

Release

The return of The Walking Dead™



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ORIGINS

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The return of The Walking Dead™

Two brand new slots join the suite

In 2021, one of the world's most popular television franchises, AMC's The Walking Dead™, came to the world of online casino for the first time – exclusive to Playtech. Now the Walkers have returned, with not one, but two brand new slot games launching before the end of 2022!

The most watched series in US cable TV history

Over ten years of worldwide success

The #1 on-demand show of 2019 and #2 of 2020 worldwide

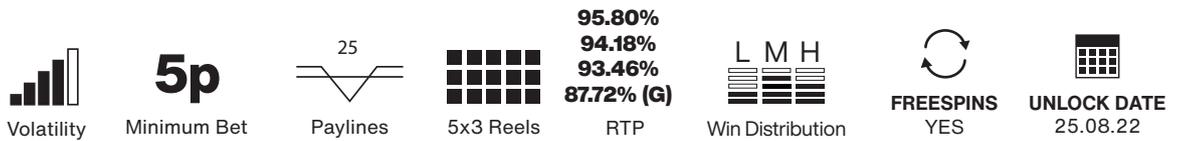
Over 34 million Facebook fans and 6.6m Instagram followers

The Walking Dead™ 2 unlocks on 25 August, with The Walking Dead™: Cash Collect™ to follow on 8 December. With two new titles to engage and retain a potentially huge audience, this is one of the biggest opportunities of the year, especially for player acquisition and cross-sell – and Playtech has a wide range of special features and promotional tools on offer to help you make the most of it.





The Walking Dead™ 2



The Walkers are back, with five different Free Game rounds, plus a brand new split reel feature for more ways to win big! With a medium to high volatility profile, The Walking Dead™ 2 delivers on gameplay variety and win potential alike for a range of players.

Split reel feature – wins shift all reels to the right trigger a respin

Win-boosting Wild Walker symbols

Free Games with retrigger potential

Walking Wilds Free Games

winning spins trigger respins with shifting Wild Walkers

Multiplier Free Games

Wild Walkers land with multipliers of up to 5x

Super Stacked Free Games

random symbols are stacked throughout

Sticky Wild Free Games

any Wild symbols stay in place throughout

Coin Bonus Free Games

3x or 5x multiplier applies to all wins (no retriggers)

The MINI, MINOR, MAJOR and Grand prizes can be triggered, awarding up to 1,000x the total bet for the top prize.

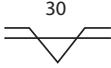


amc THE WALKING DEAD™

CASH COLLECT™



The Walking Dead™ : Cash Collect™

| | | | | | | | |
|---|-------------|---|---|---|--|---|---|
|  | 10p |  |  | 95.75% 93.46% 88.24% (G) |  |  |  |
| Volatility | Minimum Bet | Paylines | 3X5 Reels | RTP | Win Distribution | RELEASE DATE 01.11.22 | UNLOCK DATE 08.12.22 |

Combine the power of a worldwide hit licence with one of Playtech's most popular slots suites, as two of the big success stories of 2021 come together in the first ever branded Cash Collect™ game. Sure to appeal to fans of The Walking Dead™ franchise and the Cash Collect™ mechanic alike, The Walking Dead™ : Cash Collect is a great opportunity to attract two different audiences with one exciting, innovative game.

Cash Collect™ symbol awards special on-reel prizes

Four fixed odds Jackpots

Three exciting Free Games modes

Safe Zone Free Games
with freezing Cash Collect™

Commonwealth Free Games
with moving Cash Collect™

Danger Zone Free Games
with moving Cash Collect™ and multipliers

The Walking Dead™ Engagement Game

Following the success of our Fire Blaze™ engagement game and Empire Treasures™ Scratch, the concept comes to The Walking Dead™.

The Walking Dead™ Engagement game is implemented as a bonus ‘game within a game’ – the perfect way to connect with players at their most engaged. With this format, there is no additional cost to players.



- Pop-up triggered by player actions (e.g. a spin on a specific game)
- Player selects a character to play for a prize
- RNG-determined result
- Boost engagement with a controlled bonus cost
- Full integration with IMS and Player Journey
- All set-up handled by Playtech

Campaign

Stake X Per Day

Trigger

If a player stakes a total of £20, in bets per day

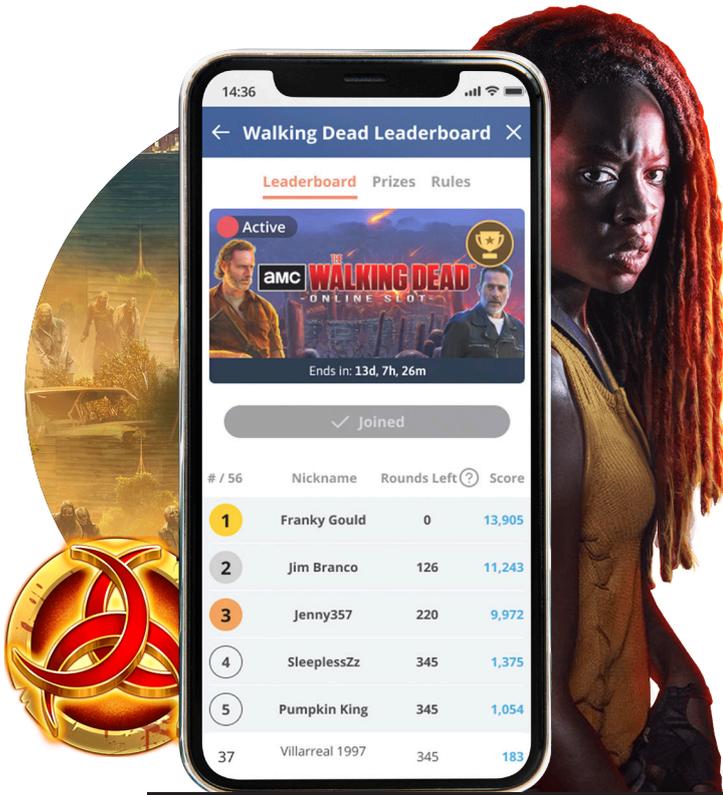
Prizes

5 Free Spins (70%)
10 Free Spins (25%)
20 Free Spins (5%)

Play X Per Day

If player places a bet on 3 or more games per day (minimum £10 total stake per game)

2 Golden Chips value of £0.50 (75%)
5 Golden Chips value of £0.50 (25%)



Leaderboard

Fight for survival in a The Walking Dead-themed Leaderboard competition! Help your players stay ahead of the walkers by issuing rewards as they spin their way through the apocalypse.

Suggested promotion:

- Run weekly leaderboards
- Issue points to players based on their win to bet ratio
- Give bonus points for achieving specific goals
- Shock and surprise your players with spot prizes

Mystery Parcel

Our popular and flexible Mystery Parcel mechanic is a unique way to increase in-game engagement. The widget is dynamic, meaning that within the game, the parcel possession time is based on the number of active players at any one time. The widget “knows” when to speed up or slow down the movement of the parcel, ensuring that all prizes are given away during the promotional period, but not too quickly – meaning there is always a prize in play.

Operators can configure prize value and volume, with a mixture of Free Spins, cash prizes, leaderboard loyalty points and more.

For more information, please contact your Account Manager.





FIGHT THE DEAD
SAVE THE LIVING
THE
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