



Q4 CORPORATE REPORT

April 1 - June 30, 2018

July 31, 2018

OVERVIEW / AGENDA

- **State of the Lottery Summary**
- **Financial Update**
- **Sales Update**
- **Corporate Responsibility**
- **Marketing Updates**
- **Game Updates**
- **Wyoming Responsible Gambling Coalition Campaign**
- **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: \$633,710

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: \$1,405,000

July 5, 2018: 1,474,346

Total to Date: \$9,418,647

Winners

In the fourth quarter,
we have seen:

- \$3,687,071 in total winnings paid across all games
- 164,935 total winners for all games

FINANCIAL UPDATE

FINANCIAL UPDATE

Q4 Balance Sheet

Accrual Basis	Wyoming Lottery Corp Balance Sheet As of June 30, 2018
ASSETS	
Current Assets	
Checking/Savings	
Checking Accounts	4,863,916.80
Prize Account Petty Cash (Till)	799.17
Restricted Cash	
Unclaimed Prizes	744,374.98
Responsible Gambling Funds	174,194.43
Fidelity Fund	<u>54,994.51</u>
Total Checking/Savings	5,838,269.77
Other Current Assets	
Prepaid Expenses	308,431.80
Retail Accounts Receivable	381,896.56
MUSL Accounts Receivable	<u>0.00</u>
Total Other Current Assets	<u>690,328.36</u>
Total Current Assets	6,528,598.13
Noncurrent Assets	
Capital Assets, Net	340,118.93
Capital Assets, Trademarks	42,575.00
Deposits - Building	<u>7,500.00</u>
Total Noncurrent Assets	390,193.93
Deferred Outflows of Resources	
Pension Related Outflows	<u>327,657.00</u>
TOTAL ASSETS	<u>7,246,449.06</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	402,068.62
Jonah Bank Credit Card	12,324.99
State of Wyoming Transfer Payable	1,474,346.49
Unearned Revenue (net)	469,483.00
Prizes Payable	3,152,562.90
Payroll Liabilities	<u>34,144.78</u>
Total Current Liabilities	5,544,900.78
Noncurrent Liabilities	
Xerox-Capital Lease	0.00
Net Pension Liability	<u>1,093,694.00</u>
Total Noncurrent Liabilities	1,093,694.00
Deferred Inflows of Resources	
Pension Related Inflows	<u>49,830.00</u>
Total Liabilities	6,688,274.78
Equity	
Retained Earnings	298,898.64
Net Income	<u>261,285.64</u>
TOTAL LIABILITIES & EQUITY	7,246,449.06

FINANCIAL UPDATE

Q4 Profit & Loss

Accrual Basis		Wyoming Lottery Corp Profit Loss April 2018 through June 2018	
Operating Income/Expense			
Income			
Income / Revenues			
Mega Millions Sales (net)		1,202,843.00	
Power Ball Sales (net)		1,994,823.00	
Cowboy Draw Sales (net)		1,947,175.00	
Lucky For Life (net)		673,006.00	
Total Income / Revenues		<u>5,817,847.00</u>	
Other Revenues			
Application Fees (Fidelity-Res)		1,200.00	
Total - Other Revenues		<u>1,200.00</u>	
Total Income		<u>5,819,047.00</u>	
Cost of Goods Sold			
Direct Gaming Costs			
Prize Expense - Low Tier/ Hi			
Megamillions Low Tier		143,610.09	
Powerball Low Tier		211,161.23	
Cowboy Draw Low Tier		494,901.51	
Lucky For Life L-T		246,856.95	
Total Prize Expense - Low Tier/ Hi		<u>1,096,529.78</u>	
Prize Expense - MUSL		1,389,932.96	
Prize Expense CD Jackpot		735,156.00	
Total Direct Gaming Costs		<u>3,221,621.74</u>	
Gaming Expenses			
Gaming Retail Commissions		348,238.68	
Gaming Retail Validation Bonus		9,171.62	
Vendor Expense - (Intralot)		691,742.01	
Total Gaming Expenses		<u>1,049,152.31</u>	
Total COGS		<u>4,270,774.05</u>	
Gross Profit		<u>1,548,272.95</u>	
Expense			
Operating Expenses			
Bank/Credit Card Fee		250.00	
Board Expenses		7,392.21	
Employee Recruitment & Relocate		4,818.77	
Insurance		4,550.26	
Membership Dues		1,274.00	
Responsible Gambling Program		12,188.00	
Accounting / Audit Fees		425.00	
Legal Fees		32,095.00	
Marketing		179,865.66	
New Game Development (MM Update)		0.00	
Outside Contract Services (IT)		29,346.82	
Payroll Services		1,284.50	
Retail Investigation		3,542.00	

Accrual Basis		Wyoming Lottery Corp Profit Loss April 2018 through June 2018	
Facilities & Equipment			
Retailer Special Incentive		2,500.00	
Communications		2,522.29	
Office Costs		9,877.00	
Petty Cash Over/Short		30.00	
Rent & Janitorial		26,445.50	
Salaries, Wages & Benefits		269,439.40	
Travel		27,640.83	
Pension Expense		250,000.00	
Total Operating Expenses		<u>956,143.08</u>	
Net Operating Income			
Net Operating Income		592,129.87	
Nonoperating Expenses			
Gain/Loss on Sale of Assets		-5,177.16	
Interest Expense (net)		1,104.99	
State of Wyoming Transfers		1,474,346.46	
Total Other Expense		<u>1,470,274.32</u>	
Net Income			
Net Income		<u>-878,144.45</u>	
Reserve Account Withdrawals			
Reserve Account Withdrawals		-105,020.26	
Infrastructure Development		-131,163.13	
Q4 State Transfer True Up		<u>-641,961.06</u>	
Remaining Net Income			
Remaining Net Income		<u>0.00</u>	

FINANCIAL UPDATE

YTD Profit & Loss

Accrual Basis	Wyoming Lottery Corp Profit & Loss July 2017 through June 2018	
Operating Income/Expense		
Income		
Income / Revenues		
Mega Millions Sales (net)	5,272,358.00	
Power Ball Sales (net)	10,867,034.28	
Cowboy Draw Sales (net)	9,677,923.10	
Lucky For Life (net)	2,854,087.02	
Total Income / Revenues	28,671,382.44	
Other Revenues		
Application Fees (Fidelity-Res)	2,600.00	
Total - Other Revenues	2,600.00	
Total Income	28,673,982.44	
Cost of Goods Sold		
Direct Gaming Costs		
Prize Expense - Low Tier/ Hi		
Megamillions Low Tier	649,812.19	
Powerball Low Tier	1,528,062.37	
Cowboy Draw Low Tier	2,489,792.96	
Lucky For Life L-T	963,547.67	
Prize Expense - Low Tier/ Hi - Other	0.00	
Total Prize Expense - Low Tier/ Hi	5,631,215.19	
Prize Expense - MUSL	6,270,621.04	
Prize Expense CD Jackpot	2,865,194.00	
Direct Gaming Costs - Other	0.00	
Total Direct Gaming Costs	14,767,030.23	
Gaming Expenses		
Gaming Retail Commissions	1,715,973.00	
Gaming Retail Validation Bonus	43,708.09	
Vendor Expense - (Intralot)	3,409,022.32	
Total Gaming Expenses	5,168,703.41	
Total COGS	19,935,733.64	
Gross Profit	8,738,248.80	
Expense		
Operating Expenses		
Bank/Credit Card Fee	250.00	
Board Expenses	28,329.79	
Employee Recruitment & Relocate	21,814.04	
Insurance	16,357.34	
Membership Dues	45,649.88	
Responsible Gambling Program	282,654.10	
Vendor Background Services	411.00	
Accounting / Audit Fees	54,310.00	
Legal Fees	116,923.23	
Marketing	930,380.35	
New Game Development-(MM Update)	295,613.61	

Accrual Basis	Wyoming Lottery Corp Profit & Loss July 2017 through June 2018	
Outside Contract Services (IT)		
Payroll Services	105,706.93	
Retail Investigation	5,796.00	
Facilities & Equipment	11,139.00	
Retailer Special Incentive	267,705.57	
Communications	4,500.00	
Office Costs	12,607.40	
Petty Cash Over/Short	53,266.65	
Other Types of Expenses - Other	88.90	
Rent & Janitorial	607.48	
Salaries, Wages & Benefits	105,358.00	
Travel	1,050,105.27	
EE Uniforms	70,747.12	
Pension Expense	2,321.86	
Total Operating Expenses	3,732,643.58	
Net Operating Income	5,005,605.22	
Nonoperating Expenses		
Gain/Loss on Sale of Assets	-5,177.16	
Interest Expense (net)	5,430.41	
State of Wyoming Transfers	4,744,069.33	
Total Other Expense	4,744,319.58	
Net Income	261,285.64	
PG Funds		
Reserve Account	282,654.10	
CD JP Reserve	491,604.54	
FY18 Q4 True Up	395,000.00	
Reserve Account Withdrawals	-641,661.00	
Infrastructure Development	-105,021.00	
	-161,081.00	
Remaining Net Income	0.00	

FINANCIAL UPDATE

Q4 Budget vs. Actual

Wyoming Lottery Corp
Profit Loss Budget vs. Actual
April through June 2018

FY 18 QTR 4				
TOTAL				
	Apr - Jun 18	Budget	+ Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 - Income / Revenues	5,817,847.00	6,750,000.00	-932,153.00	86.19%
Total 48000 - Other Revenues	1,200.00	0.00	1,200.00	100.0%
Total Income	5,819,047.00	6,750,000.00	-930,953.00	86.21%
Cost of Goods Sold				
Total 50000 - A Direct Gaming Costs	3,221,621.74	4,014,456.00	-792,834.26	80.25%
Total 51000 - B Gaming Expenses	1,049,152.31	1,220,217.00	-171,064.69	85.98%
Total COGS	4,270,774.05	5,234,673.00	-963,898.95	81.50%
Gross Profit	1,548,272.95	1,515,327.00	32,945.95	102.17%
	Apr - Jun 18	Budget	-Favorable	% of Budget
Expense				
Total 60000 - Business Expenses	30,473.24	17,901.00	12,572.24	170.23%*
Total 61000 - Contract Services	246,558.98	229,410.00	17,148.98	107.48%**
Total 62000 - Facilities and Equipment	90,855.84	57,767.00	33,088.84	157.28%***
Total 63000 - Operations	41,174.76	42,704.00	-1,529.21	96.42%
Total 64000 - Personnel Salaries & Benefits	547,080.23	306,172.00	240,908.23	178.88%****
Total Expense	956,143.08	653,954.00	302,189.08	146.21%
Net Ordinary Income	592,129.87	861,373.00	-269,243.13	68.74%
Other Income/Expense				
70000 - Interest Income	146.23	186.00	-39.77	78.62%
81000 - Interest Expense	1,251.22	1,235.00	16.22	101.31%
82000 - Gain/Loss on Discarded Assets	-5,177.16			
Total Other Expense	-3,925.94	1,235.00	-5,160.94	-317.89%
Net Other Income	4,072.17	-1,049.00	5,121.17	-388.2%
	Apr - Jun 18	Budget	+ Favorable	% of Budget
Net Income before Transfer to State of Wyoming	596,202.04	860,324.00	-264,121.96	69.3%
Transfer to State of Wyoming	1,474,346.49			
Net Income	-878,144.45			

* \$12,188 RG Expenses

** \$11,000 over Legal -Legal Matters; \$30,000 Video Expense

*** Net Difference of New IT Equipment & Depreciation; Office Painting

**** Unbudgeted GASB expense of \$250,000

***** Net Income Allocation:

Reserve Account Withdrawals	-105,020.26
Infrastructure Development	-131,163.13
FY18 Q4 State Transfer True Up	-641,961.06
Net Income:	-878,144.45

FINANCIAL UPDATE

YTD Budget vs. Actual

Wyoming Lottery Corp Profit Loss Budget vs. Actual July 2017 through June 2018

	FY 18 Q1 & YTD			
	Jul 17 - Jun 18	Budget	+ Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 - Income / Revenues	28,671,382.00	27,000,000.00	1,671,382.00	106.19%
Total 48000 - Other Revenues	2,600.00	0.00	2,600.00	100.0%
Total Income	28,673,982.00	27,000,000.00	1,673,982.00	106.2%
Cost of Goods Sold				
Total 50000 - A Direct Gaming Costs	14,767,030.00	16,057,824.00	-1,290,794.00	81.96%
Total 51000 - B Gaming Expenses	5,168,703.00	4,880,858.00	287,835.00	105.9%
Total COGS	19,935,733.00	20,938,682.00	-1,002,959.00	95.21%
Gross Profit	8,738,249.00	6,061,308.00	2,676,941.00	144.16%
	Jul 17 - Jun 18	Budget	-Favorable	% of Budget
Expense				
Total 60000 - Business Expenses	365,045.00	132,258.00	232,787.00	268.7%
Total 61000 - Contract Services	1,520,280.00	1,494,002.00	26,278.00	101.76%
Total 62000 - Facilities and Equipment	267,706.00	357,888.00	-90,182.00	74.8%
Total 63000 - Operations	176,428.00	180,303.00	-3,875.00	97.85%
Total 64000 - Personnel Salaries & Benefits	1,373,174.00	1,294,869.00	78,305.00	106.05%
Total Expense	3,732,643.00	3,456,320.00	276,323.00	107.9%
Net Ordinary Income	5,005,606.00	2,605,988.00	2,403,618.00	192.38%
Other Income/Expense				
70000 - Interest Income	478.00	744.00	-266.00	64.26%
81000 - Interest Expense	5,908.00	5,553.00	355.00	106.39%
82000 - Gain/Loss on Disposal of Assets	-5,177.00			
Total Other Expense	731.00	5,553.00	-4,822.00	13.16%
Net Other Income	-253.00	-4,809.00	4,556.00	5.29%
	Jul 17 - Jun 18	Budget	+ Favorable	% of Budget
Net Income before Transfer to State of Wyoming	5,005,353.00	2,597,179.00	2,408,174.00	192.72%
Transfer to State of Wyoming	4,744,068.00			
Net Income	261,285.00			

* Under Budget for L4L & CD

** \$282,654 RG Expenses; \$32,000 Under in Board Travel Expenses

*** \$2,310 over in Acctg - L4L Audit; \$26,923 over Legal due to Legislature; Etc.

**** Reclassified \$90,000 Vehicle to Assets; \$20,000 IT Equipment Budget into Assets;
Depreciation also decreased by \$19,000

***** Estimation of \$250,000 GASB Pension Expense (Non-Budgeted) Leaves \$171,695 Under Budget
Short Staffed Oct-Nov; Held Staffing of IT Position= \$148,650 Savings; Travel under by \$26,000

Total Over Budget of \$273,323; PG \$282,654 and GASB Est \$250,000

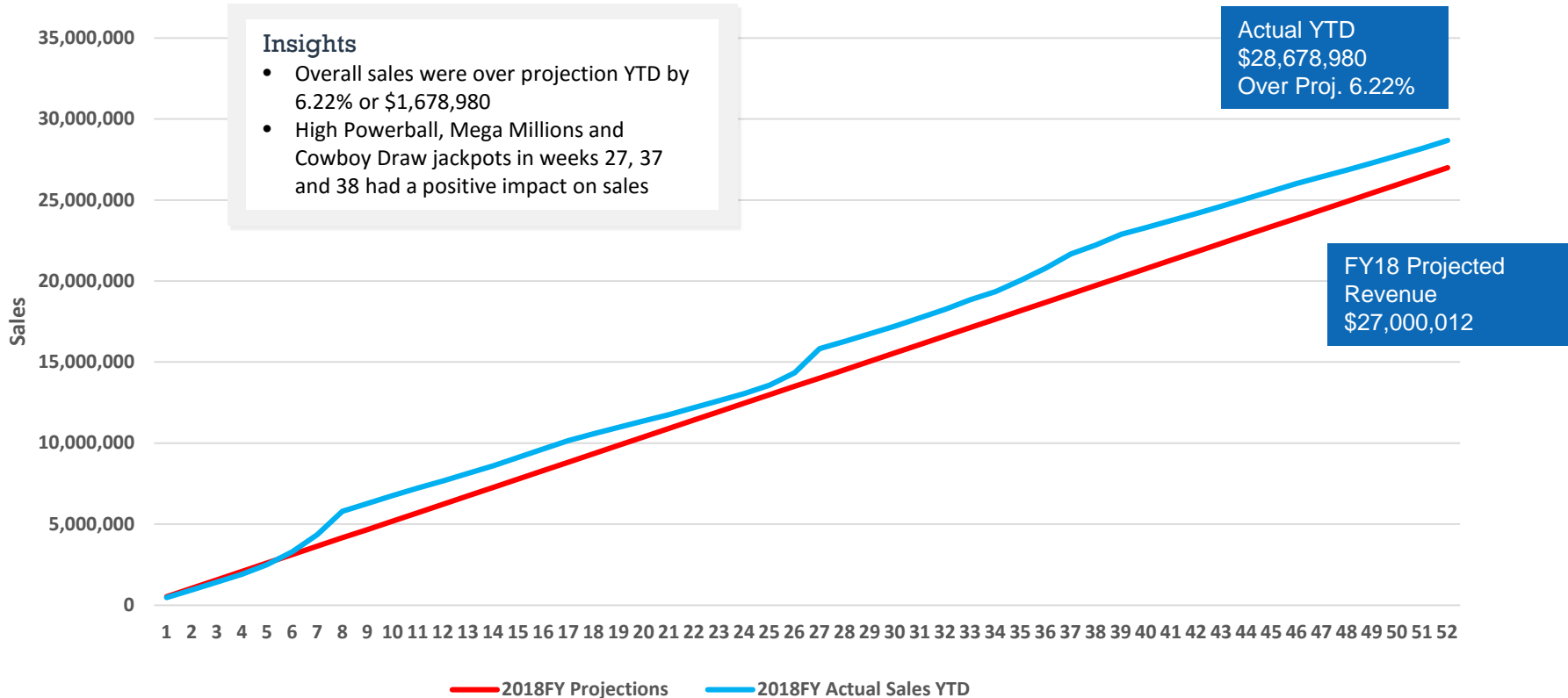
***** Net Income Allocation:

RG Funds	282,686.00
Reserve Account	401,606.00
Reserve CD JP	396,000.00
Infrastructure Development	-161,081.00
FY18 Q4 True-Up	-641,961.00
Reserve Account Withdrawals	-105,021.00
Net Income:	261,287.00

SALES UPDATE

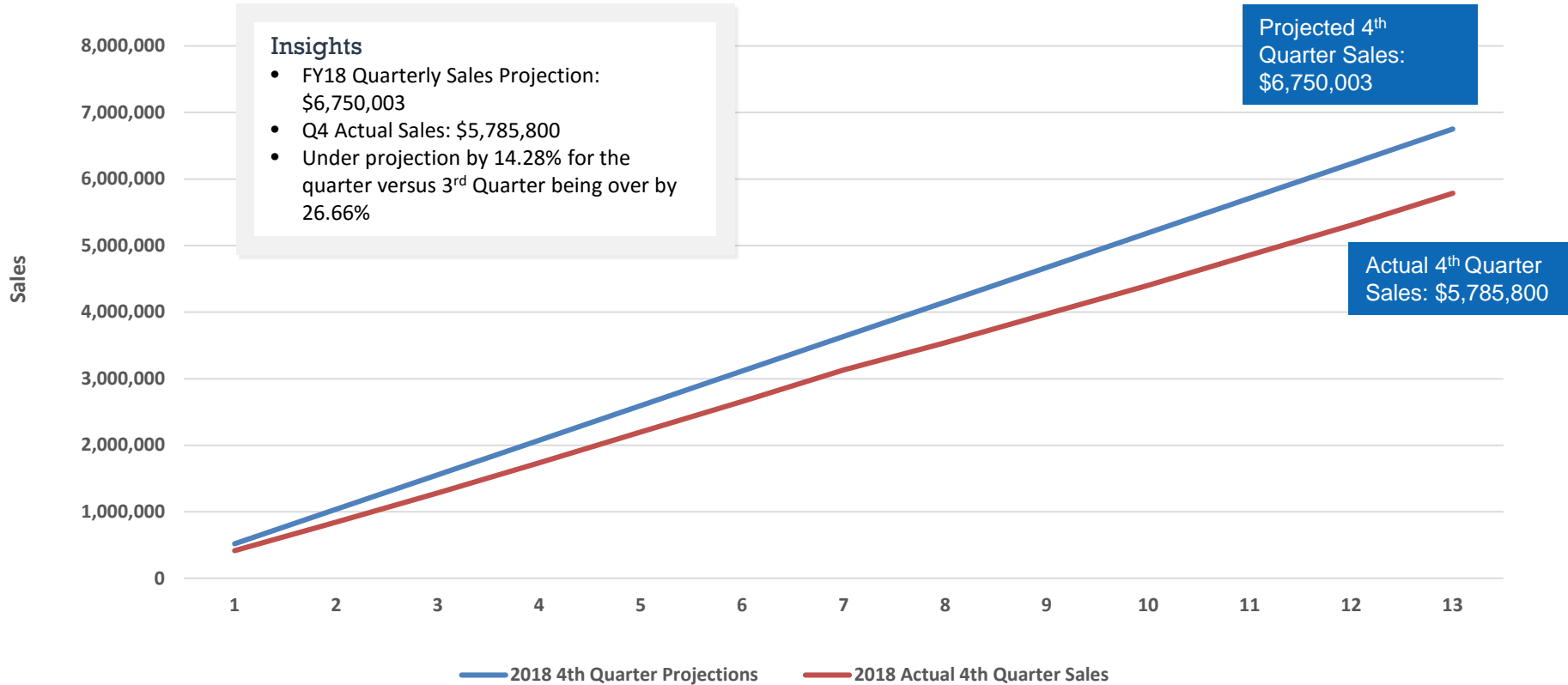
SALES UPDATE

Total Sales: FY 18 Actual vs Projection | Week ending 6.30.18



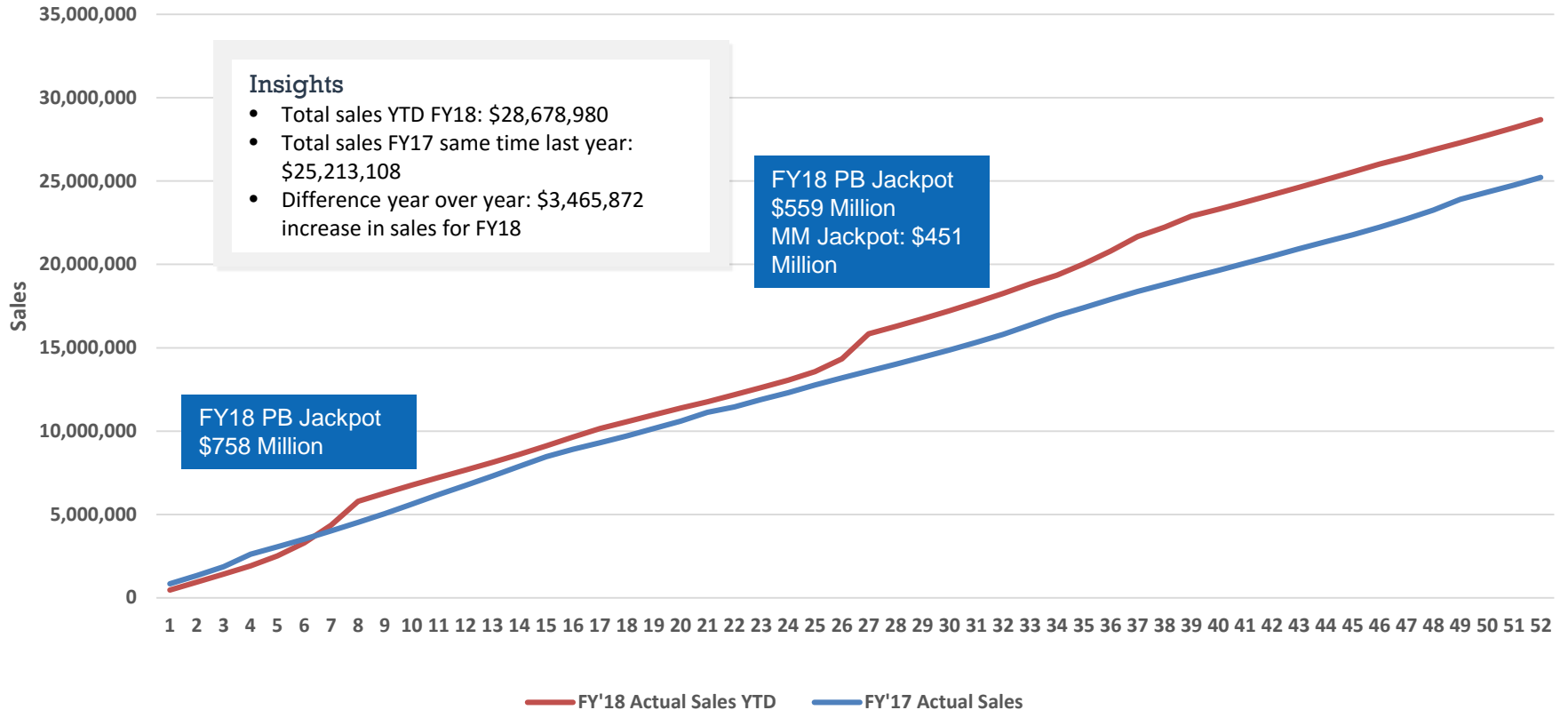
SALES UPDATE

Total 4th Quarter Sales: FY 18 Actual vs Projection | Week ending 6.30.18



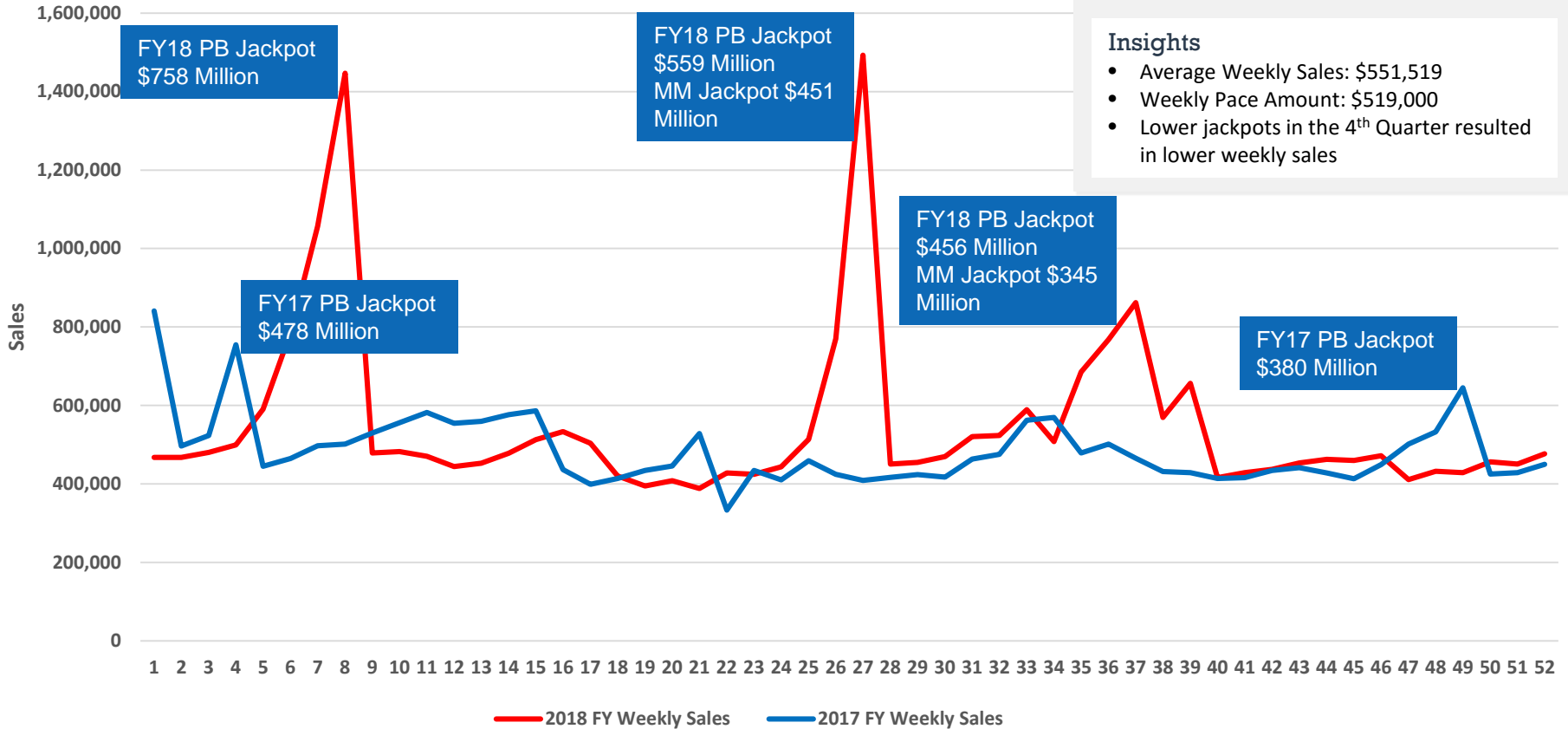
SALES UPDATE

Total Sales: FY18 vs. FY17 | Week ending 6.30.18



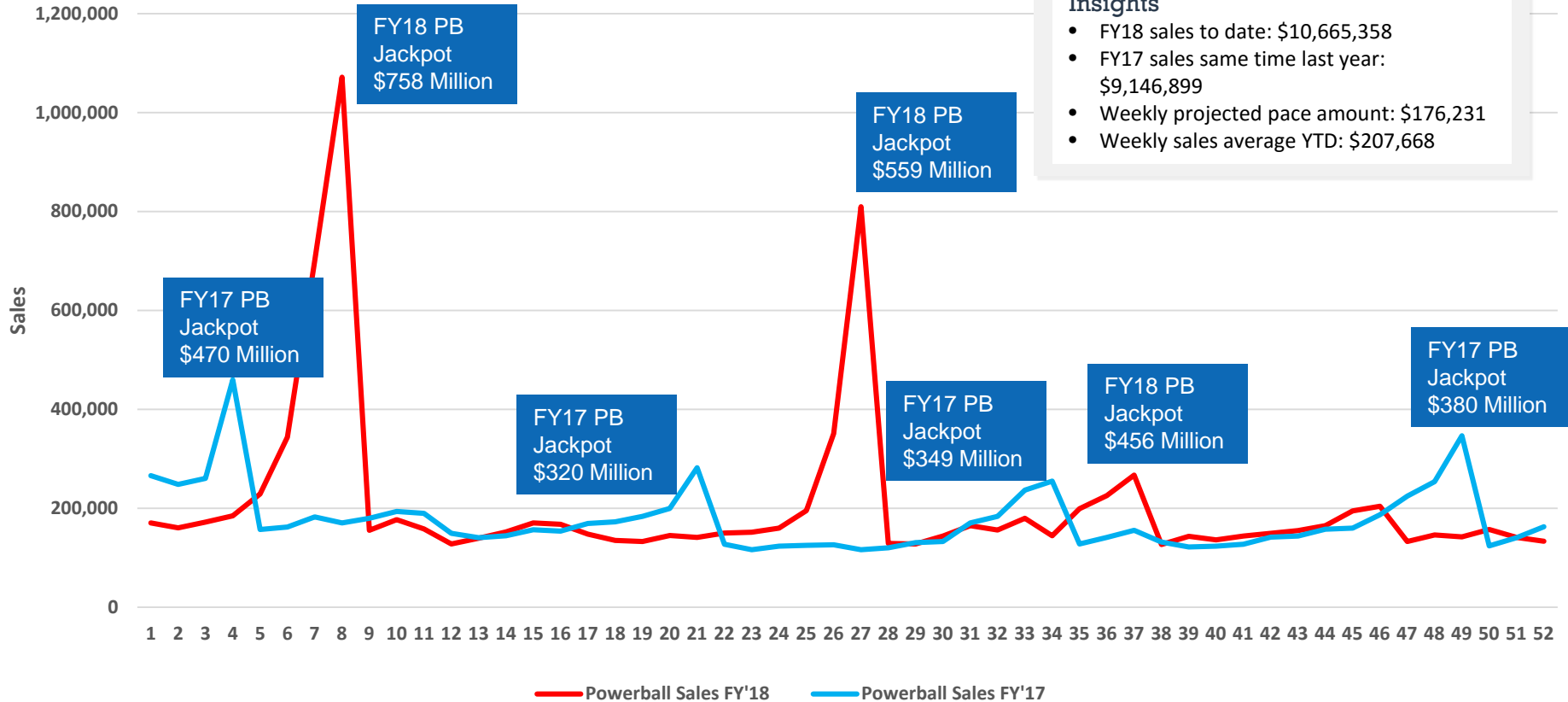
SALES UPDATE

Total Sales: Actual weekly sales FY18 vs. FY17 | Week ending 6.30.18



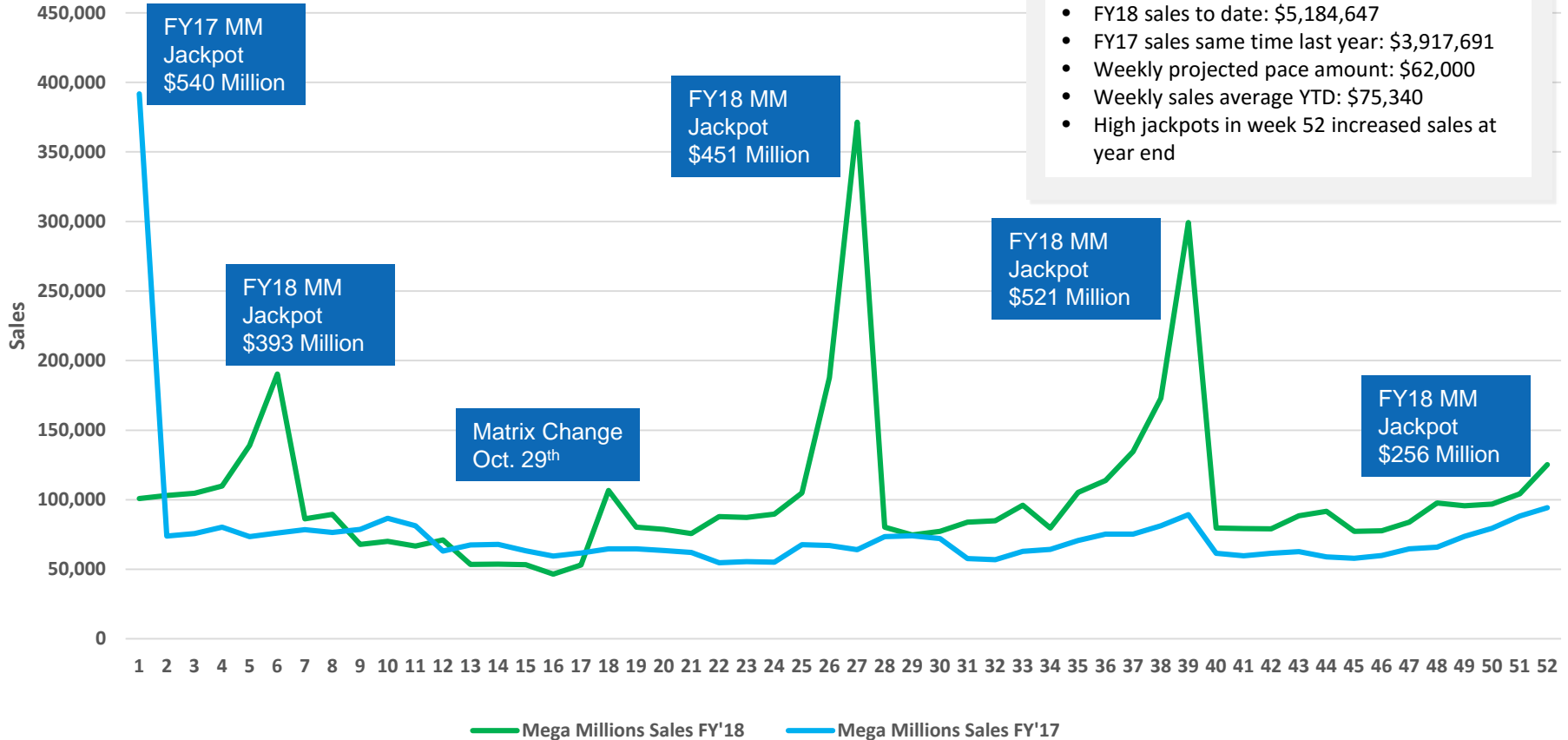
SALES UPDATE

Powerball Sales FY18 vs FY17 | Week ending 6.30.18



SALES UPDATE

Mega Millions Sales FY18 vs FY17 | Week ending 6.30.18



Insights

- FY18 sales to date: \$5,184,647
- FY17 sales same time last year: \$3,917,691
- Weekly projected pace amount: \$62,000
- Weekly sales average YTD: \$75,340
- High jackpots in week 52 increased sales at year end

FY17 MM
Jackpot
\$540 Million

FY18 MM
Jackpot
\$393 Million

Matrix Change
Oct. 29th

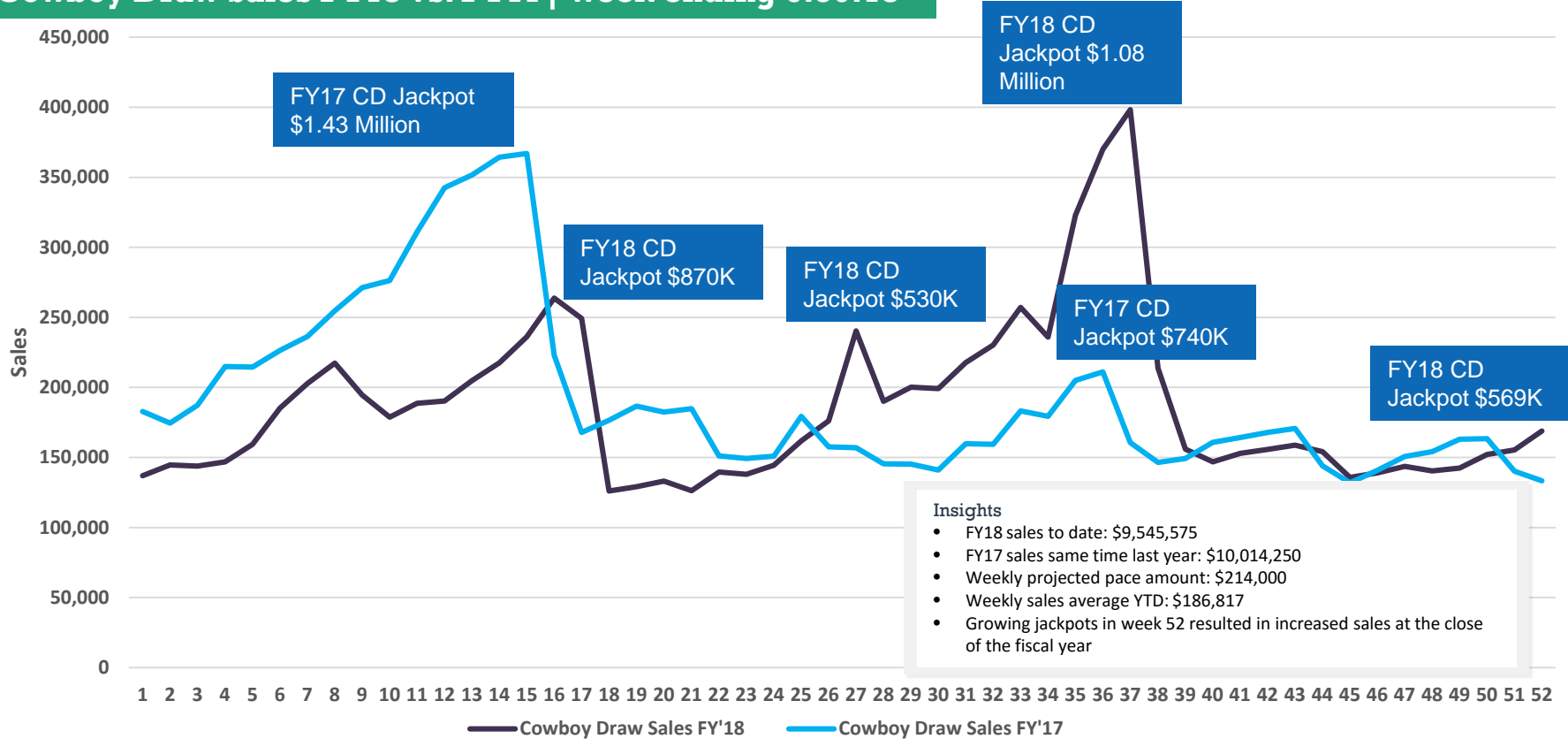
FY18 MM
Jackpot
\$451 Million

FY18 MM
Jackpot
\$521 Million

FY18 MM
Jackpot
\$256 Million

SALES UPDATE

Cowboy Draw Sales FY18 vs. FY17 | Week ending 6.30.18

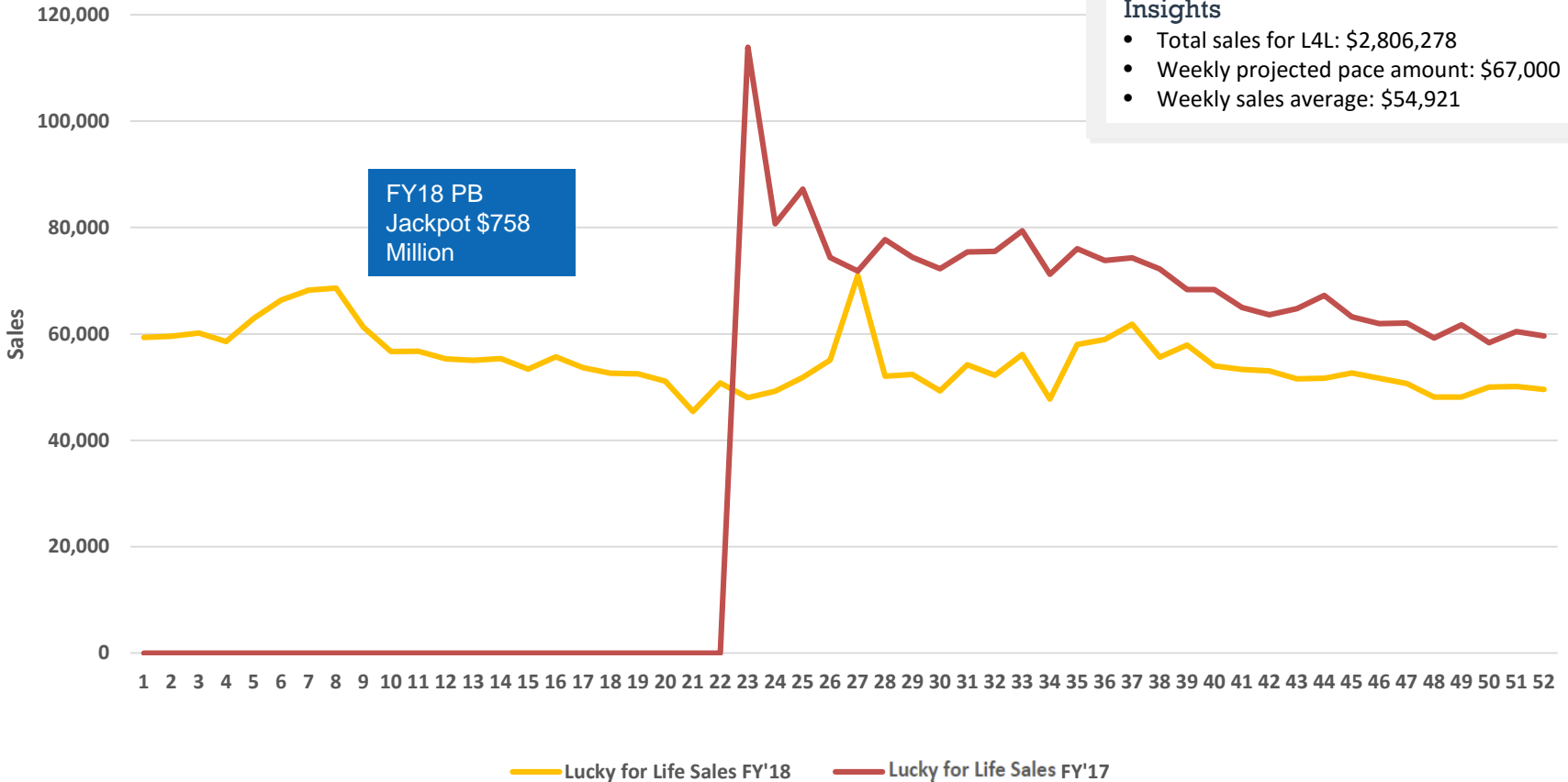


Insights

- FY18 sales to date: \$9,545,575
- FY17 sales same time last year: \$10,014,250
- Weekly projected pace amount: \$214,000
- Weekly sales average YTD: \$186,817
- Growing jackpots in week 52 resulted in increased sales at the close of the fiscal year

SALES UPDATE

Lucky for Life Sales: FY18 | Week ending 6.30.18



Insights

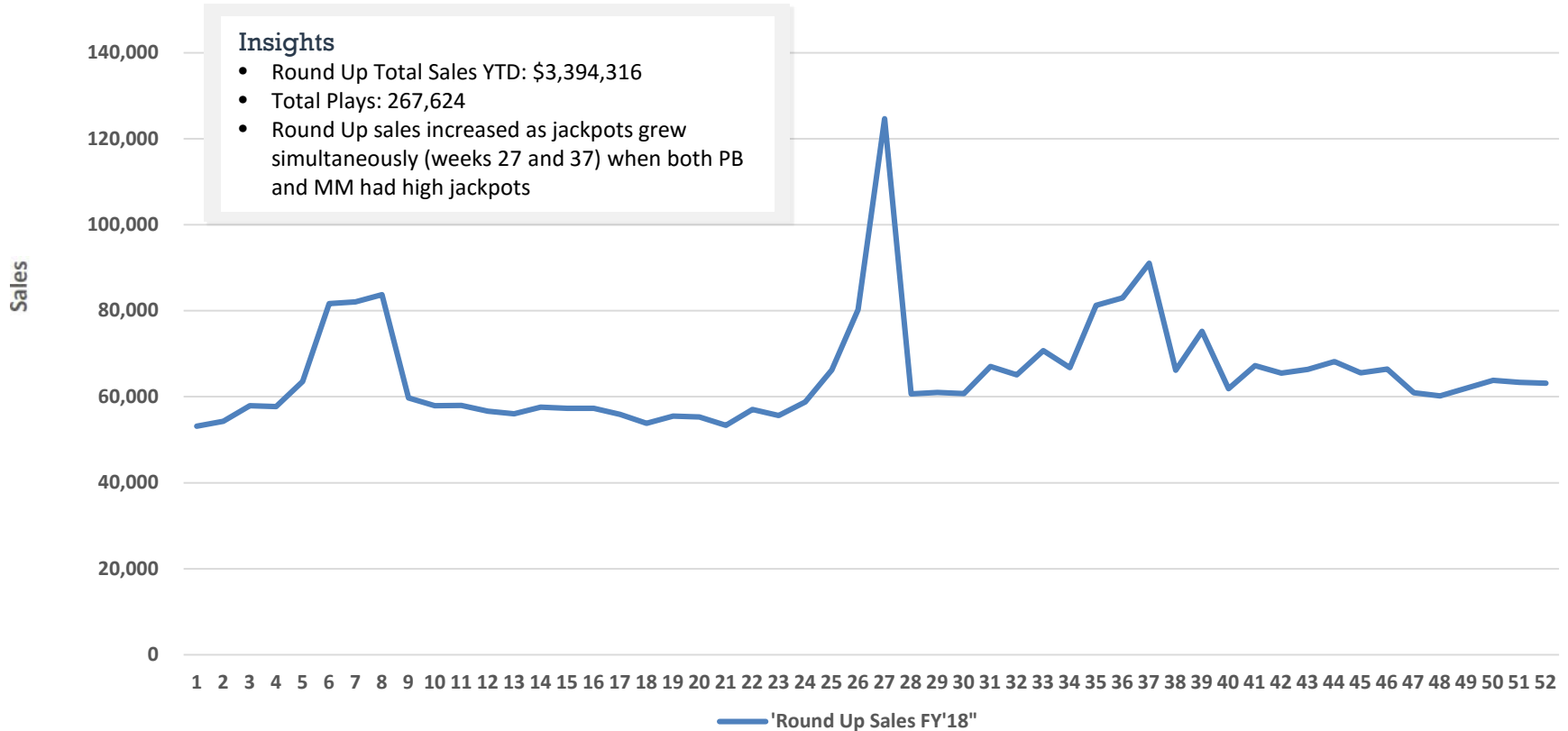
- Total sales for L4L: \$2,806,278
- Weekly projected pace amount: \$67,000
- Weekly sales average: \$54,921

SALES UPDATE

Round Up Sales FY18 | Week ending 6.30.18

Insights

- Round Up Total Sales YTD: \$3,394,316
- Total Plays: 267,624
- Round Up sales increased as jackpots grew simultaneously (weeks 27 and 37) when both PB and MM had high jackpots

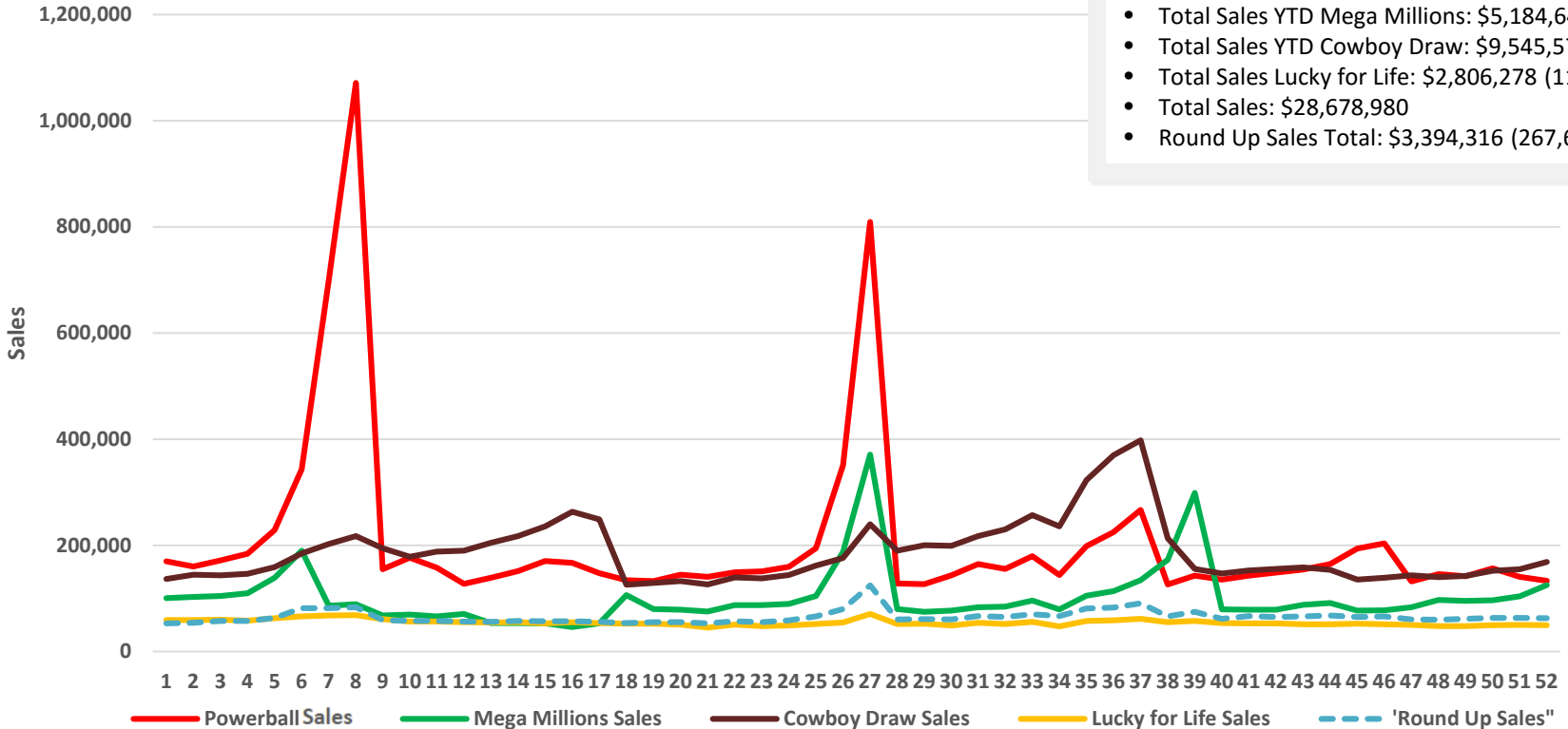


SALES UPDATE

WyoLotto Product Sales YTD | Week ending 6.30.18

Insights

- Total Sales YTD Powerball: \$10,665,358 (37%)
- Total Sales YTD Mega Millions: \$5,184,647 (18%)
- Total Sales YTD Cowboy Draw: \$9,545,575 (34%)
- Total Sales Lucky for Life: \$2,806,278 (11%)
- Total Sales: \$28,678,980
- Round Up Sales Total: \$3,394,316 (267,624 plays)



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 FY18
MARKETING RECAP

MEGA MILLIONS GAME CHANGE



The advertisement features a dark green background with images of US dollar bills and diamonds. At the top, it says "PLAY THE NEW WyoLotto MEGA MILLIONS WITH MEGAPLIER". The main headline is "MEGA MILLIONS JUST GOT AN UPGRADE". Below this, there are three columns of text: "\$40 MILLION JACKPOT", "\$2 A PLAY", and "MO' MONEY MORE WINNINGS". At the bottom, it says "GO BIG OR GO HOME WITH JUST the JACKPOT" and "Get Ready for the Good Life".

PLAY THE NEW
WyoLotto
MEGA MILLIONS
WITH MEGAPLIER

MEGA MILLIONS JUST GOT AN UPGRADE

\$40 MILLION JACKPOT
Jackpots will start at \$40 million, where they used to be \$15 million. Larger jackpots mean bigger winnings!

\$2 A PLAY
The game will be \$2 to play, and you can add the \$1 Megaplier to increase your winnings 2x, 3x, 4x, or even up to 5x!

MO' MONEY MORE WINNINGS
Cash prizes are increasing! Prize tiers will go up and you'll have access to even better lower tier winnings than ever before.

GO BIG OR GO HOME WITH JUST the JACKPOT
The game has a new feature called "Just the Jackpot," a new way to skip the small prizes and go for it all! For \$3 you get two Quick Picks.

Get Ready for the Good Life

In the Fall of 2017, Mega Millions underwent a game change that included an updated matrix, price point increase, and a new feature called "Just the Jackpot." WyoLotto and Warehouse Twenty One devised a strategy to communicate these new updates to retailers and players in-stores, online, and through mass communications.

Game sales increased over \$109,000 (36%) during the campaign compared to sales during the same period last year. This increase was attributed to both the price point change and the campaign educating players on the new features.

EVENT STRATEGY AND EXECUTION

This year, we defined execution strategies for how WyoLotto executes events, which we categorized into three different segments: UW Tailgates, Music Festivals, and Fairs and Rodeos. We wanted to provide an event experience unique to each type of event.

UW Tailgates: new van at the tailgate area, banners, tent, spin to win wheel and a football toss game for fans to play and win WyoLotto branded swag.

Music Festivals: bus, banners and tent, spin to win wheel and a hula hoop contest with beads for all participants and bandanas for the winners

Fairs/Rodeos: banners, tent, spin to win wheel and the bouncy horse Cowboy Draw barrel races where participants could win a Cowboy Draw t-shirt and foam hats

- Total Events: 13
- Total Sales at Events: \$26,729



Wyoming State Fair



Sundance Burnout



Park County Fair

UW SPONSORSHIP

This year, WyoLotto's sponsorship of UW Athletics included tailgates at two games (Oregon and Colorado State), ribbon board and video board signage, and radio spots.

In addition, we executed a ticket giveaway to the Oregon football game and flyaway giveaways to the Iowa football game in September and the Mountain West Conference basketball tournament in Las Vegas in March.

Each of the three giveaways had great engagement and exceeded the set entry goals.



RETAILER POP AND PADS



This year, we refreshed retailer POP (point of purchase) and replaced push/pull stickers, sandwich board signs, and window clings.

In addition to the standard items, we developed specific POP for the various retailer types to optimize the customer interface with the WyoLotto brand while at different locations.

We also rolled out the retailer pads with video and dynamic content to inform current and potential players on winning numbers, jackpot amounts and game specific messaging and are looking to utilize these with content for future campaigns in FY19.

WINNER ROOM

We created a Winner Room this year, a waiting area that provides a fun and immersive atmosphere for winners while the WyoLotto team coordinates their prize.

It also has the utility for hosting photo ops, media interviews, education about the games, free swag, and refreshments.



MARKETING UPDATES: PR

During the fourth quarter:

- WyoLotto saw coverage on two primary topics including the transfer to the state and an unclaimed \$2 Million Powerball ticket in Casper. Much of the total mentions in this quarter were also due to Cowboy Draw being mentioned in a periodical about gun violence (unrelated and not negative connotation, but just mentioned to give context to the story).
- 82 total mentions (34% positive, 66% neutral)

During the 2018 fiscal year:

WyoLotto saw coverage on several topics, including:

- Mega Millions game change
- Unclaimed winning tickets
- Transfers to the state
- Big Wyoming winners
- The new WRGC entity and campaign
- 302 total mentions (53% positive, 35% neutral, 2% negative)

119,452,003

Q4 Total readership

\$224,569

Q4 Ad Equivalency

183,404,592

FY18 Total readership

\$344,799

FY18 Ad Equivalency

MARKETING UPDATES: SOCIAL

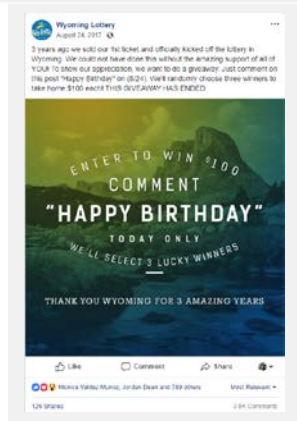
facebook

Insights:

- 32,036 Total Page Likes this fiscal year
- 1,200 new followers this fiscal year
- 16 fewer followers this quarter than last quarter (-0.1% decrease from previous quarter)
- Drop in followers is likely due to Facebook's deletion of expired/spam profiles which happened more regularly this year than in previous years
- While the Facebook profile continues to see growth in overall followers, it did not see the large spikes as in prior years. This is likely due to no large prize giveaways or new game releases. This last fiscal can be viewed more of a control to compare against upcoming years. Loyal players continue to voice their enjoyment and engagement with the brand



Total Engagements: 2,504
Reach: 42,799 users



Total Engagements: 5,449
Reach: 16,401 users



Total Engagements: 634
Reach: 15,605 users

MARKETING UPDATES: SOCIAL



Insights:

- 1,252 Followers this fiscal year
- 120 new followers this year, with 5 new followers this last quarter (+.4% increase from previous quarter)
- Overall we saw positive growth on all metrics for the year by testing out quicker updates and smaller winner announcement tweets. This allowed the page to be more nimble and give shout-outs to those smaller tier winners. Continued growth on utilizing this platform as the customer service arm of the brand is highly recommended



Total Engagements: 118
Reach: 60,508 users



Total Engagements: 168
Reach: 43,285 users



Total Engagements: 53
Reach: 49,261 users

MARKETING UPDATES: SOCIAL



Mother's Day Giveaway May 11-14, 2018:

This May, we did a three day giveaway for Mother's Day on Instagram to engage followers to comment on the page in order to enter to win a \$50 gift card.

The giveaway generated 103 entries during the three day period with an additional 59 page likes.



MARKETING UPDATES: WEBSITE

During the fourth quarter:

- Overall site traffic: 695,425 sessions
- Bounce rate: 61.31%
- Homepage traffic: 381,467 pageviews
- Pages/session: 1.96

During the 2018 fiscal year:

- Overall site traffic: 3,470,113 sessions (42.34% decrease from the previous year)
- Bounce rate: 61.42% (17.84% decrease from the previous year)
- Homepage traffic: 1,812,900 pageviews (4.45% decrease from the previous year)
- Pages/session: 1.97 (24.27% increase from the previous year)

We did see an overall drop in traffic compared to FY17. This is due to a decrease in the number of paid campaigns including display and paid search. Also, some of the data appears to be worse than it is due to the inflated traffic caused by the 2017 April fools issue that occurred last fiscal.



MARKETING UPDATES: EMAIL

Total subscribers:

33,639 (2.66% decrease from Q3 and 4.81% decrease from FY17)

Total emails sent:

- 656,887 individual emails in Q4
- 3,019,310 individual emails in FY18

DURING THIS QUARTER, WE SENT
4 PLAYER EMAILS, 2 PRESS RELEASES,
AND 102 RSS EMAILS

DURING FY18, WE SENT 25 PLAYER EMAILS,
20 PRESS RELEASES, AND 410 RSS EMAILS

During the fourth quarter:

- The most opened email was the “5/3/18 Cowboy Draw Jackpot Check Your Tickets” email with a 15.66% open rate
- The “WyoLotto Round Up Education” email saw the highest click rate at 0.77%

During the 2018 fiscal year:

- Personalized subject lines resulted in higher open rates (14.36% vs. 13.20%)
- This year, players had the highest open rates on emails that had to do with big winners, such as winners coming forward or looking for a winner
- Contest based emails still resulted in the highest click through rates

CAMPAIGN UPDATES: TRIGGER

January – June 2018

This year, we ran a total of eight triggers to promote the increasing jackpot amounts of the three jackpot based games. Overall, we saw sales increase during each of the triggers with an average of \$31,000. This increase was a result of the rising jackpots and the execution of the triggers.

Cowboy Draw

- Jan. 18-22: Statewide execution on social media, digital, email and website
 - Cowboy Draw sales increased from \$190,200 from the prior week to \$199,700 for the week the trigger ran
- Jan. 30 - Feb. 1: Statewide execution on social media, digital and website
 - Game sales increased from \$199,145 from the week prior to \$217,855 for the week of the trigger
- Feb. 9-12: Execution on social media, digital, email, website and radio targeting the eight largest counties in Wyoming
 - Cowboy Draw sales increased from \$217,855 the prior week to \$243,665 during the week of the trigger
- Feb. 27 - Mar. 1: Execution on social media, digital, email, website and radio targeting the eight largest counties in Wyoming
 - Sales increased from \$236,010 from the prior week to \$322,990 during the trigger week



CAMPAIGN UPDATES: TRIGGER

January – June 2018

Mega Millions

- April 25 – 27 and April 28-May 1:
Execution on social media, digital, email, website and radio targeting the eight largest counties in Wyoming
- Mega Millions sales increased from \$79,164 for the week prior to an average of \$90,108 during the two sales weeks the triggers ran. Sales also decreased to \$77,348 the week after the triggers ran although the jackpot continued to grow.



CAMPAIGN UPDATES: TRIGGER

January – June 2018



Powerball

- May 7 - 9 and May 10 - May 12:
Execution on social media, digital, email, website and radio targeting Laramie and Natrona counties
- Powerball sales increased from \$164,745 for the week prior to an average of \$199,118 during the two sales weeks the triggers ran.

GAME UPDATES

GAME UPDATES: COWBOY DRAW

This Quarter

In the fourth quarter,
we have seen:

- 67,920 total Cowboy Draw winners
- \$1,006,954 in total Cowboy Draw winnings
- 127 players that each won \$1,000
- One lucky jackpot winner of \$466,159 in Casper on May 3

Since Launch

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

- 18 lucky players hit the jackpot
- \$24,938,796 in prizes awarded
- 1,298,888 winners



GAME UPDATES: POWERBALL

This Quarter

In the fourth quarter,
we have seen:

- 33,423 total Wyoming Powerball winners
- \$2,260,145 in total Wyoming Powerball winnings
- One \$2 Million winner and Three \$500 winners this quarter

Since Launch

Since the launch of WyoLotto,
we've seen:

- \$9,371,432 to Wyoming residents in Powerball winnings
- 708,887 Wyoming winners



GAME UPDATES: MEGA MILLIONS

This Quarter

In the fourth quarter,
we have seen:

- 20,169 total Wyoming Mega Millions winners
- \$156,302 in total Wyoming Mega Millions winnings
- Two \$10,000 winners and four \$1,000 winners this quarter

Since Launch

Since the launch of WyoLotto,
we've seen:

- \$8,297,122 to Wyoming residents in Mega Millions winnings
- 786,090 Wyoming winners



GAME UPDATES: LUCKY FOR LIFE

This Quarter

In the fourth quarter,
we have seen:

- 43,423 total Wyoming Lucky for Life winners
- \$263,670 in total Wyoming Lucky for Life winnings
- Four \$5,000 winners



Since Launch

Since game launch (Dec. 4,
2016), we've seen:

- \$2,234,910 to Wyoming residents in Lucky for Life winnings
- 318,409 Wyoming winners



WRGC FY18
MARKETING RECAP

WYOMING RESPONSIBLE GAMBLING COALITION CAMPAIGN

Media Campaign Results



Print:

- Impression Goal: 673,225
- Actual Impressions: 701,972

Billboard:

- Impression Goal: 10,200,000
- Actual Impressions: 10,200,00

Radio:

- Impression Goal: 1,390,000
- Actual Impressions: 2,500,000

Social:

- There were three Facebook posts that ran on the WyoLotto Facebook page. During the campaign, these posts resulted in over 880,000 impressions and over 25,000 post engagements among the 32,000 page fans.

Email:

- 3 emails sent (2 press releases and 1 player email), resulting in an open rate of 19.24% and eight stories from the press releases.

FY19 MARKETING
EFFORTS

FY2019 OVERVIEW

July	August	September	October	November	December	January	February	March	April	May
	Giving Back Video Complete									
		Website Winner Automation Project								
		UW Sponsorship + Cowboy Draw Campaign								
			Mega Millions Campaign Execution						Mega Millions Campaign Execution (Mid Apr - May)	
				Powerball Giveaway Execution #1 (Mid Nov - Dec)	Powerball Giveaway Execution #2 (Mid Jan - Feb)	Powerball Giveaway Execution #3 (Mid March - Apr)				
			Governors Report Planning, Development and Production							

FY2019 MAJOR INITIATIVES

Giving Back Video

- Video showcasing the various ways WyoLotto gives back to the State of Wyoming and it's communities. This video will live on the WyoLotto website as well as other media channels pending the development of the media buy
- **In Market:** August 2018

UW Sponsorship / Cowboy Draw

Promotion

- This promotion coincides with the UW football season to where when the Cowboys win at home, the following day from 11-2, players can get buy one-get one Cowboy Draw tickets at their local retailer.
- **Concepting:** July 2018
- **Design and Production:** July – August 2018
- **In Market:** September – December 2018

Mega Millions Campaign

- This campaign will showcase the Mega Millions product and have a call to action for current and potential players to play. This campaign will run for nine months with two month long execution periods for media and sales tactics in the fall and spring.
- **Concepting:** July – August 2018
- **Design and Production:** August – September 2018
- **In Market:** October – November 2018

Powerball Giveaway

- We'll execute a giveaway highlighting Powerball for current and potential players to purchase tickets for a chance to win various prizes purchased through MUSL funds. The campaign will run for six months with three 30-day execution periods throughout the year.
- **Concepting:** July – September 2018
- **Design and Production:** September – October 2018
- **Execution:** November – December 2018

FY2019 MAJOR INITIATIVES

Website Winner Automation

- In FY19 we'll automate the winner information on our website to gain efficiencies in other areas of our Corporate Communications. This project will make it so all winner information from each draw will be updated on the website without having to manually input information to make the tiles, images or update the total winnings on the pages.
- **Development and Production:** September – November 2018

Governor's Report

- As we did in FY18, we will create a detailed report of the State of the Lottery including revenue, giving back, operational budgets, compliances and social responsibility for the Governor's Office and other key stakeholders in November of 2018.
- **Content and Design:** October 2018
- **Production and Delivery:** November 2018

WRGC

- We will look to continue our work as an advocate for the WRGC in supporting the coalitions initiatives in FY19. This next year's planning will begin with a discovery session that will take place in July/August to outline goals and tactics.
- **Discovery/Strategy/Concepting:** July-September 2018



THANK YOU!

ANY QUESTIONS?