

Release

amc THE  
**WALKING  
DEAD**  
- ONLINE SLOT -



 playtech

CASINO

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Latest Release

# The Walking Dead™

We're very excited to be bringing one of the world's most popular TV shows, The Walking Dead™, to the world of online Casino gaming for the first time ever!

The most watched series in cable history, now in a multi-feature slot with four exciting in-game jackpots!

Ten years of worldwide success

The most popular TV show in US cable history

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

Over 34 million Facebook fans and 6.6m Instagram followers

Never licensed for online slots or casino games – until now...

With a potentially huge audience, The Walking Dead™ is set to be one of the biggest opportunities of the year – and Playtech has a wide range of special features and promotional tools on offer to help you make the most of it.

## Target Audience

Acquisition offering a well-known brand

Hold & Respin fans

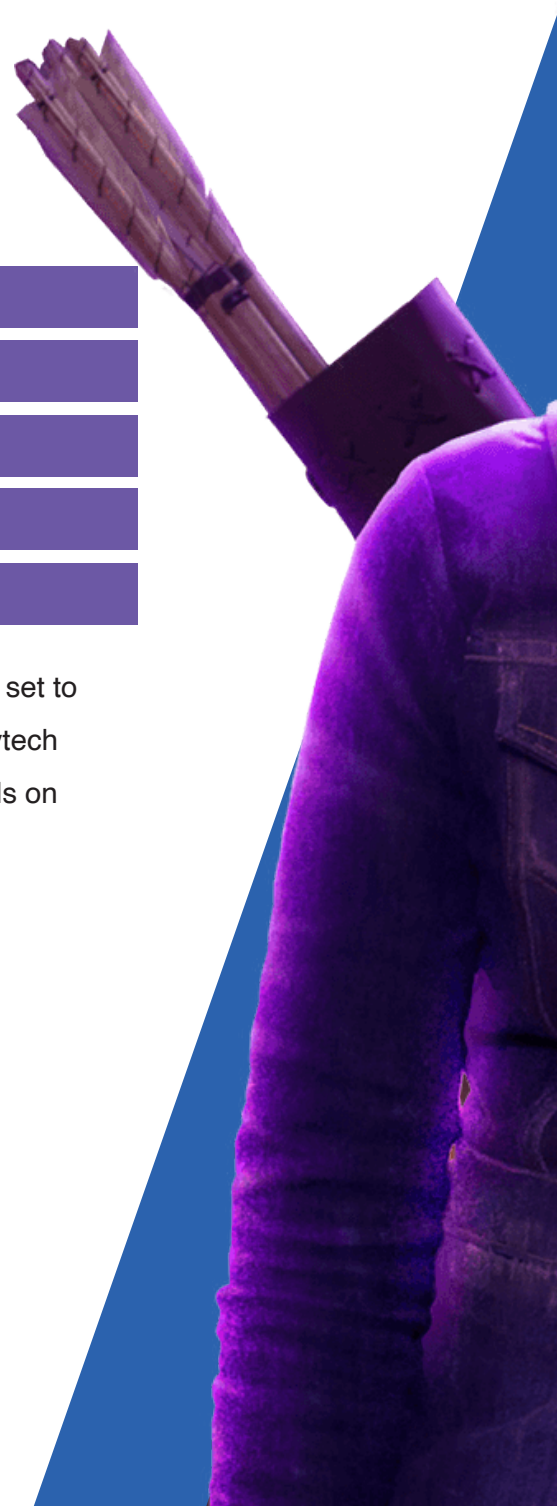
Fans of the extremely popular title



**RELEASE DATE**  
09.11.21



**UNLOCK DATE**  
09.12.21





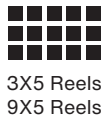


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**THE WALKING DEAD™**

**- ONLINE SLOT -**





95.67% RTP  
94% RTP Germany (No JP)



The Walking Dead™ slot features the ever popular Hold and Respin bonus round, now with a growing grid, multipliers and multiple Jackpots.

The most exciting branded release in recent years offers 5 different Free Game modes to boost the player's experience and variety. With proven mechanics and outstanding content, this highly entertaining slot has top performance potential.



## Game Features

Hold & Respin Bonus round with growing reels, multipliers and jackpots

### 5 Types of Free Games

Special reels with expanding Wilds and Coins

Special reels with Multipliers

Up to 3 special reels with Wilds and Coins

Respins with Moving Stacks of Coins

Respins with Moving stacks of transforming Wilds

All Free Games modes can also lead to the Hold & Respin Feature

## Also available as a Scratch Card

Operators can also make the Scratch Card available as a game in its own right, for direct purchase by players. This can be an ideal way to build on the value and popularity of The Walking Dead™ brand to engage a wider audience beyond regular/traditional slot players. It is a great cross-sell tool.



## The Walking Dead™ engagement game – Picker mechanic

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

The Walking Dead™ Engagement game can be 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  
or Play X Per Day

### Trigger

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

or

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

### Prizes

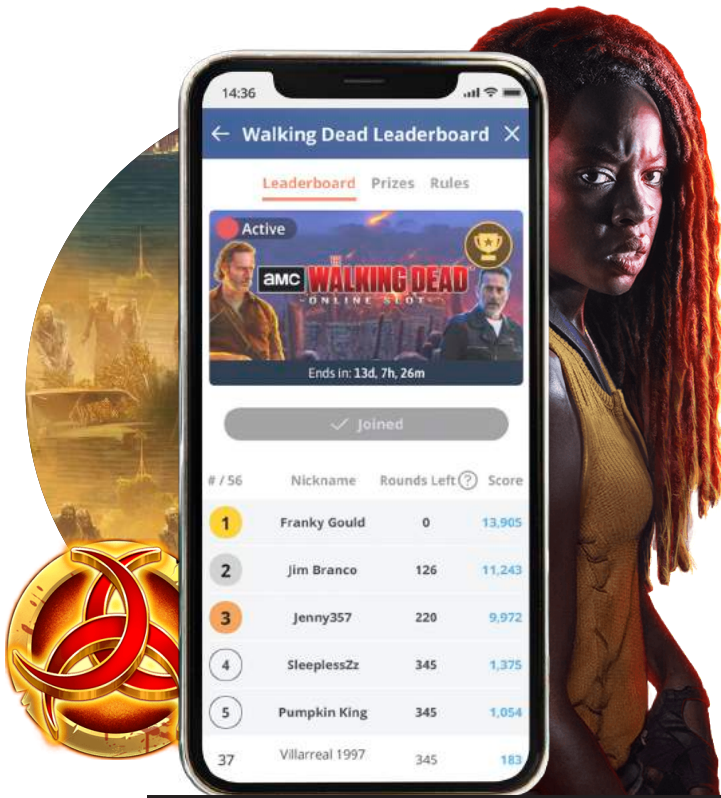
5 Free Spins (70%)

10 Free Spins (25%)

20 Free Spins (5%)

2 Golden Chips value of £0.50  
(70%)

5 Golden Chips value of £0.50  
(25%)



## Leaderboard

Fight for survival in a 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 leading up to the Christmas period
- 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.







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