



Q4 CORPORATE REPORT

April 1 – June 30, 2019

August 5, 2019

OVERVIEW / AGENDA

- **State of the Lottery Summary**
- **Financial Update**
- **Sales Update**
- **Corporate Responsibility**
- **Marketing Updates**
- **Campaign Updates**
- **Game Updates**
- **Wyoming Responsible Gambling Coalition Update**
- **Thank you**



STATE OF THE LOTTERY SUMMARY

Transfers to the State

April 5, 2016: \$1,120,000

July 5, 2016: \$915,865

October 5, 2016: \$797,524

January 5, 2017: \$633,709

April 7, 2017: \$1,007,976

July 5, 2017: \$200,000

October 5, 2017: \$862,263

January 5, 2018: \$1,001,963

April 5, 2018: \$1,405,493

July 5, 2018: \$1,474,346

October 5, 2018: \$1,407,967

January 5, 2019: \$2,808,707

April 5, 2019: \$1,201,122

July 5, 2019: \$1,201,849

Total to Date: \$16,038,786

Winners

In the fourth quarter,
we have seen:

- \$4,049,486 in total winnings paid across all games
- 192,187 total winners for all games

FINANCIAL UPDATE

FINANCIAL UPDATE

Q4 Balance Sheet

Wyoming Lottery Corp Balance Sheet As of June 30, 2019

| ASSETS | Jun 30, 19 | Jun 30, 18 | \$ Change |
|---------------------------------------|---------------------|---------------------|-----------------------|
| Current Assets | | | |
| Checking/Savings | | | |
| Checking Accounts | 2,795,690.44 | 4,863,916.80 | (2,068,226.36) |
| Prize Account Petty Cash (Till) | 1,055.55 | 799.17 | 256.38 |
| Restricted Cash | | | |
| Unclaimed Prizes | 1,734,422.86 | 744,374.86 | 990,048.00 |
| Responsible Gambling Funds | 65,028.78 | 174,194.43 | (109,165.65) |
| Fidelity Fund | 57,455.56 | 54,084.51 | 2,471.05 |
| Total Checking/Savings | 4,653,653.19 | 5,838,269.77 | (1,184,616.58) |
| Other Current Assets | | | |
| Prepaid Expenses | 11,823.31 | 20,128.96 | (8,305.65) |
| Retail Accounts Receivable | 567,897.68 | 405,580.06 | 162,317.62 |
| Other Receivables | 386,997.23 | 0.00 | 386,997.23 |
| Total Other Current Assets | 966,718.22 | 425,709.02 | 541,009.20 |
| Total Current Assets | 5,620,371.41 | 6,263,978.79 | (643,607.38) |
| Noncurrent Assets | | | |
| Capital Assets, Net | 293,680.38 | 434,492.38 | (140,812.00) |
| Capital Assets, Trademarks | 42,575.00 | 42,575.00 | 0.00 |
| Deposits - Building | 7,500.00 | 7,500.00 | 0.00 |
| Total Noncurrent Assets | 343,755.38 | 484,567.38 | (140,812.00) |
| Deferred Outflows of Resources | | | |
| Pension Related Outflows | 333,664.00 | 333,664.00 | 0.00 |
| TOTAL ASSETS | 6,297,796.79 | 7,082,210.17 | (784,419.38) |
| LIABILITIES & EQUITY | | | |
| Liabilities | | | |
| Current Liabilities | | | |
| Accounts Payable | 311,175.49 | 356,765.82 | (45,590.33) |
| Jonah Bank Credit Card | 12,208.58 | 12,324.99 | (116.41) |
| State of Wyoming Transfer Payable | 1,201,849.41 | 1,474,346.49 | (272,497.08) |
| Unearned Revenue (net) | 1,085,938.00 | 394,725.00 | 691,213.00 |
| Prizes Payable | 1,380,244.40 | 3,152,562.90 | (1,772,318.50) |
| Payroll Liabilities | 43,009.93 | 34,144.78 | 8,865.15 |
| Total Current Liabilities | 4,034,425.81 | 5,424,869.98 | (1,390,444.17) |
| Noncurrent Liabilities | | | |
| Xerox-Capital Lease | 78,251.25 | 94,646.88 | (16,395.63) |
| Net Pension Liability | 917,239.00 | 917,239.00 | 0.00 |
| Total Noncurrent Liabilities | 995,490.25 | 1,011,885.88 | (16,395.63) |
| Deferred Inflows of Resources | | | |
| Pension Related Inflows | 197,279.00 | 197,279.00 | 0.00 |
| Total Liabilities | 5,227,195.06 | 6,634,034.86 | (1,406,839.80) |
| Equity | | | |
| Retained Earnings | 448,175.31 | 296,888.64 | 151,286.67 |
| Net Income | 622,420.42 | 151,286.67 | 471,133.75 |
| TOTAL LIABILITIES & EQUITY | 6,297,796.79 | 7,082,210.17 | (784,419.38) |

FINANCIAL UPDATE

Q4 Profit & Loss

| Wyoming Lottery Corp Profit & Loss April 2019 through June 2019 | | | |
|---|--------------|--------------|-------------|
| | Apr - Jun 19 | Apr - Jun 18 | \$ Change |
| Operating Income/Expense | | | |
| Income | | | |
| Income / Revenues | | | |
| Mega Millions Sales (net) | 1,511,455.60 | 1,223,933.00 | 287,522.60 |
| Power Ball Sales (net) | 1,996,689.60 | 2,018,482.00 | -21,792.40 |
| Cowboy Draw Sales (net) | 2,583,145.00 | 1,970,230.00 | 612,915.00 |
| Lucky For Life (net) | 637,200.00 | 679,960.00 | -42,760.00 |
| Raffle Sales | 85,000.00 | 0.00 | 85,000.00 |
| Total Income / Revenues | 6,813,490.20 | 5,892,605.00 | 920,885.20 |
| Other Revenues | | | |
| Application Fees (Fidelity-Res) | 300.00 | 1,200.00 | -900.00 |
| Other Revenues | | 0.00 | 0.00 |
| Total - Other Revenues | 300.00 | 1,200.00 | -900.00 |
| Total Income | 6,813,790.20 | 5,893,805.00 | 919,985.20 |
| Cost of Goods Sold | | | |
| Direct Gaming Costs | | | |
| Prize Expense - Low Tier/ Hi | | | |
| Megamillions Low Tier | 11,368.00 | 160,198.00 | -148,830.00 |
| Powerball Low Tier | 200,756.00 | 242,404.63 | -41,648.63 |
| Cowboy Draw Low Tier | 566,440.00 | 529,205.00 | 37,235.00 |
| Lucky For Life L-T | 220,612.25 | 263,954.15 | -43,341.90 |
| Total Prize Expense - Low Tier/ Hi | 999,176.25 | 1,195,761.78 | -196,585.53 |
| Prize Expense - MUSL | 1,587,526.13 | 1,495,013.29 | 92,512.84 |
| Prize Expense CD Jackpot | 976,599.00 | 735,159.00 | 241,440.00 |
| Prize Expense - Raffle | 85,000.00 | 0.00 | 85,000.00 |
| Total Direct Gaming Costs | 3,648,301.38 | 3,425,934.07 | 222,367.31 |
| Gaming Expenses | | | |
| Gaming Retail Commissions | 407,639.16 | 352,724.16 | 54,915.00 |
| Gaming Retail Validation Bonus | 10,755.99 | 9,171.62 | 1,584.37 |
| Vendor Expense - (Intralot) | 810,123.12 | 700,630.74 | 109,492.38 |
| Total Gaming Expenses | 1,228,518.27 | 1,062,526.52 | 165,991.75 |
| Total COGS | 4,876,819.65 | 4,488,460.59 | 388,359.06 |
| Gross Profit | 1,936,970.55 | 1,405,344.41 | 531,626.14 |
| Expense | | | |
| Operating Expenses | | | |
| Bank Fees | 250.00 | 250.00 | 0.00 |
| Board Expenses | 9,934.67 | 7,392.21 | 2,542.46 |
| Employee Recruitment & Relocate | 0.00 | 4,818.77 | -4,818.77 |
| Insurance | 3,536.01 | 4,550.26 | -1,014.25 |
| Membership Dues | 1,500.00 | 1,274.00 | 226.00 |
| Responsible Gambling Program | 3,750.00 | 12,188.00 | -8,438.00 |
| Accounting / Audit Fees | 0.00 | 2,025.00 | -2,025.00 |
| Legal Fees | 23,299.83 | 32,095.00 | -8,795.17 |
| Marketing | 213,454.85 | 179,865.66 | 33,589.19 |

| Wyoming Lottery Corp Profit & Loss April 2019 through June 2019 | | | |
|---|-------------------|-------------------|-------------------|
| New Game Development | 303,263.50 | 0.00 | 303,263.50 |
| Outside Contract Services (IT) | 31,854.46 | 29,346.82 | 2,507.64 |
| Vendor Background Services | 450.00 | 0.00 | 450.00 |
| Payroll Services | 1,369.75 | 1,284.50 | 85.25 |
| Retail Investigation | 1,610.00 | 3,542.00 | -1,932.00 |
| Facilities & Equipment | 32,791.02 | 90,613.99 | -57,822.97 |
| Retailer Special Incentive | 0.00 | 0.00 | 0.00 |
| Communications | 2,456.98 | 2,522.29 | -65.31 |
| Office Costs | 4,522.77 | 10,252.40 | -5,729.63 |
| Outside Services | 12,000.00 | 0.00 | 12,000.00 |
| Petty Cash Over/Short | -2.00 | 30.00 | -32.00 |
| Other Types of Expenses | 110.00 | -500.00 | 610.00 |
| Retailer Special Incentive | 3,500.00 | 2,500.00 | 1,000.00 |
| Rent & Janitorial | 26,929.50 | 26,445.50 | 484.00 |
| Salaries, Wages & Benefits | 300,189.39 | 209,582.40 | 90,606.99 |
| Travel | 20,389.77 | 27,640.83 | -7,251.06 |
| EE Uniforms | 695.95 | 0.00 | 695.95 |
| Pension Expense | 0.00 | 275,054.00 | -275,054.00 |
| Total Operating Expenses | 997,856.45 | 922,773.63 | 75,082.82 |
| Net Operating Income | 939,114.10 | 482,570.78 | 456,543.32 |
| Other Income | | | |
| Interest Income | 7,438.42 | 146.23 | 7,292.19 |
| Other Expenses | | | |
| Gain/Loss on Sale of Assets | 0.00 | -5,177.16 | 5,177.16 |
| Interest Expense | 1,114.36 | 1,691.10 | -576.74 |
| State of Wyoming Transfers | 1,201,849.41 | 1,474,346.49 | -272,497.08 |
| Total Other Expense | 1,202,963.77 | 1,470,860.43 | -267,896.66 |
| Net Income | 256,411.25 | 488,143.42 | 731,732.17 |
| Q4 Responsible Gambling Expenses | -3,750.00 | | |
| Reserve Account | 120,000.00 | | |
| CD Reserve Account | 82,303.89 | | |
| Infrastructure Development | -427,196.02 | | |
| Q1-Q3 Net Income Allocated to Q4 | -27,769.12 | | |
| Total Net Income | 0.00 | | |

FINANCIAL UPDATE

YTD Profit & Loss

Wyoming Lottery Corp Profit & Loss July 2018 through June 2019

| Operating Income/Expense | Jul 18 - Jun 19 | Jul 17 - Jun 18 | \$ Change |
|---|----------------------|----------------------|---------------------|
| Income | | | |
| Income / Revenues | | | |
| Mega Millions Sales (net) | 9,328,514.02 | 5,293,448.06 | 4,035,065.96 |
| Power Ball Sales (net) | 9,178,961.04 | 10,890,693.26 | (1,711,732.22) |
| Cowboy Draw Sales (net) | 15,002,398.20 | 9,700,978.10 | 5,301,420.10 |
| Lucky For Life (net) | 2,724,752.00 | 2,861,021.02 | (136,269.02) |
| Raffle Sales | 85,000.00 | 0.00 | 85,000.00 |
| Total Income / Revenues | 36,859,625.26 | 28,746,140.44 | 8,113,484.82 |
| Other Revenues | | | 0.00 |
| Application Fees (Fidelity-Res) | 1,200.00 | 2,600.00 | (1,400.00) |
| Total - Other Revenues | 1,200.00 | 2,600.00 | (1,400.00) |
| Total Income | 36,860,825.26 | 28,748,740.44 | 8,112,084.82 |
| Cost of Goods Sold | | | |
| Direct Gaming Costs | | | |
| Prize Expense - Low Tier/ Hi | | | |
| Megamillions Low Tier | 901,870.00 | 666,400.10 | 235,469.90 |
| Powerball Low Tier | 1,130,583.00 | 1,559,305.77 | (428,722.77) |
| Cowboy Draw Low Tier | 4,004,933.75 | 2,524,096.45 | 1,480,837.30 |
| Lucky For Life L-T | 940,882.75 | 980,644.87 | (39,762.12) |
| Prize Expense - Low Tier/ Hi - Other | 0.00 | 0.00 | 0.00 |
| Total Prize Expense - Low Tier/ Hi | 6,978,289.50 | 5,730,447.19 | 1,247,822.31 |
| Prize Expense - MIUSL | 7,822,540.52 | 6,375,701.37 | 1,446,839.15 |
| Prize Expense CD Jackpot | 4,913,440.00 | 2,865,194.00 | 2,048,246.00 |
| Prize Expense - Raffle | 85,000.00 | 0.00 | 85,000.00 |
| Total Direct Gaming Costs | 19,799,250.02 | 14,971,342.56 | 4,827,907.46 |
| Gaming Expenses | | | |
| Gaming Retail Commissions | 2,233,709.70 | 1,720,458.48 | 513,251.22 |
| Gaming Retail Validation Bonus | 55,450.44 | 43,708.09 | 11,742.35 |
| Vendor Expense - (IntraIot) | 4,382,604.97 | 3,417,911.05 | 964,693.92 |
| Total Gaming Expenses | 6,671,765.11 | 5,182,077.62 | 1,489,687.49 |
| Total COGS | 26,471,015.13 | 20,153,420.18 | 6,317,594.95 |
| Gross Profit | 10,389,810.13 | 8,595,320.26 | 1,794,489.87 |
| Expense | | | |
| Operating Expenses | | | |
| Bank/Credit Card Fees | 5,265.00 | 250.00 | 5,015.00 |
| Board Expenses | 29,577.61 | 28,329.79 | 1,247.82 |
| Employee Recruitment & Relocate | 5,073.95 | 21,814.04 | (16,740.09) |
| Insurance | 16,573.93 | 16,357.34 | 216.59 |
| Membership Dues | 57,669.22 | 45,649.88 | 12,019.34 |
| Responsible Gambling Program | 109,165.65 | 282,654.10 | (173,488.45) |
| Vendor Background Services | 583.00 | 411.00 | 172.00 |
| Accounting / Audit Fees | 52,235.20 | 55,910.00 | (3,674.80) |
| Legal Fees | 125,090.31 | 116,923.23 | 8,167.08 |
| Marketing | 834,981.43 | 930,380.35 | (95,398.92) |

Wyoming Lottery Corp Profit & Loss July 2018 through June 2019

| | | | |
|--|---------------------|---------------------|---------------------|
| New Game Development | 335,700.50 | 295,613.61 | 40,086.89 |
| Outside Contract Services (IT) | 100,412.33 | 105,706.93 | (5,294.60) |
| Payroll Services | 6,484.25 | 5,796.00 | 688.25 |
| Retail Investigation | 6,569.50 | 11,134.00 | (4,564.50) |
| Facilities and Equipment | 140,830.53 | 267,463.72 | (126,633.19) |
| Retailer Special Incentive | | 4,500.00 | 2,000.00 |
| Communications | 11,635.31 | 12,607.40 | (972.09) |
| Office Costs | 29,829.29 | 53,342.05 | (23,512.76) |
| Outside Services | 37,827.00 | 0.00 | 37,827.00 |
| Petty Cash Over/Short | 48.80 | 88.96 | (40.16) |
| Other Types of Expenses - Other | 2,039.85 | 612.48 | 1,427.37 |
| Rent & Janitorial | 106,598.00 | 105,358.00 | 1,240.00 |
| Salaries, Wages & Benefits | 1,064,531.86 | 990,248.27 | 74,283.59 |
| Travel | 66,167.17 | 70,747.12 | (4,579.95) |
| EE Uniforms | 3,091.85 | 2,321.86 | 769.99 |
| Pension Expense | 0.00 | 275,054.00 | (275,054.00) |
| Total Operating Expenses | 3,154,481.54 | 3,699,274.13 | (544,792.59) |
| Net Operating Income | 7,235,328.59 | 4,896,046.13 | 2,339,282.46 |
| Other Income/Expense | | | |
| Other Income | | | |
| Interest Income | 17,749.48 | 477.89 | 17,271.59 |
| Other Expense | | | |
| Gain/Loss on Sale of Assets | 6,212.74 | -5,177.16 | 11,389.90 |
| Interest Expense | 4,799.17 | 6,348.18 | (1,549.01) |
| State of Wyoming Transfers | 6,619,645.74 | 4,744,066.33 | 1,875,579.41 |
| Total Other Expense | 6,630,657.65 | 4,745,237.35 | 1,885,420.30 |
| | | | 0.00 |
| Net Income | 622,420.42 | 151,286.67 | 471,133.75 |
| YTD Responsible Gambling Expenses | -109,165.65 | | |
| Reserve Account | 225,000.00 | | |
| CD Reserve Account | 82,303.89 | | |
| Infrastructure Development | 424,282.18 | | |
| Total Net Income | -0.00 | | |

FINANCIAL UPDATE

Q4 Budget vs. Actual

Wyoming Lottery Corp Profit & Loss Budget vs. Actual Apr 2019 through June 2019

| | FY 19 QTR 4 | | | |
|---|--------------|--------------|-------------|-------------|
| | TOTAL | | | |
| | Apr - Jun 19 | Budget | + Favorable | % of Budget |
| Ordinary Income/Expense | | | | |
| Total 40000 - Income / Revenues | 6,813,490.20 | 6,564,999.00 | 248,491.20 | 103.79% |
| Total 48000 - Other Revenues | 300.00 | 0.00 | 300.00 | 100.0% |
| Total Income | 6,813,790.20 | 6,564,999.00 | 248,791.20 | 103.79% |
| Cost of Goods Sold | | | | |
| Total 50000 - A Direct Gaming Costs | 3,648,301.39 | 3,920,271.00 | -271,969.62 | 93.06% |
| Total 51000 - B Gaming Expenses | 1,228,516.27 | 1,184,962.00 | 43,536.27 | 103.67% |
| Total COGS | 4,876,819.65 | 5,105,253.00 | -228,433.35 | 95.53% |
| Gross Profit | 1,936,970.55 | 1,459,746.00 | 477,224.55 | 132.69% |
| | Apr - Jun 19 | Budget | - Favorable | % of Budget |
| Expense | | | | |
| Total 60000 - Business Expenses | 18,970.68 | 46,330.00 | -27,359.32 | 40.95% |
| Total 61000 - Contract Services | 575,302.39 | 509,133.00 | 66,169.39 | 113.0% |
| Total 62000 - Facilities and Equipment | 32,791.02 | 33,842.00 | -1,050.98 | 98.89% |
| Total 63000 - Operations | 49,517.25 | 47,258.00 | 2,259.25 | 104.78% |
| Total 64000 - Personnel Salaries, Benefits & Travel | 321,275.11 | 359,050.00 | -37,774.89 | 89.48% |
| Total Expense | 997,856.45 | 995,613.00 | 2,243.45 | 100.23% |
| Net Ordinary Income | 939,114.10 | 464,133.00 | 474,981.10 | 202.34% |
| Other Income/Expense | | | | |
| 70000 - Interest Income | 7,438.42 | 0.00 | 7,438.42 | 100.0% |
| 81000 - Interest Expense | 1,114.36 | 0.00 | 1,114.36 | 100.0% |
| 82000 - Gain/Loss on Discarded Assets | 0.00 | | | |
| Total Other Expense | 1,114.36 | 0.00 | 1,114.36 | 100.0% |
| Net Other Income | 6,324.06 | 0.00 | 6,324.06 | 100.0% |
| | Apr - Jun 19 | Budget | + Favorable | % of Budget |
| Net Income before Transfer to State of Wyoming | 945,438.16 | 464,133.00 | 481,305.16 | 203.7% |
| Transfer to State of Wyoming | 1,201,849.41 | | | |
| Net Income | -256,411.25 | | | |

* \$3,750 RG Expenses; \$29,000 Board Strategic Planning Expenses w/b Incurred in FY 20

** Over \$74,764 New Game yet Under Q3

*** Under \$30,000 EE Wages (No IT Position)

**** Net Income Allocation:

| | |
|----------------------------|-------------|
| Q4 RG Expenses | -3,750.00 |
| Infrastructure Development | -427,196.02 |
| Q1-Q3 NI Allocated to Q4 | -27,769.12 |
| Reserve Accounts | 202,303.89 |
| Net Income: | -256,411.25 |

FINANCIAL UPDATE

YTD Budget vs. Actual

Wyoming Lottery Corp Profit & Loss Budget vs. Actual July 2018 through June 2019

| | FY 19 QTR 4 | | | |
|---|----------------------|----------------------|----------------------|----------------|
| | TOTAL | | | |
| | July 18 - Jun 19 | Budget | + Favorable | % of Budget |
| Ordinary Income/Expense | | | | |
| Total 40000 - Income / Revenues | 36,859,625.26 | 26,259,996.00 | 10,599,629.26 | 140.38% |
| Total 48000 - Other Revenues | 1,200.00 | 0.00 | 1,200.00 | 100.0% |
| Total Income | 36,860,825.26 | 26,259,996.00 | 10,600,829.26 | 140.37% |
| Cost of Goods Sold | | | | |
| Total 50000 - A Direct Gaming Costs | 19,799,250.02 | 15,681,084.00 | 4,118,166.02 | 126.26% |
| Total 51000 - B Gaming Expenses | 6,671,765.11 | 4,739,928.00 | 1,931,837.11 | 140.76% |
| Total COGS | 26,471,015.13 | 20,421,012.00 | 6,050,003.13 | 129.63% |
| Gross Profit | 10,389,810.13 | 5,838,984.00 | 4,550,826.13 | 177.94% |
| | July 18 - Jun 19 | Budget | - Favorable | % of Budget |
| Expense | | | | |
| Total 60000 - Business Expenses | 223,325.36 | 352,550.00 | -129,224.64 | 83.35%* |
| Total 61000 - Contract Services | 1,462,056.52 | 1,537,227.00 | -75,170.48 | 95.11%** |
| Total 62000 - Facilities and Equipment | 140,830.53 | 152,891.00 | -12,060.47 | 92.11%*** |
| Total 63000 - Operations | 194,478.25 | 200,927.00 | -6,448.75 | 96.79%**** |
| Total 64000 - Personnel Salaries, Benefits & Travel | 1,133,790.88 | 1,307,242.00 | -173,451.12 | 86.73%***** |
| Total Expense | 3,154,481.54 | 3,550,837.00 | -396,355.46 | 88.84% |
| Net Ordinary Income | 7,235,328.59 | 2,288,147.00 | 4,947,181.59 | 316.21% |
| Other Income/Expense | | | | |
| 70000 - Interest Income | 17,749.48 | 0.00 | 17,749.48 | 100.0%***** |
| 81000 - Interest Expense | 4,799.17 | 0.00 | 4,799.17 | 100.0% |
| 82000 - Gain/Loss on Discarded Assets | 6,212.74 | | | |
| Total Other Expense | 11,011.91 | 0.00 | 11,011.91 | 100.0% |
| Net Other Income | 6,737.57 | 0.00 | 6,737.57 | 100.0% |
| | July 18 - Jun 19 | Budget | + Favorable | % of Budget |
| Net Income before Transfer to State of Wyoming | 7,242,066.16 | 2,288,147.00 | 4,953,919.16 | 316.8% |
| Transfer to State of Wyoming | 6,619,645.74 | | | |
| Net Income | 622,420.42 | | | ***** |

* Under \$75,800 RG; Under \$38,900 Board Exp; Under \$11,800 Dues

** Under \$5,300 New Game; Under \$14,400 Retail Investigations; Under \$28,000 Mktg.
Under \$6,000 Accounting; Under \$23,900 Legal

*** Under \$7,400 IT Equip

**** Under \$8,000 Retailer Special Incentive

***** IT Position Unfilled & EA Position Open until Nov. Under \$113,000;
Under \$7,000 Travel; Under \$54,800 Benefits & ER Taxes

***** Savings Account Interest from 11.28.18 - 6.30.19

***** Net Income Allocation:

| | |
|-------------------------------|-------------------|
| Reserve Accounts | 307,303.89 |
| Infrastructure Development | 424,282.18 |
| Responsible Gambling Expenses | -109,165.65 |
| Net Income: | 622,420.42 |

FINANCIAL UPDATE

WRGC YTD Budget vs. Actual

Wyoming Lottery Corp
Profit & Loss Responsible Gambling Budget vs. Actual
 July through June 2019

| | FY 19 QTR 4 YTD | | |
|---|-------------------|-------------------|-------------------|
| | TOTAL | | |
| | July 18 - June 19 | FY19 Budget | - Favorable |
| Responsible Gambling Expenses | | | |
| Tracker Study Follow Up Research | 0.00 | 15,000.00 | -15,000.00 |
| Certifications - Univeristy of Minnesota | 2,590.00 | 15,000.00 | -12,410.00 |
| Strategic Plan 2019 | 0.00 | 10,000.00 | -10,000.00 |
| Brochure Reprints | 0.00 | 7,000.00 | -7,000.00 |
| Media Planning & Buying | 99,387.65 | 100,000.00 | -612.35 |
| Responsible Gambling Travel/Conferences as Needed | 0.00 | 25,000.00 | -25,000.00 |
| Fremont County Service Research | 0.00 | 3,000.00 | -3,000.00 |
| Dues & Sponsorships | 7,188.00 | 10,000.00 | -2,812.00 |
| | | | |
| | | | |
| Total Responsible Gambling Expenses | 109,165.65 | 185,000.00 | -75,834.35 |

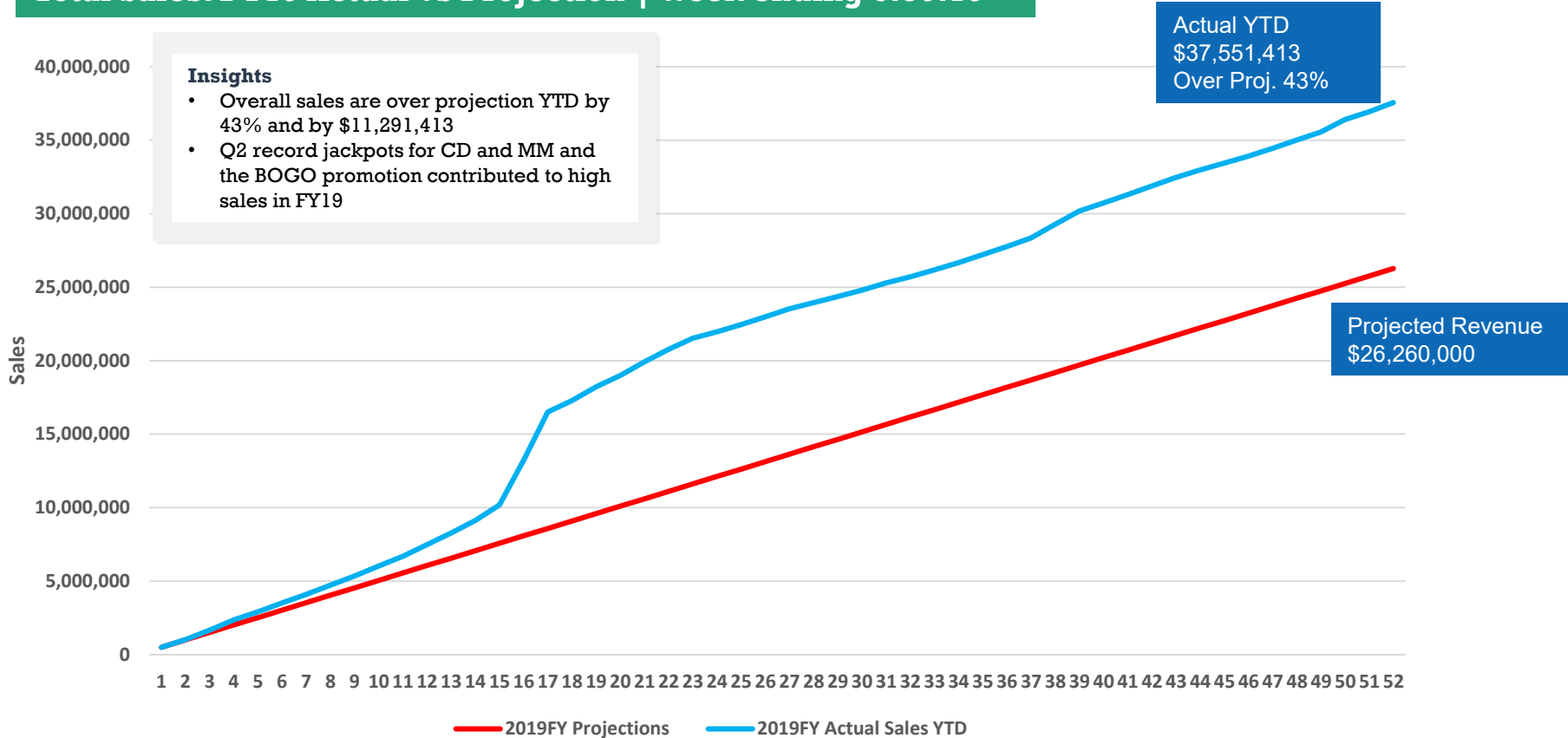
Responsible Gambling Balance

| | |
|--------------------------------------|-------------|
| 4/30/18 Responsible Gambling Balance | 64.06 |
| 5/1/18 Unclaimed Prize Funding | 200,000.00 |
| FY18 Expenses | -25,869.63 |
| FY 19 Expenses | -109,165.65 |
| | |
| 3/31/19 Responsible Gambling Balance | 65,028.78 |

SALES UPDATE

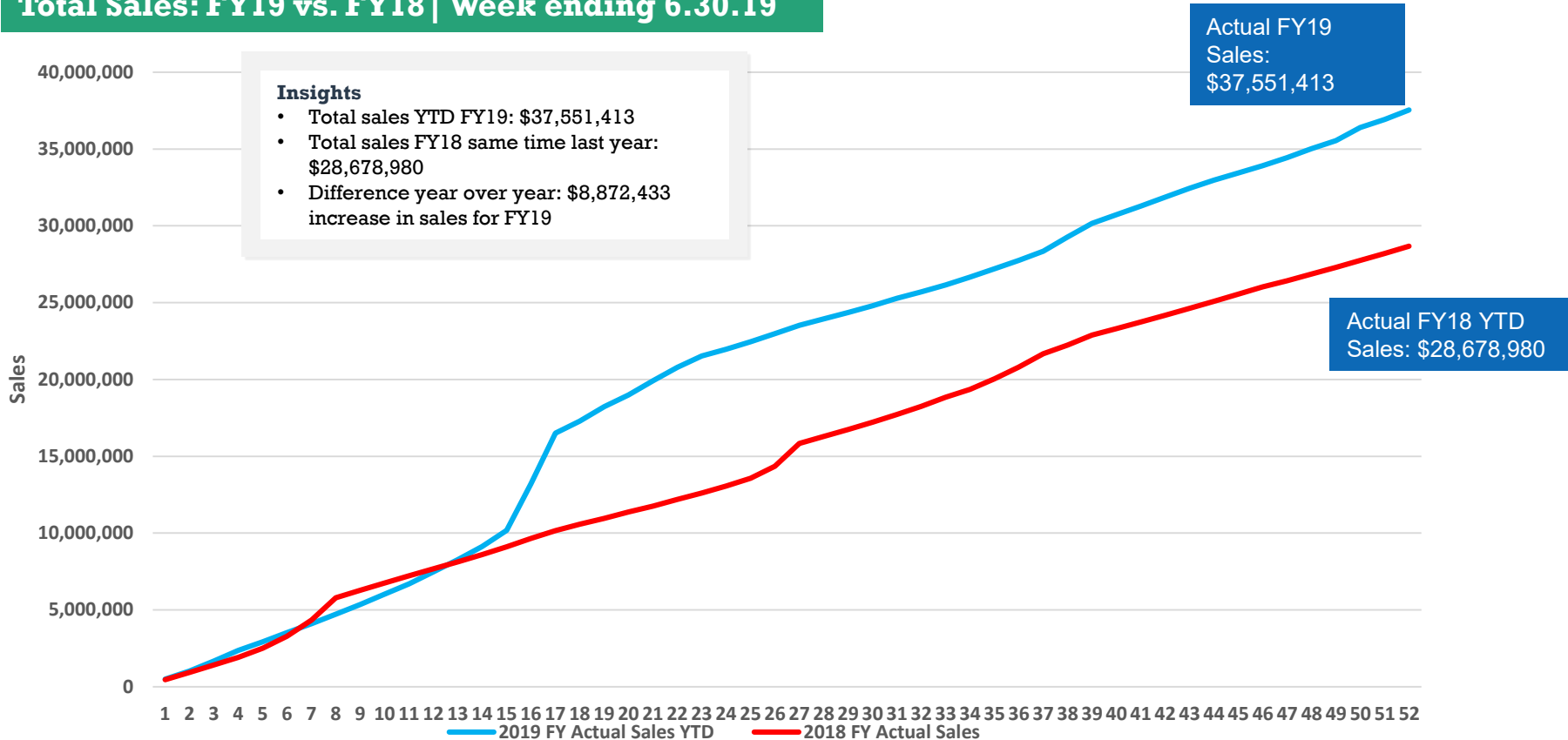
SALES UPDATE

Total Sales: FY19 Actual vs Projection | Week ending 6.30.19



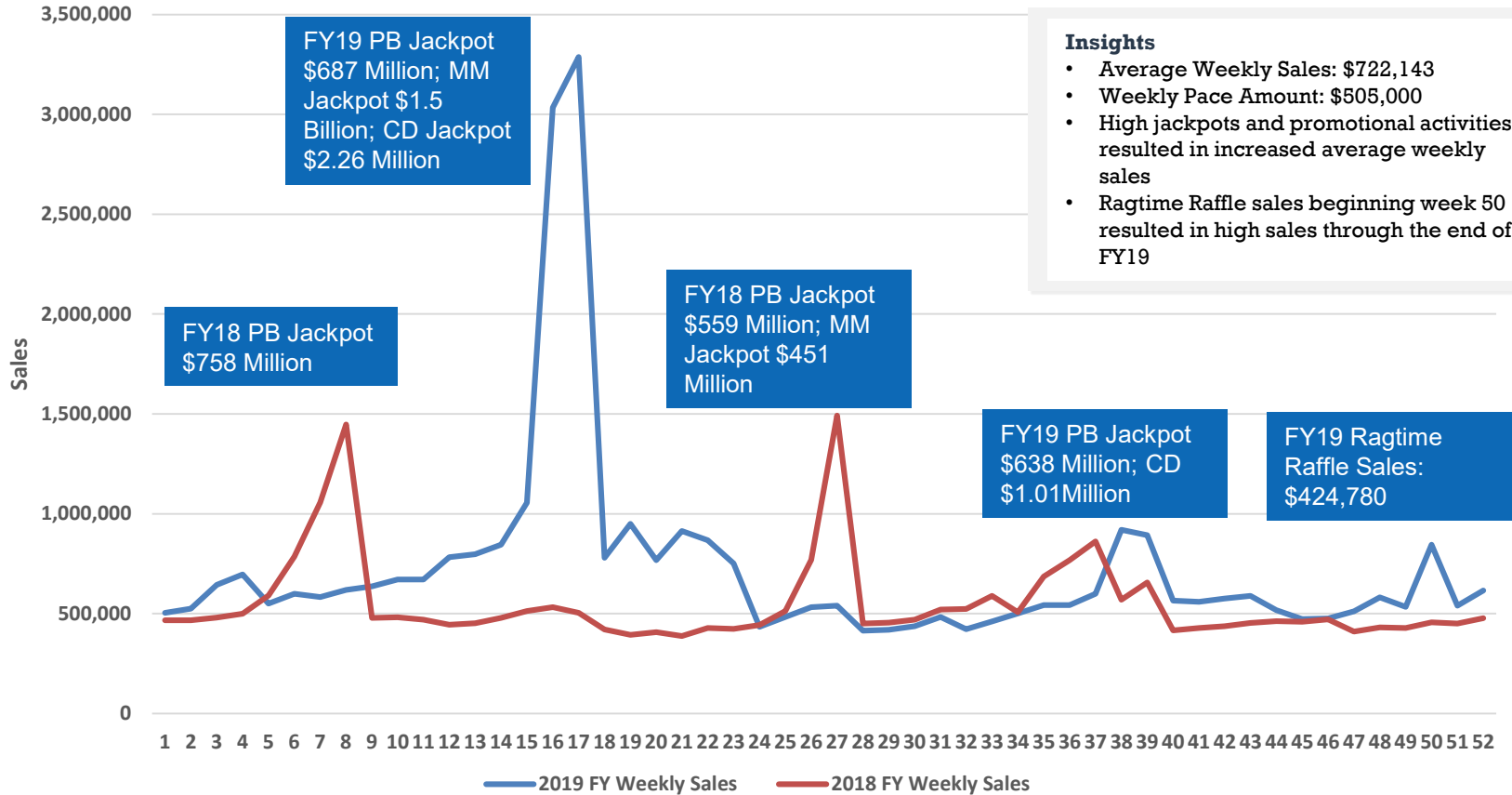
SALES UPDATE

Total Sales: FY19 vs. FY18 | Week ending 6.30.19



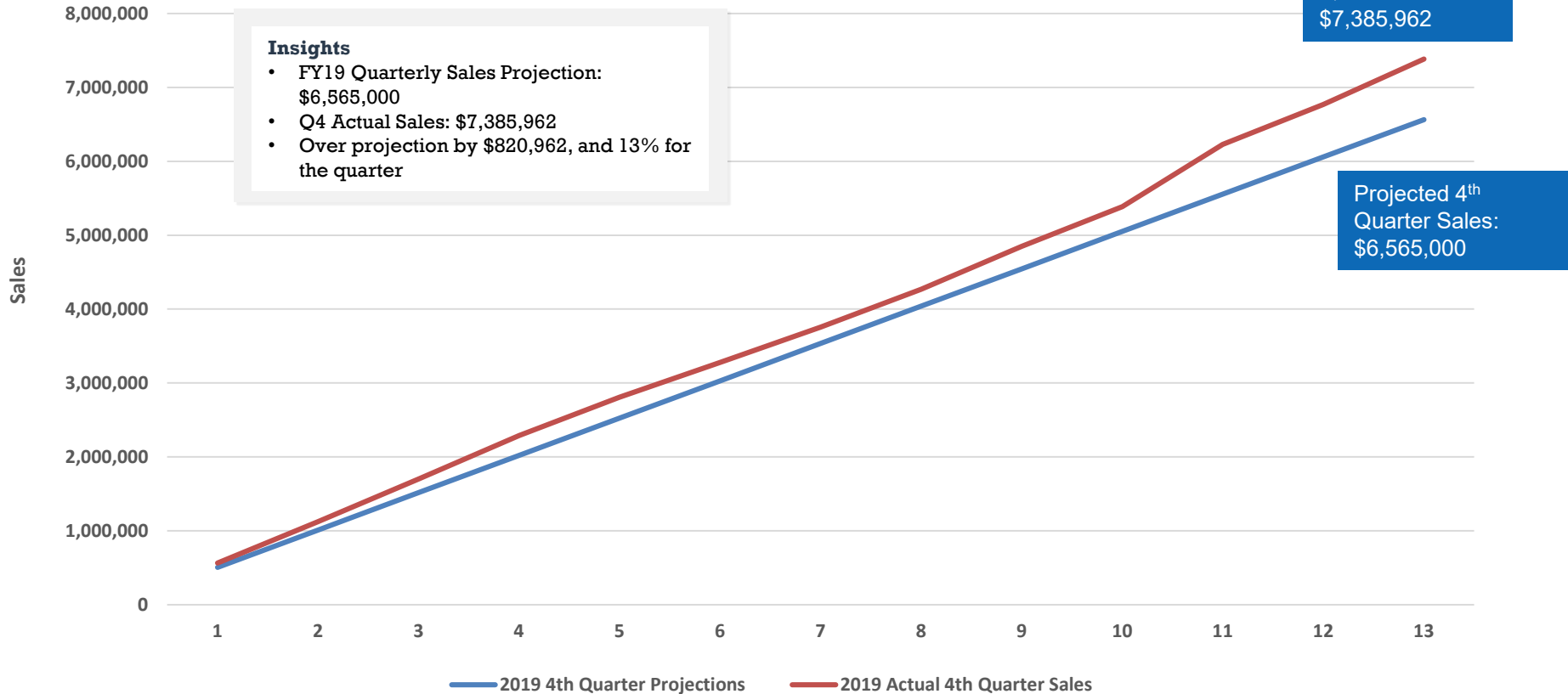
SALES UPDATE

Total Sales: Actual weekly sales FY19 vs. FY18 | Week ending 6.30.19



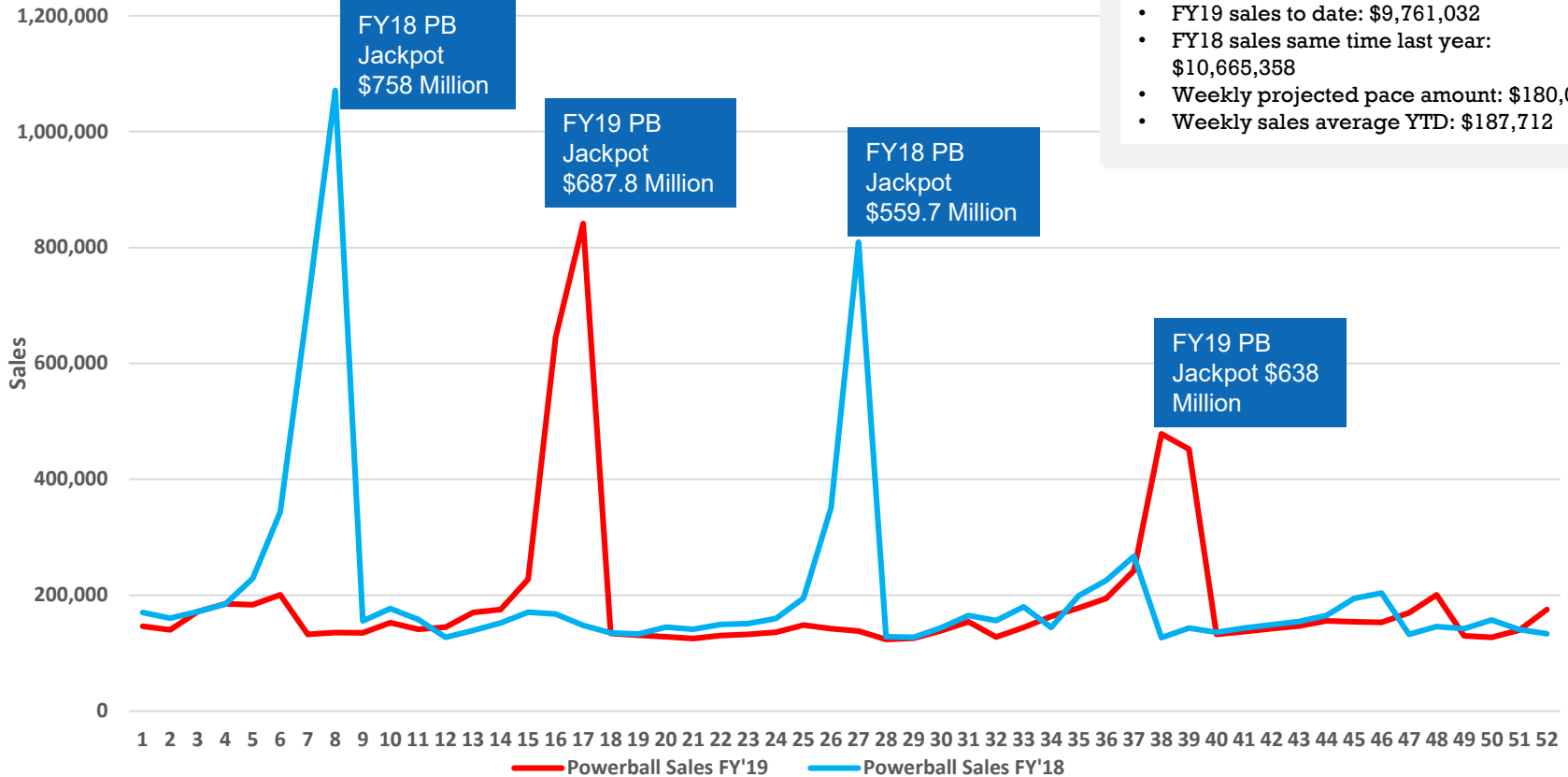
SALES UPDATE

Total 4th Quarter Sales: FY 19 Actual vs Projection | Quarter ending 6.30.19



SALES UPDATE

Powerball Sales FY19 vs FY18 | Week ending 6.30.19

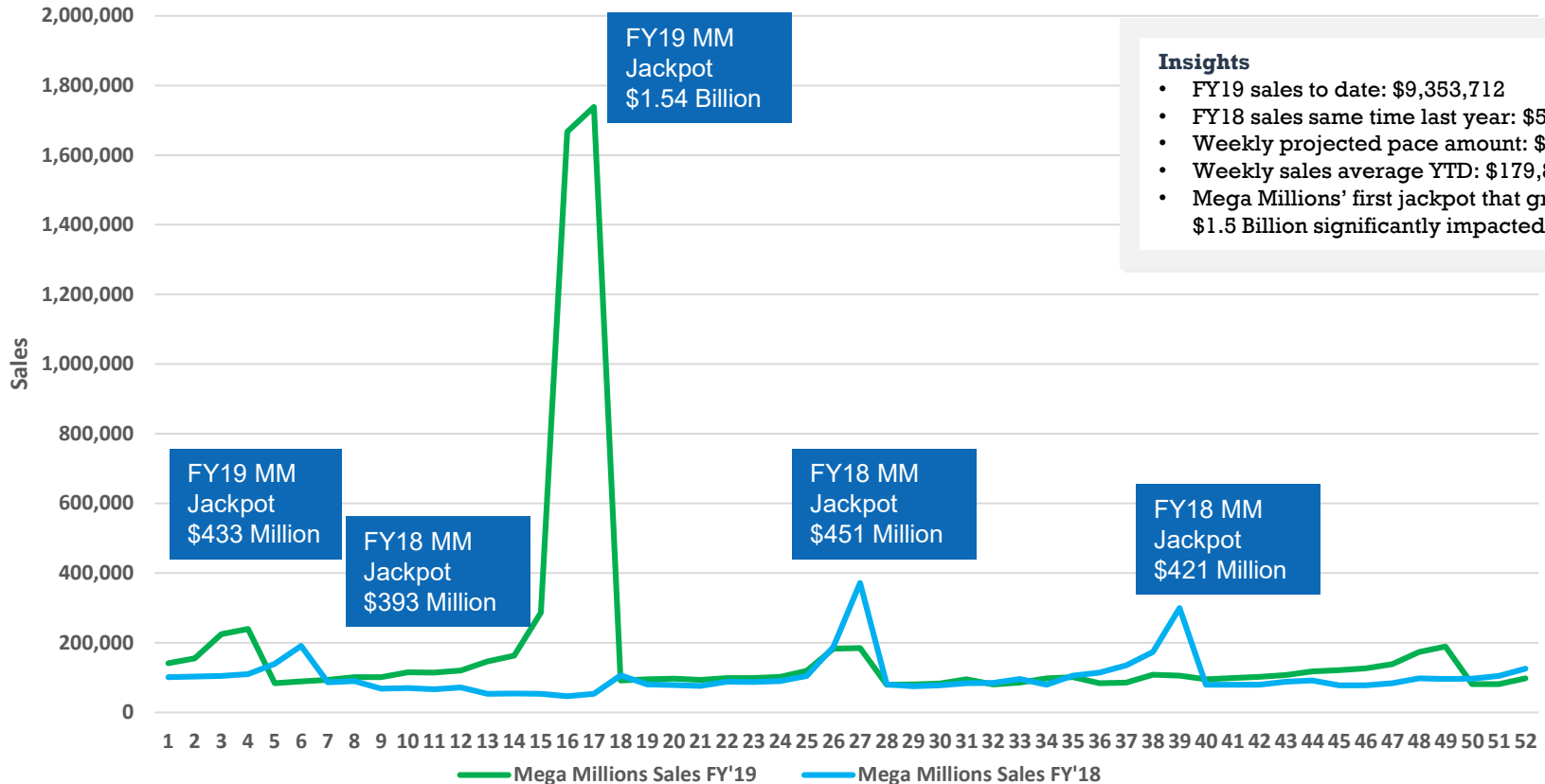


Insights

- FY19 sales to date: \$9,761,032
- FY18 sales same time last year: \$10,665,358
- Weekly projected pace amount: \$180,000
- Weekly sales average YTD: \$187,712

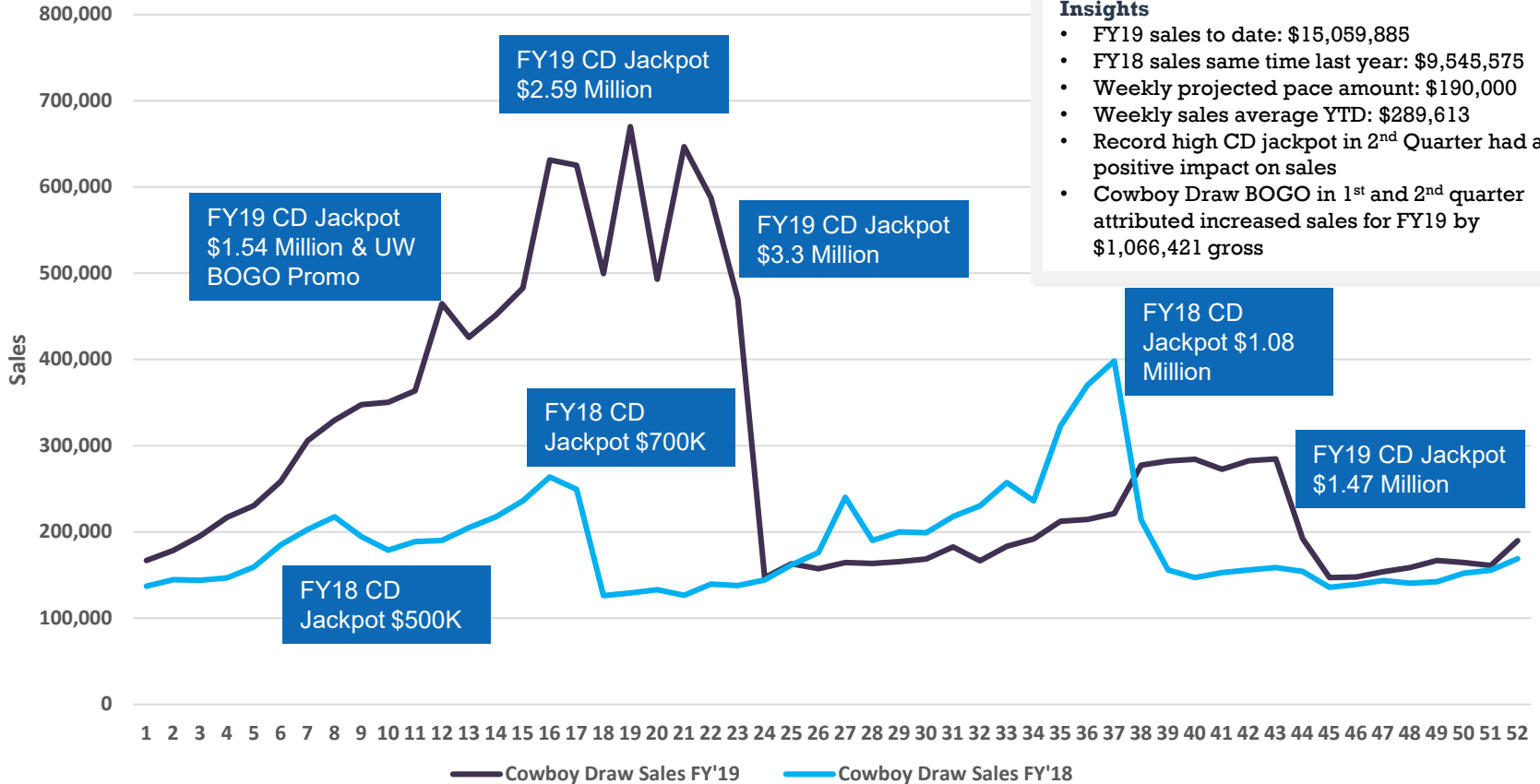
SALES UPDATE

Mega Millions Sales FY19 vs FY18 | Week ending 6.30.19



SALES UPDATE

Cowboy Draw Sales FY19 vs. FY18 | Week ending 6.30.19



Insights

- FY19 sales to date: \$15,059,885
- FY18 sales same time last year: \$9,545,575
- Weekly projected pace amount: \$190,000
- Weekly sales average YTD: \$289,613
- Record high CD jackpot in 2nd Quarter had a positive impact on sales
- Cowboy Draw BOGO in 1st and 2nd quarter attributed increased sales for FY19 by \$1,066,421 gross

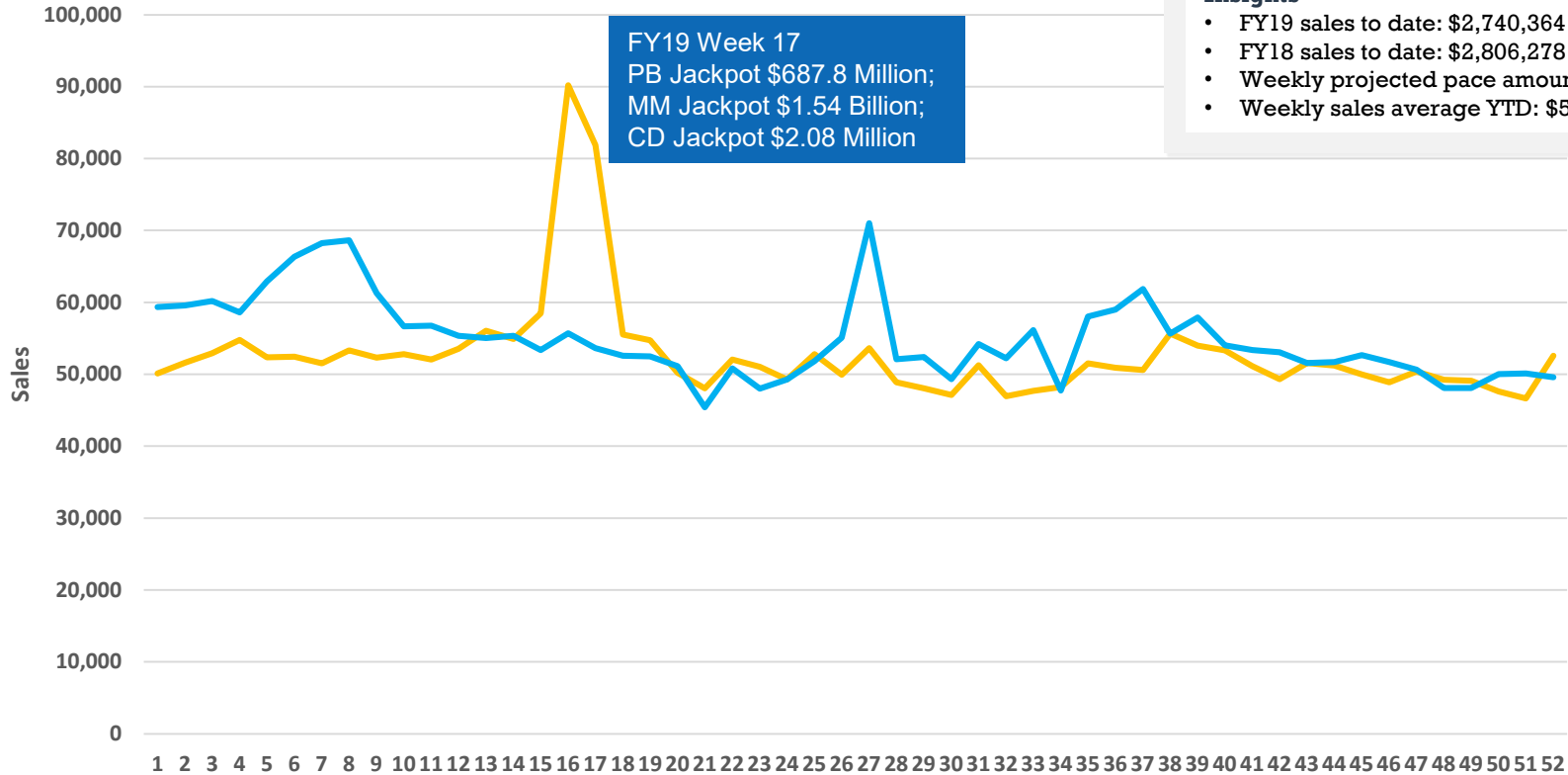
SALES UPDATE

Lucky for Life Sales: FY19 | Week ending 6.30.19

Insights

- FY19 sales to date: \$2,740,364
- FY18 sales to date: \$2,806,278
- Weekly projected pace amount: \$55,000
- Weekly sales average YTD: \$52,699

FY19 Week 17
 PB Jackpot \$687.8 Million;
 MM Jackpot \$1.54 Billion;
 CD Jackpot \$2.08 Million

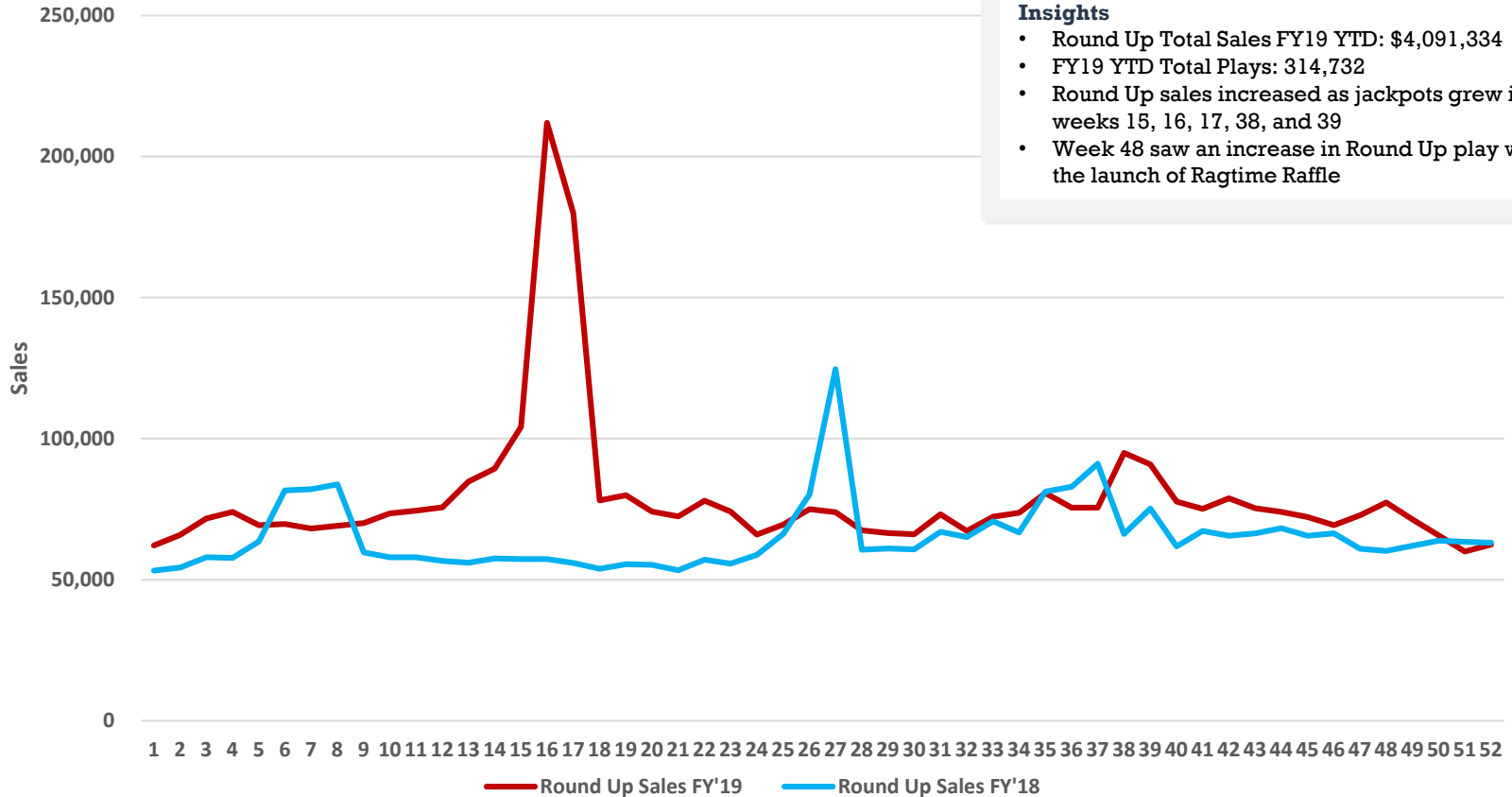


— Lucky for Life Sales FY'19

— Lucky for Life Sales FY'18

SALES UPDATE

Round Up Sales FY19 | Week ending 6.30.19

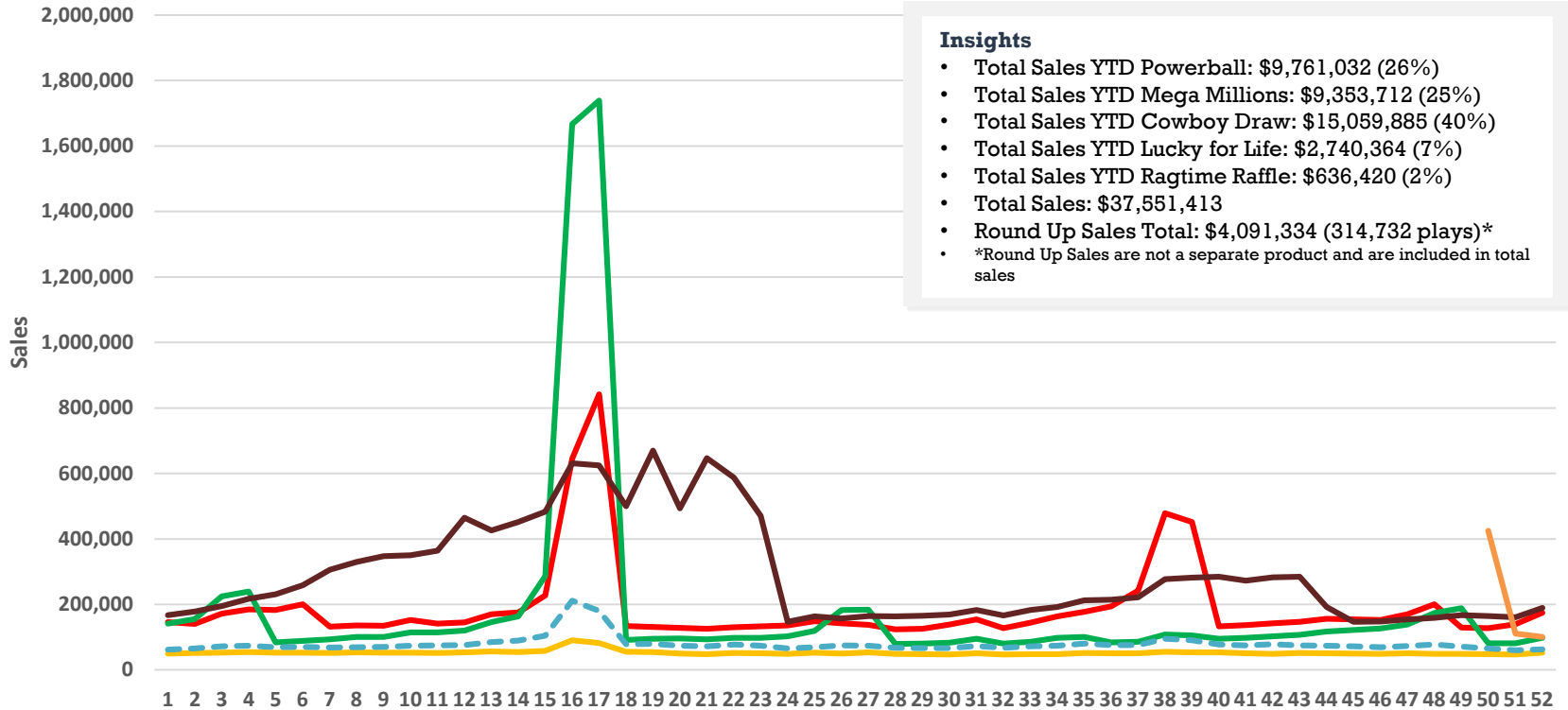


Insights

- Round Up Total Sales FY19 YTD: \$4,091,334
- FY19 YTD Total Plays: 314,732
- Round Up sales increased as jackpots grew in weeks 15, 16, 17, 38, and 39
- Week 48 saw an increase in Round Up play with the launch of Ragtime Raffle

SALES UPDATE

WyoLotto Product Sales YTD | Week ending 6.30.19



Insights

- Total Sales YTD Powerball: \$9,761,032 (26%)
- Total Sales YTD Mega Millions: \$9,353,712 (25%)
- Total Sales YTD Cowboy Draw: \$15,059,885 (40%)
- Total Sales YTD Lucky for Life: \$2,740,364 (7%)
- Total Sales YTD Ragtime Raffle: \$636,420 (2%)
- Total Sales: \$37,551,413
- Round Up Sales Total: \$4,091,334 (314,732 plays)*
- *Round Up Sales are not a separate product and are included in total sales

— Powerball Sales
 — Mega Millions Sales
 — Cowboy Draw Sales
 — Lucky for Life Sales
 — 'Round Up Sales'
 — Ragtime Raffle Sales

CORPORATE RESPONSIBILITY

CORPORATE RESPONSIBILITY

WyoLotto continues to demonstrate its care for Wyoming communities and citizens.

Problem Gambling

Initiatives to prevent problem gambling:

- Single transactions are capped at \$125 and products are not available 24/7
- The Problem Gambling Hotline is posted on the back of every ticket, listed on play slips, and featured on our website.
- Problem Gambling brochures are located wherever Lottery tickets are sold
- Continued education regarding Problem and Responsible Gambling is a priority





Game Security

Leadership in game security and integrity:

- With each game release and subsequent upgrades, the central game system and Random Number Generator (RNG) are tested
- With each batch release, the Statement of Work (SOW) is thoroughly reviewed for accuracy and release outcomes are verified
- In advance of all system changes, game risks are proactively documented, assessed and analyzed
- Lottery's Internal Control System (ICS) provides its players with a sense of security, knowing the central gaming system is operating at the highest degree of integrity
- The Lottery works with the Department of Family Services (DFS) to collect back child support owed by a player from prize payments

WYOLOTTO
MARKETING UPDATES

MARKETING UPDATES: PUBLIC RELATIONS

Insights

During the fourth quarter, WyoLotto saw coverage on several topics:

- April 16: WyoLotto Records Largest 12 Month State Transfer Amount to Wyoming
- April 30: \$1.5 Million Winning Ticket for Cowboy Draw Sold in Evanston
- May 6: WyoLotto Announces Powerball Givaway Winners
- May 21: WyoLotto Launches New Ragtime Raffle Game in Conjunction with State Rodeos
- May 22: \$1 Million Mega Millions Ticket Sold in Cheyenne
- June 11: WyoLotto's Ragtime Raffle Game is Now Live

This quarter we launched a new game, WyoLotto Ragtime Raffle, which included a pre-launch and post-launch press release execution and interview strategy. This approach garnered great results in both press mentions and TV and radio interviews. The state transfer press release also did very well with mentions and interviews. We were able to tie in the story of how WyoLotto gives back along with being a recent Sharp award recipient, given to state lotteries who exemplify giving back to the state and its beneficiaries.

20,373,500
Total readership

\$27,097
Ad Equivalency

MARKETING UPDATES: SOCIAL

facebook

Insights:

- 33,582 Total Page Likes
- 496 new followers this quarter (1.4% increase from last quarter)
- 11,308 total engagements this quarter, an increase of 1.3% in comparison to last quarter
- Both engagements and followers grew during both the pre-launch and launch of Ragtime Raffle. The anonymous Cowboy Draw winner post, as well as the general Ragtime Raffle posts and CNFR giveaway posts performed well with engagements.

twitter

Insights:

- 1,391 Followers
- 35 new followers this quarter (2.6% increase from last quarter)
- 370 total engagements this quarter, an increase of by 266.3% compared to the last quarter
- Impressions per Tweet decreased by 67.9% compared to the last quarter
- Engagements on this platform increased significantly in comparison to the previous quarter due in large part to the channel being utilized to support Ragtime Raffle. The announcement of the first \$75,000 win and sale of the 20,000 ticket also performed well

Instagram

Insights:

- 1,710 Followers
- 212 new followers this quarter (14.2% increase from last quarter)
- 1,055 total engagements this quarter, an increase of 282.2% compared to the last quarter
- Impressions per post increased 19.5% compared to the last quarter
- The CNFR ticket giveaway post had 100 total engagements. We also saw good engagement for the Lucky for Life winner post and the Ragtime Raffle prelaunch post.

MARKETING UPDATES: SOCIAL

Top Performing Posts

facebook

Wyoming Lottery
Published by Sarah Shoden · June 14

This giveaway has ENDED- thank you for entering!

Tomorrow is the 1st drawing for Wyolotto Ragtime Raffle! 🎉 Tickets are selling fast so to celebrate we're doing a high-speed giveaway! Just comment "Ragtime" by 2pm for a chance to win CNFR tickets for tonight! We will randomly pick (3) winners to receive 4 tickets each. So...ready, set, GO!



WIN TICKETS TO THE CNFR!

GIVEAWAY TIME!

THREE WINNERS WILL RECEIVE:
4 TICKETS TO TONIGHT'S (6/14) RODEO

COMMENT "RAGTIME" BY 2 PM ON 6/14

Total Engagements: 575
Reach: 9,826 organic

twitter

Wyoming Lottery
@wyolotto

Follow

Our lucky winner stopped by to pick up their check recently with a big smile on their face. Congrats to our winner and to The Cigarette Store in Evanston for selling them the ticket.
[#Wyoming](#) [#Wyolotto](#)



WYOLOTTO COWBOY RAGTIME JACKPOT WINNER!
\$1,516,599

8:00 AM - 23 May 2019

2 Retweets 2 Likes

Total Engagements: 6
Reach: 29,414 users

Instagram



WIN TICKETS TO THE CNFR!

GIVEAWAY TIME!

TWO WINNERS WILL RECEIVE:
4 TICKETS FOR THE CNFR ON 6/15

COMMENT "RAGTIME" BY 2 PM ON 6/14

wyolotto

laurieshannon4448 "Ragtime" 3w Reply

bella_7527 Ragtime 1w Reply

wykim85 Ragtime 1w Reply

nanadarcie Ragtime 1w Reply

tiredmamaof3 Ragtime 2d Reply

Liked by shroom1419 and 39 others

June 14

Add a comment...

Post

Total Engagements: 100
Reach: 823 users

MARKETING UPDATES: WEBSITE

Insights

- Overall site traffic: 912,699 sessions
- Bounce rate: 61.31% (5.52% decrease from Q3)
- Pages per session: 2.01 (5.07% decrease from Q3)
- Session duration: 00:01:39 (7.44% increase from Q3)
- 1.03% decrease in organic search traffic
- Email generated 10.99% more website users than Q3 due to Ragtime Raffle communications
- 5.12% increase in homepage traffic from Q3
- Decreases in pages per session and organic search were a result of players going directly to the Powerball Giveaway page during giveaway rather than homepage

Top Cities Visiting

1. Cheyenne – 23.93%
2. Casper – 15.02%
3. Rock Springs – 13.39%
4. Gillette – 6.41%
5. Laramie – 4.77%

MARKETING UPDATES: EMAIL

Email Marketing

Total subscribers:
42,629 (.05% increase from Q3)

Total emails sent:
591,864 individual emails

DURING THIS QUARTER, WE SENT
15 PLAYER EMAILS, 5 PRESS RELEASES,
AND 99 RSS EMAILS

Insights:

- The most opened email was the “Powerball Giveaway Winner Announcement” email with a 21.31% open rate
 - Reasons for success:
 - The Powerball Giveaway drew a lot of attention from our players and they were excited to see who won.
- The “Powerball Giveaway Announcement” email saw the highest click rate at 4.82%
 - Reasons for success:
 - As this was a campaign that our players were really interested in, clicking to watch the video for the winner announcement was a top priority.

CAMPAIGN UPDATES

CAMPAIGN UPDATES: POWERBALL CAMPAIGN

Jan. 21 – May 6, 2019



We executed a statewide giveaway campaign with a primary goal of 20,000 entries and secondary goal of increasing brand awareness through impressions. In total we gave away four major prizes as well as three smaller prizes on social media. Funding for the prizes were from the Multi-State Lottery Association to help promote the national Powerball brand.

Giveaway Structure:

- **Duration:** Players entered to win prizes from January 21 thru April 19, 2019.
- **Smaller prizes** were given out monthly on social media, drawing from the pool of entries.
- **Drawing:** Winners were vetted for eligibility to win, prior to the video announcement on social media on May 6, 2019.

Results:

- 80,209 Valid Entries (goal of 20,000 entries)
- 4,812,377 total impressions (goal of 3,386,912 impressions)

Prizes:

- **Grand Prize:** 2019 Chevy pickup truck – Peggy Norris from Kinnear, WY
- **First Prize:** \$20,000 cash money – Chad Frazier from Laramie, WY
- **Second Prize:** 2019 Jayco Travel Trailer – Anthony Hanson from Casper, WY
- **Third Prize:** 2019 Tracker Boat and Trailer – Andrew Brown from Torrington, WY
- **January social prize:** A Traeger Grill – Sonya Colschen from Rawlins, WY
- **February social prize:** A mountain bike – Joseph Sheehan from Rozet, WY
- **March social prize:** A paddle board package – Heather Carter from Rock Springs, WY

CAMPAIGN UPDATES: MEGA MILLIONS CAMPAIGN

Apr. 15 – May 17, 2019

We executed a second Mega Millions campaign run utilizing the same creative for targeted media tactics to support events in Laramie, Sheridan, Rawlins, and Riverton as well as billboards in Evanston near the Utah boarder.

As well as increasing awareness, sales teams at the locations did Spin-2-Win promotions with the main prize of a Yeti cooler at each location each day.

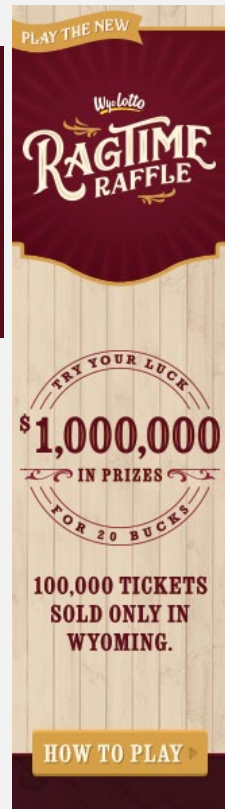
Initial Results:

- Execution of activation at grocery stores in the four communities in April and May.
- Radio remotes for Spin to Win events for:
 - Sheridan – April 20 and 27
 - Laramie – April 27
 - Rawlins – May 4
 - Riverton – May 4



CAMPAIGN UPDATES: RAGTIME RAFFLE

June 9 – July 28, 2019



We launched the Ragtime Raffle on June 9 at the Cody Nite Rodeo to add to our product portfolio. We developed a prize structure to pay out a total of \$1 Million to winners across three prize tiers with five promotional prizes of \$5,000, three early bird drawings of \$75,000, and our grand prize drawing on \$750,000 on July 28 at Cheyenne Frontier Days. There are only 100,000 tickets being sold only in Wyoming so the odds for our players are great to have their chance at winning big.

The three \$75,000 early bird draws were conducted on 6/15, 7/6, and 7/14 in conjunction with WyoLotto sales teams being at the College National Finals Rodeo in Casper, Wyoming Downs in Evanston, and Laramie Jubilee Days in Laramie.

The winning number will be announced at the CFD Finals Rodeo on July 28 in Cheyenne.

For this campaign we developed assets for tv, digital, social, email, print, web, POP, and on site activations.

GAME UPDATES

GAME UPDATES: COWBOY DRAW

This Quarter

In the fourth quarter,
we have seen:

- 92,173 total Cowboy Draw winners
- \$2,231,024 in total Cowboy Draw winnings
- 145 players that each won \$1,000
- One jackpot winner of \$1,526,599

Since Launch

Since the launch of Cowboy
Draw, we've seen:

- 20 lucky players hit the jackpot
- \$34,080,946 in prizes awarded
- 1,841,567 winners



GAME UPDATES: POWERBALL

This Quarter

In the fourth quarter,
we have seen:

- 32,642 total Wyoming Powerball winners
- \$304,199 in total Wyoming Powerball winnings
- Two \$500 winners
- One \$50,000 winner

Since Launch

Since the launch of WyoLotto,
we've seen:

- \$10,800,838 to Wyoming residents in Powerball winnings
- 870,546 Wyoming winners



GAME UPDATES: MEGA MILLIONS

This Quarter

In the fourth quarter,
we have seen:

- 25,623 total Wyoming Mega Millions winners
- \$1,179,846 in total Wyoming Mega Millions winnings
- One \$1,000,000 winner, one \$2,000 winner, three \$1,500 winners and five \$1,000 winners this quarter

Since Launch

Since the launch of WyoLotto,
we've seen:

- \$10,462,744 to Wyoming residents in Mega Millions winnings
- 949,645 Wyoming winners



GAME UPDATES: LUCKY FOR LIFE

This Quarter

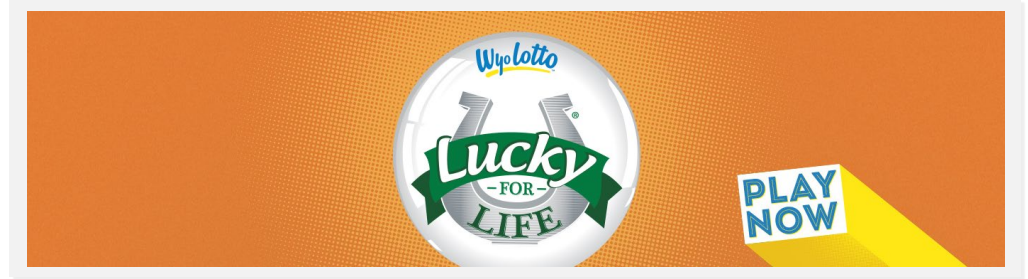
In the fourth quarter,
we have seen:

- 41,746 total Wyoming Lucky for Life winners
- \$249,497 in total Wyoming Lucky for Life winnings
- Three \$5,000 winners

Since Launch

Since game launch, we've
seen:

- \$3,757,299 to Wyoming residents in Lucky for Life winnings
- 494,968 Wyoming winners



WRGC STATUS
UPDATE

WYOMING RESPONSIBLE GAMBLING COALITION

Feb. 17 – Apr. 8, 2019

This fiscal year we ran another awareness campaign for the WRGC with the same assets that were used for last year's campaign.

The media buy included expanding to the use of digital billboards throughout the state as well as static billboards, print and radio ads. The buy also included live radio reads and the :30 radio spot to run during the final three UW Men's Basketball games as well as having the :30 spot airing during the NCAA Men's Tournament radio broadcasts.

WYOMING
RESPONSIBLE
GAMBLING
COALITION



Billboard



Radio



Newspaper

NEXT STEPS

NEXT UP...

Ragtime Raffle Execution

- Events
 - \$750K winner announcement July 28 at CFD

UW/Cowboy Draw BOGO Campaign

- Run Dates: 8/30-11/24
- On-Site Events:
 - UW vs. Missouri 8/31
 - UW vs. UNLV 9/28
 - UW vs. New Mexico 10/19
 - UW vs. CSU 11/22 - TBD

Mobile App Development

- Strategy and Planning: September – November
- Design: December - January
- Launch: TBD



THANK YOU!

ANY QUESTIONS?