



Eilers&Krejčík
Gaming

Product Brochure
2018

Eilers & Krejcik Gaming, LLC is a boutique research firm focused on servicing the gaming equipment, sports betting, and interactive gaming sectors within the global gaming industry. Our products and services include market research, company research, and consulting services designed specifically for casino operators, equipment & technology suppliers, interactive gaming operators & suppliers, gaming regulators, and investors.

GAMING TECHNOLOGY FOCUS

We are the only research and consulting firm that is solely focused on the Gaming Equipment, Sports & Interactive Gaming.

Market Research

Our proprietary market research offering includes multiple surveys and internally developed reports that are designed specifically to track key industry and product demand drivers, operating metrics, market share trends, and technology adoption rates. These reports are ideal for operators, suppliers, regulators, and investors looking to stay abreast of the key trends in the gaming equipment, technology, sports-betting, daily fantasy sports, esports, social, and interactive gaming sectors.

Company Research

Our company research offering includes the active coverage of all major gaming equipment and technology providers, as well as both social gaming and real-money online gaming companies. While most research in the gaming industry is focused on the casino operators, we are solely focused on covering the equipment, technology, and interactive gaming providers within the gaming industry providing a greater level of insight and non-consensus idea generation for our investor clients.

Consulting Services

Our consulting services division provides a wide range of customized research products and consulting services for both gaming companies and investors including but not limited to customized surveys, project feasibility studies, fairness opinions, new market analysis, asset valuation, and competitive analysis. Our Consulting Services division was created and built on trust and discretion to meet the special needs of customers that our market and company research offerings do not cover. Because we are deeply established in our market niche, with meaningful relationships and unique insight, we have an unparalleled depth of expertise to provide both strategic and tactical advisory to our clients.

Market Research



Our proprietary market research offering includes multiple surveys and internally developed reports that are designed specifically to track key industry and product demand drivers, operating metrics, market share trends, and technology adoption rates. These reports are ideal for operators, suppliers, regulators, and investors looking to stay abreast of the key trends in the gaming equipment, technology, and interactive gaming sectors. Market research reports include but are not limited to the following:

Gaming Equipment & Technology

- EILERS-FANTINI Slot Survey
- EILERS Gaming Supplier KPIs
- EILERS Slot & Table Game Demand Report
- EILERS Slot & Table Count
- EILERS Lottery Sales Tracker
- EILERS-FANTINI Game Performance Report
- EILERS-FANTINI Game Performance Database Access
- Special Topic Reports (Market overviews, legislative updates, etc.)

Digital & Interactive Gaming

- Social Casino Database
- Social Casino Tracker
- U.S. iGaming Report
- Land-based Supplier Interactive Updates/Coverage
- European iGaming Tracker
- Special Topic Reports (Market overviews, legislative updates, etc.)

Sports & Emerging Verticals

- Esports Gaming Tracker
- U.S. iGaming Report
- U.S. Sports Betting Tracker
- Daily Fantasy Sports Tracker
- Special Topic Reports (Market overviews, legislative updates, etc.)

Other services provided:

- Industry Models
- Analyst Consultation Calls
- Market Field Trips / Tradeshow Tours

SECTORS COVERED

Gaming Equipment & Technology
Digital & Interactive Gaming
Sports & Emerging Verticals

KEY CLIENTS INCLUDE

Institutional Investors
Private Equity
Investment Banks
Casino Operators
Casino Suppliers
Online Gaming Operators

Please contact D.J. Leary at 310-421-2767, or e-mail dleary@ekgamingllc.com if you are interested in subscribing to our market research offering.

Company Research



Our company research offering includes the active coverage of all major gaming equipment and technology providers, as well as both social gaming and real-money online gaming companies. While most research in the gaming industry is focused on the casino operators, we are solely focused on covering the equipment, technology, and interactive gaming providers within the gaming industry providing a greater level of insight and non-consensus idea generation for our investor clients.

Our Company Research offering includes the following reports:

- Initiation of Coverage
- Earnings Analysis
- Company updates
- Analysis of significant news

Other services provided:

- Detailed excel models with financial forecasts
- Analyst Consultation Calls
- Market Field Trips
- Trade Show Tours
- Non-Deal Roadshows

RESEARCH COVERAGE

Agilysys (AGYS)
Ainsworth Game Technology (AGI.AX)
American Gaming Systems (AGS)
Aristocrat (ALL.AX)
Churchill Downs / Big Fish (CHDN)
DoubleU Games (192080.KR)
EVERI Holdings (EVRI)
Facebook (FB)
Inspired Entertainment (INSE)
International Game Technology (IGT)
Konami Holdings (9766.JP)
Pollard Banknote (PBL)
Scientific Games Corp. (SGMS)
The Stars Group (TSG)
TransAct Technologies (TACT)
Zynga (ZNGA)

Please contact D.J. Leary at 310-421-2767, or e-mail at dleary@ekgamingllc.com if you are interested in subscribing to our company research offering.

Consulting Services



Our consulting services division was created to meet the special needs of customers that our market research and company offerings do not cover. We work with senior management to help them solve the toughest and most complex problems through our significant expertise and understanding of our market niche. Under the Consulting umbrella we provide bespoke consulting, market research and corporate finance services that leverage our experience, our continuous monitoring of the industry, our extensive contact network and the unique insight gained from covering the industry for a combined 30 years.

Our Consulting Services offering includes the following:

- Market Overviews
- Customized Surveys
- Project Feasibility Studies
- Fairness Opinions
- New market analysis
- Valuation analysis
- Competitive analysis

We have worked for a wide range of companies within the Gaming Equipment and Digital & Interactive markets. With 100+ clients since we were founded in 2012, we are proud of our extensive client list (available upon request) and would be happy to provide examples of prior engagements upon request.

Please contact D.J. Leary at 310-421-2767, or e-mail at dleary@ekgamingllc.com if you are interested in discussing our Consulting services or a customized research project.

Annual Subscription Options

Gaming Equipment & Technology - Subscription Tiers

Products / Services	Basic	Premium
Access to Company Research	X	X
Access to Market Research	X	X
Access to Trade Show / Industry Presentations	X	X
Access to Company Models in Excel		X
One Analyst call per qtr	X	X
One Corp Access Event per year	X	X
Access to Online Research Library		X
Access to Industry models in Excel		X
Unlimited Analyst Consultations		X
Unlimited Corporate Access Events		X
Annual Price	\$10,000	\$15,000

Digital & Interactive Gaming - Subscription Tiers

Products / Services	Basic	Premium
Access to Company Research	X	X
Access to Market Research	X	X
Access to Trade Show / Industry Presentations	X	X
Access to Company Models in Excel		X
One Analyst call per qtr	X	X
One Corp Access Event	X	X
Access to Online Research Library		X
Access to Industry models in Excel		X
Unlimited Analyst Consultations		X
Unlimited Corporate Access Events		X
Annual Price	\$10,000	\$15,000

Sports & Emerging Verticals

Products / Services	Basic	Premium
Access to Company Research	X	X
Access to Market Research	X	X
Access to Trade Show / Industry Presentations	X	X
Access to Company Models in Excel		X
One Analyst call per qtr	X	X
One Corp Access Event	X	X
Access to Online Research Library		X
Access to Industry models in Excel		X
Unlimited Analyst Consultations		X
Unlimited Corporate Access Events		X
Annual Price	\$10,000	\$15,000

Combined Subscription to all Verticals

Combined Price (3 Verticals)	\$25,000	\$35,000
Combined Price (2 Verticals)	\$18,000	\$25,000
Game Performance Monthly Report / Database Access	\$6,000	\$25,000
Social Casion Database Access	n/a	\$20,000

Note: Corporate Access events include Non-Deal Road Shows (NDRs), Market Field Trips, & Trade Show tours. Market Field Trips and Trade Show Tours are group events exclusive to Eilers & Krejczik Gaming clients.

Individual Reports & Services Pricing

Gaming Equipment & Technology Sector

Individual Reports & Services Pricing	Description	Frequency	Estimate per year	Price per report	Annual Price
EILERS FANTINI Slot Survey	Gaming Industry's largest Casino Operator survey which highlights key purchasing and technology trends	Quarterly	4	\$2,000	\$6,000
EILERS Slots & Table Demand Forecast	Tracks worldwide slot machine & table game demand including replacement & expansionary	Quarterly	4	\$1,250	\$4,000
EILERS Supplier KPI report	Tracks key metrics by vendor including (Shipments, Lease base, ASPs, Game Yields, etc.)	Quarterly	4	\$1,500	\$4,800
EILERS Slots & Table Count	Tracks the total number of slots & table games installed in the U.S. & Canada markets	Quarterly	4	\$1,250	\$4,000
EILERS U.S. Lottery Sales Tracker	Includes total retail lottery sales by category & new contracts announced	Quarterly	4	\$1,000	\$3,200
EILERS: North American Revenue Brief	Quick glance at some top-level gaming revenue trends as well as some key slot machine & table game win per day metrics.	Quarterly	4	\$500	\$1,600
EILERS-FANTINI Game Performance Report	Designed to provide a detailed overview of current slot performance trends down to the individual game level.	Quarterly	4	\$1,500	\$6,000
EILERS-FANTINI GPD Access	Collects and tracks relative slot performance data provided by individual casinos on a monthly basis	n/a	n/a	n/a	\$25,000

Digital & Interactive Gaming Sector

Individual Reports & Services Pricing	Description	Frequency	Estimate per year	Price per report	Annual Price
Social Casino Database Access	Central online database to access all the data we've collected on the social casino industry since its inception	n/a	n/a	n/a	\$20,000
Social Casino Tracker	Provides market sizing, revenue estimates for top-20 social casino game publishers worldwide, KPIs, & key trends.	Quarterly	8	\$2,000	\$6,000
Land-based Supplier Interactive Analysis	Provides a detailed look at the quarterly results of the interactive business segments of the land-based gaming suppliers	Quarterly	10	\$500	\$4,000
U.S. iGaming Market Tracker	Detailed analysis of the New Jersey market and opinion on potential new jurisdictions based on recent legislative activity	Monthly	12	\$500	\$4,800
European Online Gambling Tracker	In-depth report on the European iGaming market, key trends, within that market, and our market outlook.	Quarterly	2	\$1,000	\$1,600
Facebook Game Market	In-depth look at Facebook's desktop gaming business, key trends, themes, & outlook.	Quarterly	4	\$500	\$1,600
Mobile Gaming Product Trends	Analyze various segments of the mobile gaming industry and are specifically geared towards product and business intelligence managers	Monthly	12	\$750	\$7,000

Sports & Emerging Verticals

Individual Reports & Services Pricing	Description	Frequency	Estimate per year	Price per report	Annual Price
Daily Fantasy Sports Tracker	Digest of news, legislative & regulatory developments, & data points for Daily Fantasy Sports	Monthly	12	\$500	\$4,800
Esports & Gambling Monitor	Digest of Esports industry including important news, trends, and data that are relevant to gambling industry stakeholders	Quarterly	4	\$500	\$1,600
U.S. iGaming Market Tracker	Detailed analysis of the New Jersey market and opinion on potential new jurisdictions based on recent legislative activity	Monthly	12	\$500	\$4,800

U.S. Sports Betting Tracker	Digest of news, legislative & regulatory developments, & data points for U.S. Regulated Sports Betting	Monthly	12	\$500	\$4,800
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Additional Services Included in All Verticals

Individual Reports & Services Pricing	Description	Frequency	Estimate per year	Price per report	Annual Price
Special Topic Industry Reports	Includes special market overviews, product overviews, etc.	Varies	2	Varies	Varies
Summary Industry Models in Excel Format	Summary data available only with a premium subscription	Varies	4	\$2,500	\$8,000
Bus trips & trade show booth tours	Access to Eilers sponsored bus trips and trade show tours	Varies	2	Varies	Varies
Initiation of coverage	In Depth Analysis of a single company including business model, growth opportunities, key risk areas, & financial estimates	Varies	2	\$1,000	\$2,000
Earnings Opinion / Analysis	Pre and Post earnings opinion and analysis on covered and non-covered stocks	Varies	28	\$250	\$5,600
Company updates	Detailed update on a company's business	Varies	5	\$250	\$3,200
News Events Opinion / Analysis	Opinion & Analysis on significant news events that have a positive or negative impact on covered companies	Varies	10	\$250	\$6,400
Detailed company models in excel format	Detailed company models in excel format including historical & forward projects and key assumptions	On request	4	\$2,500	\$8,000
Non-Deal Road Show Meetings	Access to exclusive NDR meetings hosted by Eilers & Krejcik Gaming	Varies	1	\$2,000	\$2,000
Analyst Consultation Calls	One-on-One calls with primary analyst covering the sector	On request	4	\$1,000	\$3,200

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