figure 39: Expected change in Aristocrat floor share over time



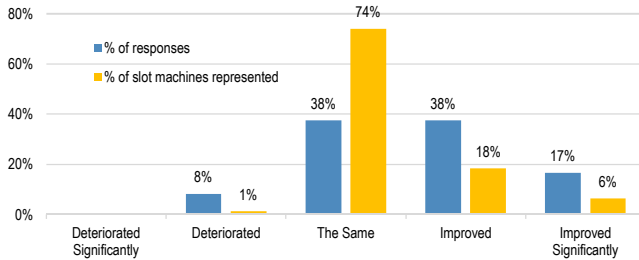
Source: J.P. Morgan estimates.

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

Unsurprisingly, sentiment towards Aristocrat's game library is extremely favorable. Only 8% of responses (representing ~1% of surveyed slot machines) indicated saw a deterioration in Aristocrat's game library, consistent with 2021 levels.

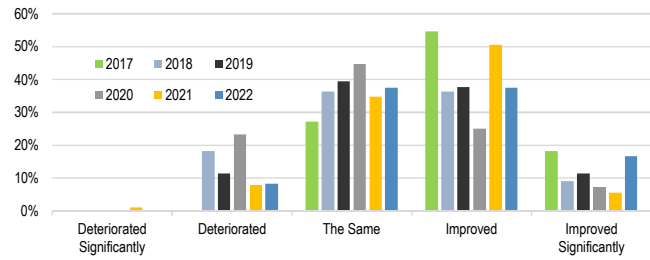
54% of respondents saw an improvement year on year, down slightly (~200bps) versus 56% of respondents in 2021. Of note however is the mix shift of these respondents. A much higher proportion saw a "significant improvement" in 2022 (~17%) versus 2021 (~6%).

Figure 40: Industry sentiment on Aristocrat's game library this year



Source: J.P. Morgan estimates.

Figure 41: Sentiment towards Aristocrat's game library over time

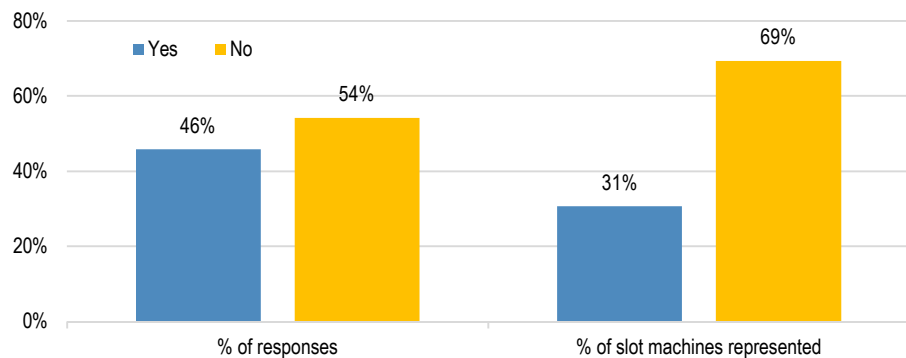


Source: J.P. Morgan estimates.

## Will you be buying more of Aristocrat's Dragon Link product?

46% of respondents (representing 31% of survey slot machines) will be buying more of Aristocrat's Dragon Link product.

Figure 42: Aristocrat Dragon Link demand



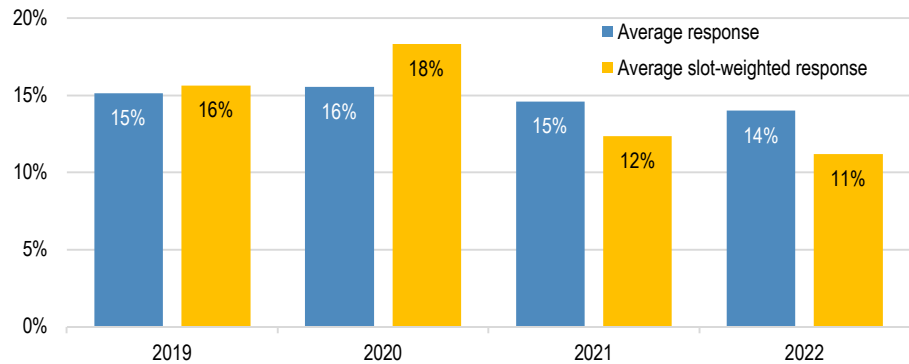
Source: J.P. Morgan estimates.

## IGT

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

Survey participants indicated IGT obtained 14% share of the machines on their gaming floor on average in 2022 (versus 15% in 2021 and 16% in 2020).

Figure 43: IGT floor share over time

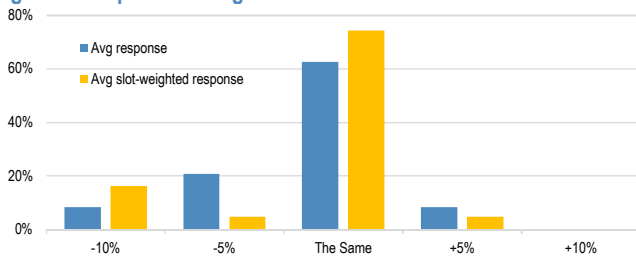


Source: J.P. Morgan estimates.

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

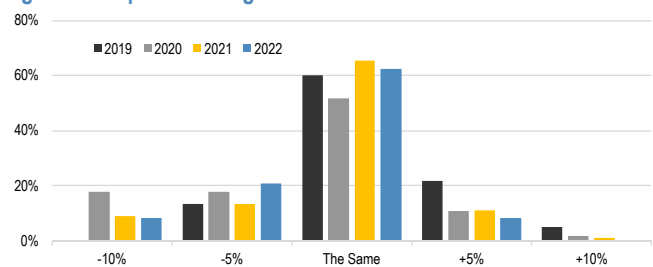
Expectations for shifts in share into the next 12 months are largely unchanged, with ~63% of respondents (representing 74% of slot machines) expecting no change in IGT floor share over the next 12 months. This is fairly consistent with the historical range of responses.

Figure 44: Expected change in IGT floor share



Source: J.P. Morgan estimates.

Figure 45: Expected change in IGT floor share over time



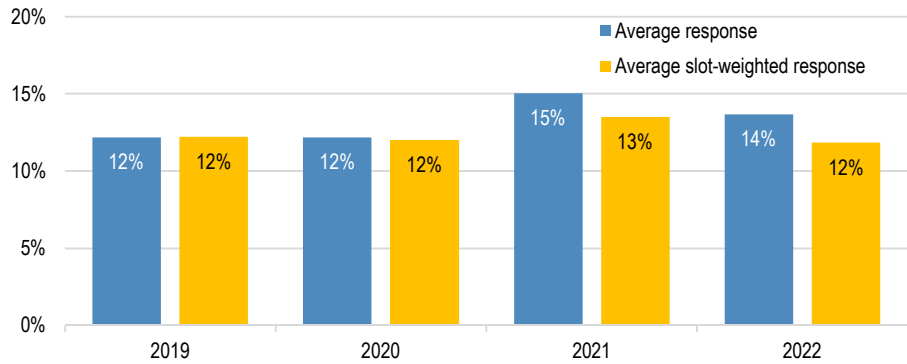
Source: J.P. Morgan estimates.

## Light & Wonder

### What proportion of your floor is Light & Wonder at present?

Survey participants indicated Light & Wonder obtained 14% share of the machines on their gaming floor on average in 2022 (versus 15% in 2021 and 12% in 2020).

Figure 46: Light & Wonder floor share over time

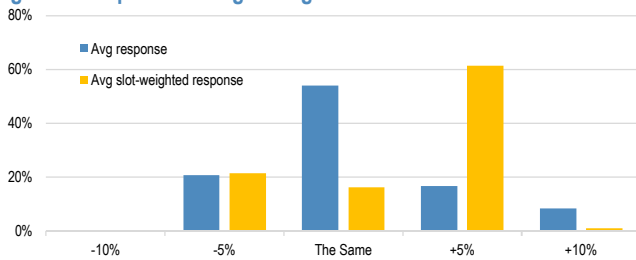


Source: J.P. Morgan estimates.

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

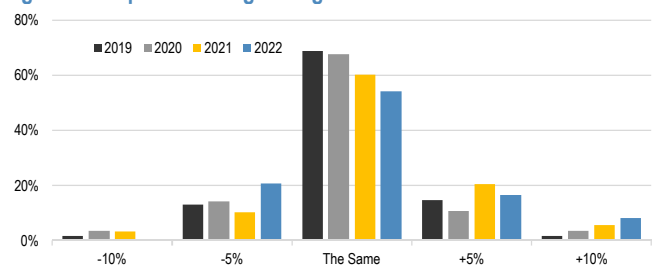
54% of respondents expect no change in Light & Wonder floor share over the next 12 months. However, when looking at the proportion of slots represented, we can see a higher weighting to growth expectations.

Figure 47: Expected change in Light & Wonder floor share



Source: J.P. Morgan estimates.

Figure 48: Expected change in Light & Wonder floor share over time



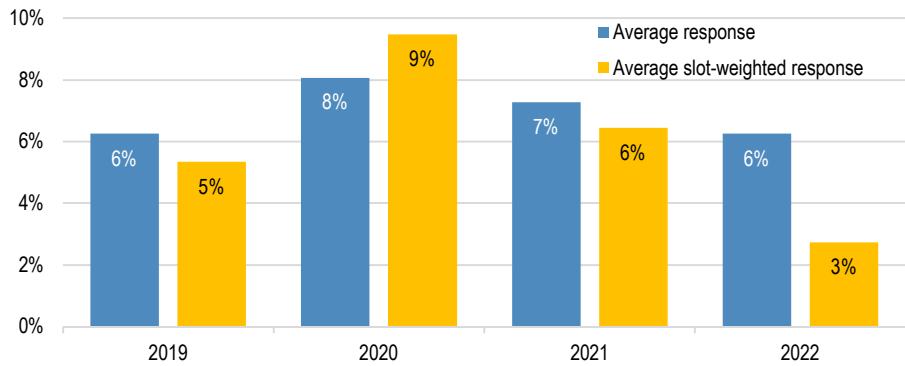
Source: J.P. Morgan estimates.

# Konami

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

Survey participants indicated Konami obtained 6% share of the machines on their gaming floor on average in 2022 (versus 7% in 2021 and 8% in 2020).

Figure 49: Konami floor share over time

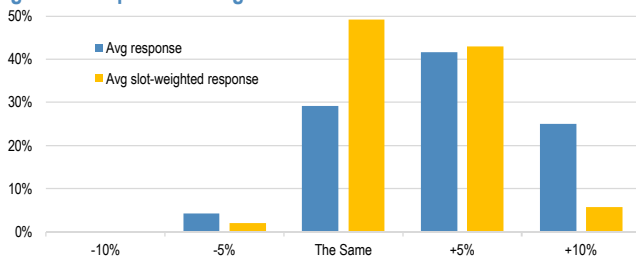


Source: J.P. Morgan estimates.

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

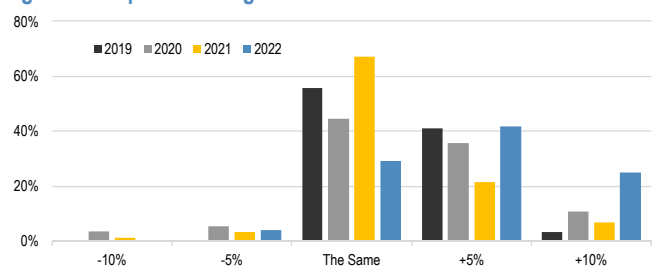
67% of respondents expect to increase Konami floor share over the next 12 months, versus ~28% in 2021.

Figure 50: Expected change in Konami floor share



Source: J.P. Morgan estimates.

Figure 51: Expected change in Konami floor share over time



Source: J.P. Morgan estimates.

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