

# DRAGON LINK™

Nomination for Best Slot Solution

Dragon Link is a global phenomenon, and its success continues across Asia. With accolades from right around the world, Dragon Link has become an Asia success story that has outperformed the market and delivered the best entertainment solutions for operators and players alike. We're proud to put this incredible game forward as a nomination in the **Best Slot Solution Category**.

Whilst Dragon Link is a global fan-favorite, Aristocrat Gaming rebuilt the product from the ground-up for Asia to ensure that it met market requirements and operator / player preferences.

Dragon.Link has delivered outstanding performance across Asia, ranking as Aristocrat's #1 record performer in both Mass and VIP segments. Found in top venues across the Philippines, Macau, Singapore, Cambodia, Korea, and Malaysia, it continues to set game performance records. With 3,000 installations on track, our global game studios are committed to its success, with new titles launching in 2025 to sustain its market leadership and deliver a world-class player experience.

## Performance

- Highest turnover game in Macau slot history
- World's biggest payout in Macau on Dragon Link
- Bespoke math created for Asia is now the highest turnover version among all Dragon Link versions in the world
- It is the #1 Aristocrat record performer across Mass, Premium Mass and VIP across Philippines, Macau, Singapore, Cambodia and Korea.
- Installed in all Integrated Resorts in Manila, Quezon City, Clark, Cebu, Macau, Singapore, Cambodia, South Korea, Malaysia, Vietnam and Sri Lanka.

## Marketing Campaign

- The campaign involved significant player-facing advertising on major billboards, to raise brand awareness and raise the profile of the game on launch.



- Launches included special events for operators and promotional events for players, to raise awareness and introduce Dragon Link to the market.

### Next Chapter in 2025

- 5 titles released since 2022, 2 more new titles coming in 2025
- Brand new jackpot profile coming in 2025
- More options on denomination and jackpot parameters coming
- More machine setting options coming

### Designed for Asia

It may be a global phenomenon; however, we have rebuilt the product from the ground-up to ensure it is tailored for Asia, with market-attuned cost-to-cover and jackpot parameters.

‘Linkability’ across different sets of multi-denominations to reduce jackpot liability across Mass and VIP markets.

### Flexibility

It includes multi-denomination sets that include up to seven denomination choices

Customers have the choice to remove lower bet options to manage average bets

### Great features

250x Cash on Reels

It has a significant, and achievable, 2<sup>nd</sup> level linked progressive jackpot

### Accolades

- Dragon Link has dominated the Australian market since launch, with over 60% of the highly fragmented market purchasing the ‘Dragon’
- Dragon Link has been one of the best performing games globally and has won numerous awards since 2018 from the EKG Slot Awards Show, produced by Eilers & Krejci Gaming (EKG).

### 2024 Awards

- Casino Product of the Year – Dragon Link
- Best Slot Game – Dragon Link
- Best Slot Product (land-based) – Dragon Link

### 2022 Awards

- Top Performing NEW Premium Game: Dragon Link - Golden Gong
- Top Performing Premium Game: Dragon Link - Happy & Prosperous

### **2021 Awards**

- Top Performing Premium Game: Dragon Link Happy & Prosperous
- Top Performing Proprietary Branded Game: Dragon Link Happy & Prosperous

### **2020 Awards**

- Top Performing Proprietary Branded Game: Dragon Link™ - Happy & Prosperous™
- Top Performing Premium Game: Dragon Link™ - Happy & Prosperous™

### **2019 Awards**

- Top Performing Premium Game - Dragon Link
- Top Performing NEW Premium Game - Dragon Link: Happy and Prosperous
- Top Performing Proprietary Branded Game - Dragon Link

### **2018 EKG Slot Awards**

- Top Performing Premium Game - Dragon Link