

### *Mandate*

- Created in 1998, Ingenio is dedicated to research and development in the area of next-generation games of chance (multimedia lotteries and related items, bingo games, casino and lottery terminals, etc.) in order to further the development of products and the way they are marketed, as well as to meet the needs of tomorrow's consumers.
- Both a designer and a developer of games, Ingenio carries out its innovative product development projects in collaboration with all of Loto-Québec's subsidiaries and internationally with its partners in the lottery and gaming sector.
- Acknowledged as an international benchmark in research and development in its field, Ingenio is instrumental in maintaining Loto-Québec's reputation as a leader in the industry.

### *Its Structure*

Ingenio's projects are carried out by an enthusiastic 48-member team of creative professionals. They are grouped into four divisions: the *Project* office, the *Creative* directorate, the *Technology* directorate and the *Administration and Finance* directorate. Partnerships and internal, external and corporate communications come under the general directorate.

### *Original and Popular Games*

- A leader in multimedia lottery games, Ingenio's varied creative portfolio includes over 50 interactive instant games.
- In February 2009, *Hatch the Cash*, the first slot machine game created by Ingenio, was introduced into Québec casinos. Two other original slot machine games designed by Ingenio were introduced into Québec casinos and abroad in 2009.
- Ingenio also works with the Société des bingos du Québec to develop new concepts for bingo games.
- On March 31, 2011, the financial gains attributed to Ingenio's projects increased to \$94 million for Loto-Québec.

### *International Spin-Offs, World First*

- In February 2000, Ingenio launched the first CD-ROM-based lottery in Québec, called *Treasure Tower™*.
- Since then, Ingenio has played the leading role in some thirty product launches in 15 European and North American jurisdictions outside Québec.
- On March 31, 2011, Ingenio's slot machines were certified and set up in 188 casinos in more than 40 jurisdictions, including Macao, China.

### *Strategic Alliance*

Ingenio shines the spotlight on Québec know-how by forging business alliances and partnerships.

- Ingenio's collaborative approach fosters the development of strategic alliances with the major players in the lottery, bingo and casino industry.
- In the lottery sector, Loto-Québec's research and development arm regularly joins forces with a number of foreign lottery corporations to overcome the challenges posed by the changing marketplace.
- In the casino sector, one of the first strategic alliances was formed with Bally Technologies, one of the world's largest gaming system management companies. Many other partnerships enable Ingenio to optimize the research and development of new products. The goal of these partnerships is to make casino games more engaging by maximizing the entertainment factor.

### *Corporate Citizenship*

Ingenio supports rising multimedia stars.

- Ingenio is a proud partner and sponsor of the Québec Entrepreneurship Contest, annually awarding a \$5,000 prize to the business that has most distinguished itself through its contribution to research and development in a specific industry.
- Every year during the National Animation and Design Centre (NAD Centre) annual gala in Montréal, Ingenio presents two awards of excellence of \$1,000 and \$500 to students graduating from the 3D Design and Digital Animation program.
- Since 2009, Ingenio awards a bursary of \$2,500 to two worthy students to offset some of the costs of attending summer school in Management of Creativity at HEC Montréal.