

Slot Influencer Research

EVERI 

- Researched slot influencers and studied their platforms
 - Ex) Brian Christopher – 523k subscribers, verified on Instagram, has his own merch and slot machine coming out
 - Looked at multiple different websites to discover new channels
- Looked up our games on YouTube to see how different influencers and consumers are interacting with our products
- Watched our videos to find clips that would be good for marketing and social media



Influencer Research

© 2022 Everi Holdings Inc. or its affiliates ("EVERI"). This is proprietary and confidential material of EVERI. No part of this material may be disclosed in any manner to another party without the prior written consent of EVERI.

Influencers That We Know and Love

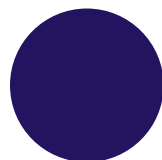


Brian Christopher

- 523k Subscribers; 48.1k on Instagram (verified); on a variety of platforms
- Has his own merch as well as his own slot machine coming out

Comments:

- Channel is engaging
- Love the idea of livestreaming, makes viewers feel involved
- Great with keeping up with trends

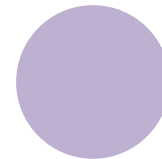


The Big Payback

- 121k subscribers; 287 on Instagram. Also on Twitter and Facebook.
- Posts frequently, keeps viewers on their toes

Comments:

- Channel seems more geared towards jackpots
- Website is very interactive for viewers

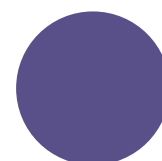


Diana Evoni Vegas Slot Machine Videos

- 74.2k subscribers; No Instagram but has Twitter and Facebook
- Collabed with Josh from Slotaholic, involved in YouTube world

Comments:

- Videos seem more reviewed base
- Content is enjoyable and I like the variety

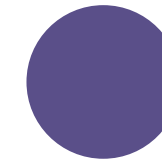


King Jason Slots

- 28.6k subscribers; 1,771 subscribers on Instagram. Also on Facebook
- Hasn't uploaded a video in five months, but I saw Everi Content
- Recent videos seemed to be livestreams

Comments:

- Has good content but has rarely posted
- Has potential to grow his platform

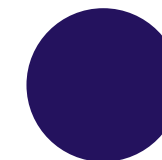


The Slot Cats

- 17.5k subscribers; 1,518 on Instagram. Also on Twitter and Facebook
- Have a program called the Cat Cub. As a member, you receive exclusive content, community, special offers and more

Comments:

- Love how active they are
- Really enjoyed their behind-the-scenes videos like the one at G2E



Slotaholic

- 19.1k subscribers; 1,425 on Instagram. Also on Twitter and Facebook
- Website has a schedule of events and uploads, easy access to videos, and also can sign up for emails

Comments:

- Enjoy the easiness of the website
- Very active with uploads
- Videos are entertaining



New Influencers

© 2022 Everi Holdings Inc. or its affiliates ("EVERI"). This is proprietary and confidential material of EVERI. No part of this material may be disclosed in any manner to another party without the prior written consent of EVERI.



Albert's Slot Channel - Slot Machine Videos

68K subscribers

■ Pros

- Very active on YouTube – posts almost every day
- Plays a lot of Everi machines
 - ❖ Look up Everi slot machines on YouTube and a lot of his videos pop up
- Very into new slots – games get exposure

■ Cons:

- Doesn't have much of a presence besides YouTube
 - ❖ Facebook is only other social media



© 2022 Everi Holdings Inc. or its affiliates ("EVERI"). This is proprietary and confidential material of EVERI. No part of this material may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without the prior written permission of Everi Holdings Inc.

**NEW VIDEO
EVERY DAY**



**NEW VIDEO
EVERY DAY**



Lady Luck HQ ✓

238K subscribers

JOIN

SUBSCRIBE

■ Pros

- Very active on Youtube – posts every day and live streams almost every day
- Has a presence on other platforms like Instagram and TikTok
- Huge following and videos get views

■ Cons:

- Don't see many Everi videos
 - ❖ Mostly Dragon Link / Link Family and Buffalo Gold
- Jackpot video versus playing the game



You'll Never Guess This Happened to Me Today at...



2 JACKPOTS 🏆 4 Bonus Games 🔥 On The New Huff...



2 JACKPOTS 🎰 Come and Ride This Train! All Aboard

© 2022 Everi Holdings Inc. or its affiliates ("EVERI"). This is proprietary and confidential material of EVERI. No part of this material may be disclosed in any manner to



Overall Notes



- On YouTube, I noticed a lot more of our older games (Smokin' Hot Stuff Wicked Wheel, Little Shop of Horrors, etc.) versus new games (Smokin' Hot Stuff Wicked Fire and Ice, Cashnado, American Wheel etc.)
- Dragon Link and Buffalo Gold were two games that had multiple videos from the same youtubers where as ours seemed to more be a one and done
- When researching influencers, some of them gave off a creepy vibe
 - More of the online gambling versus physical slot players, but a video can be deceiving
- More followers doesn't mean their videos are better
- A lot of room for us to get involved with different influencers and for our brand to grow

For the Channel:

- For social media, we can take snippets of different interviews and combine them into a larger trailer
 - Taking the introductions of each guest as a foreshadow but also can add to the legitimacy of the channel
- Also enjoyed the behind the scenes video with the different designers
 - Ex) Smokin' Hot Stuff Wicked Wheel and hearing Cody talk about the game
 - For viewers who aren't just interested in the wins, but also about the industry
 - Bring the money man in... we all love a good mascot



© 2022 Everi Holdings Inc. or its affiliates ("EVERI"). This is proprietary and confidential material of EVERI. No part of this material may be disclosed in any manner to another party without the prior written consent of EVERI.