

# WyoLotto FY2024 Q2 Board Report



# Corporate Responsibility

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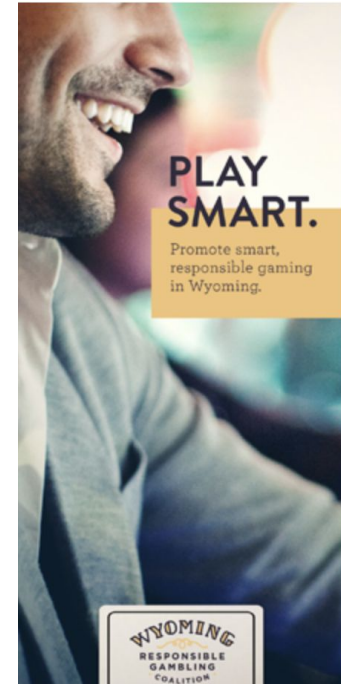
# Transfer Update

- Quarterly Transfers to Wyoming
  - Q2 Fiscal Year 2024: \$1,027,450.948
  - Total Since Launch: \$36,669,005.31



# Problem Gambling

- In collaboration with the Wyoming Department of Health, formed the Wyoming Responsible Gaming Coalition to raise awareness of responsible gambling
- Single transactions are capped at \$125 and products are not available 24/7
- The Problem Gambling Hotline is posted on every ticket, listed on play slips, and 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

- In collaboration with the Wyoming Department of 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
  - Continued work with Department of Family Services (DFS) to collect back child support owed by a player from prize payments

# Financial Update

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# Financial Update

## Balance Sheet

As of December 31, 2023

## Wyoming Lottery Corp Balance Sheet As of December 31, 2023

ASSETS	Dec 31, 23	Dec 31, 22	\$ Change
Current Assets			
Checking/Savings			
Operating Checking/Savings Accounts	5,298,114.48	5,936,094.09	(637,979.61)
Prize Fund Checking/Savings Account	769,678.33	2,309,605.75	(1,539,927.42)
Prize Account Petty Cash (Till)	909.24	968.74	(59.50)
Restricted Cash			
Unclaimed Prizes	1,365,921.74	560,916.77	805,004.97
Responsible Gambling Funds	176,970.70	207,340.98	(30,370.28)
Fidelity Fund	85,002.36	71,012.05	13,990.31
Total Checking/Savings	7,696,596.85	9,085,938.38	(1,389,341.53)
Other Current Assets			
Prepaid Expenses	24,524.66	18,530.86	5,993.80
Retail Accounts Receivable	889,488.63	753,202.36	136,286.27
Other Receivables	0.00	0.00	0.00
Total Other Current Assets	914,013.29	771,733.22	142,280.07
Total Current Assets	8,610,610.14	9,857,671.60	(1,247,061.46)
Noncurrent Assets			
Capital Assets, Net	826,118.31	736,686.86	89,431.45
Capital Assets, Trademarks	51,200.00	34,700.00	16,500.00
Works/Building In Progress	611,503.52	0.00	611,503.52
Deposits - Building	7,500.00	7,500.00	0.00
Total Noncurrent Assets	1,496,321.83	778,886.86	717,434.97
Deferred Outflows of Resources			
Pension Related Outflows	272,466.72	153,845.72	118,621.00
TOTAL ASSETS	10,379,398.69	10,790,404.18	(411,005.49)
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	590,870.13	724,655.76	(133,785.63)
Jonah Bank Credit Card	13,710.19	16,765.83	(3,055.64)
State of Wyoming Transfer Payable	1,027,450.94	2,209,095.77	(1,181,644.83)
Unearned Revenue (net)	867,863.00	472,787.00	395,076.00
Prizes Payable	1,710,236.30	2,950,445.05	(1,240,208.75)
Payroll Liabilities	67,490.19	56,294.87	11,195.32
Total Current Liabilities	4,277,620.75	6,430,044.28	(2,152,423.53)
Noncurrent Liabilities			
Lease Liabilities - Copiers	59,014.97	74,421.62	(15,406.65)
Lease Liabilities - Building	257,136.00	0.00	257,136.00
Lease Liabilities - SBITA	53,637.00	0.00	53,637.00
Net Pension Liability	1,313,658.09	681,368.09	632,290.00
Pension Related Inflows	8,326.59	453,975.59	(445,649.00)
Total Noncurrent Liabilities	1,691,772.65	1,209,765.30	482,007.35

# Financial Update

## *Balance Sheet, Continued*

*As of December 31, 2023*

Total Liabilities  
Equity  
Retained Earnings  
Net Income  
  
TOTAL LIABILITIES & EQUITY

## Wyoming Lottery Corp Balance Sheet As of December 31, 2023

	Dec 31, 23	Dec 31,, 22	\$ Change
	5,969,393.40	7,639,809.58	(1,670,416.18)
	3,900,335.62	2,304,538.40	1,595,797.22
	509,669.67	846,056.20	(336,386.53)
	<u>10,379,398.69</u>	<u>10,790,404.18</u>	<u>(411,005.49)</u>

# Financial Update

## Q2 Profit & Loss

October 2023 through December 2023

### Wyoming Lottery Corp Profit & Loss October 2023 through December 2023

Operating Income/Expense	Oct 23 - Dec 23	Oct 22 -Dec 22	\$ Change
<b>Income</b>			
<b>Income / Revenues</b>			
Mega Millions Sales (net)	1,345,132.48	1,750,938.98	-405,806.50
Power Ball Sales (net)	4,056,172.06	5,807,539.90	-1,751,367.84
Cowboy Draw Sales (net)	2,227,723.10	3,929,473.00	-1,701,749.90
Lucky For Life Sales (net)	689,624.00	709,068.44	-19,444.44
2by2 Sales (net)	282,751.00	335,763.00	-53,012.00
Keno Sales	1,399,631.40	1,274,342.56	125,288.84
<b>Total Income / Revenues</b>	10,001,034.04	13,807,125.88	-3,806,091.84
<b>Other Revenues</b>			
Application Fees (Fidelity-Res)	800.00	1,400.00	-600.00
Other Revenues	0.00	0.00	0.00
<b>Total - Other Revenues</b>	800.00	1,400.00	-600.00
<b>Total Income</b>	10,001,834.04	13,808,525.88	-3,806,691.84
<b>Cost of Goods Sold</b>			
<b>Direct Gaming Costs</b>			
<b>Prize Expense</b>			
Megamillions	663,090.37	873,064.21	-209,973.84
Powerball	2,030,325.09	2,840,008.77	-809,683.68
Cowboy Draw	1,582,929.25	2,181,595.00	-598,665.75
Lucky For Life	407,830.21	480,641.60	-72,811.39
2by2	149,421.88	180,594.42	-31,172.54
Keno	961,911.00	907,072.00	54,839.00
<b>Total Direct Gaming Costs / Prize Expense</b>	5,795,507.80	7,462,976.00	-1,667,468.20
<b>Gaming Expenses</b>			
Gaming Retail Commissions	649,613.64	867,819.48	-218,205.84
Gaming Retail Validation Bonus	22,566.17	25,382.05	-2,815.88
Vendor Expense - (Intralot)	1,163,275.86	1,606,933.66	-443,657.80
<b>Total Gaming Expenses</b>	1,835,455.67	2,500,135.19	-664,679.52
<b>Total COGS</b>	7,630,963.47	9,963,111.19	-2,332,147.72
<b>Gross Profit</b>	2,370,870.57	3,845,414.69	-1,474,544.12
<b>Expense</b>			
<b>Operating Expenses</b>			
Bank Fees	0.00	0.00	0.00
Board Expenses	19,497.97	12,167.39	7,330.58
Insurance	5,774.75	5,109.25	665.50
Membership Dues	25,772.92	25,850.00	-77.08
Responsible Gambling Program	3,591.14	0.00	3,591.14
Accounting / Audit Fees	10,000.00	0.00	10,000.00
Legal Fees	19,654.43	7,847.00	11,807.43
Marketing	259,615.17	272,198.49	-12,583.32
Keno / Marketing Expenses	167,445.81	117,093.44	50,352.37
Outside Contract Services (IT)	56,526.61	39,132.36	17,394.25



# Financial Update

## Q2 Profit & Loss, Continued

October 2023 through December 2023

### Wyoming Lottery Corp Profit & Loss October 2023 through December 2023

Operating Income/Expense	Oct 23 - Dec 23	Oct 22 -Dec 22	\$ Change
Vendor Background Services	1,130.00	741.50	388.50
Payroll Services	1,691.25	1,911.25	-220.00
Retail Investigation	2,189.00	1,350.00	839.00
Facilities & Equipment	52,326.45	57,363.10	-5,036.65
Communications	2,634.80	2,701.04	-66.24
Office Costs	7,790.91	7,829.98	-39.07
Outside Services	18,459.38	0.00	18,459.38
Other Types of Expenses	1,623.40	3,184.26	-1,560.86
Petty Cash Over/Short	3.00	0.00	3.00
Ticket Problem Expense	40.00	47.00	-7.00
Retailer Special Incentive	2,500.00	500.00	2,000.00
Rent & Janitorial	28,283.36	28,222.32	61.04
Salaries, Wages & Benefits	389,552.79	375,829.01	13,723.78
Travel	23,481.63	16,626.36	6,855.27
EE Uniforms	0.00	1,908.00	-1,908.00
<b>Total Operating Expenses</b>	<b>1,099,584.77</b>	<b>977,611.75</b>	<b>121,973.02</b>
<b>Net Operating Income</b>	<b>1,271,285.80</b>	<b>2,867,802.94</b>	<b>-1,596,517.14</b>
<b>Other Income</b>			
Interest Income	40,634.76	16,736.31	23,898.45
<b>Total Other Income</b>	<b>40,634.76</b>	<b>16,736.31</b>	<b>23,898.45</b>
<b>Other Expenses</b>			
Interest Expense	800.44	998.56	-198.12
<b>Total Other Expense</b>	<b>800.44</b>	<b>998.56</b>	<b>-198.12</b>
<b>Net Income Before State Transfer</b>	<b>1,311,120.12</b>	<b>2,883,540.69</b>	<b>-1,572,420.57</b>
<b>State of Wyoming Transfers</b>	<b>1,027,450.94</b>	<b>2,209,095.77</b>	<b>-1,181,644.83</b>
<b>Net Income</b>	<b>283,669.18</b>	<b>674,444.92</b>	<b>-390,775.74</b>
<b>State Transfer % of Net Income</b>	<b>78.36%</b>	<b>76.61%</b>	<b>1.75%</b>

# Financial Update

## YTD Profit & Loss

June 2023 through December 2023

## Wyoming Lottery Corp Profit & Loss July 2023 through December 2023

Operating Income/Expense	Jul 23 - Dec 23	Jul 22 -Dec 22	\$ Change
<b>Income</b>			
Income / Revenues			
Mega Millions Sales (net)	5,045,733.38	6,036,715.98	-990,982.60
Power Ball Sales (net)	8,241,400.70	7,811,903.90	429,496.80
Cowboy Draw Sales (net)	4,952,710.20	6,028,478.00	-1,075,767.80
Lucky For Life Sales (net)	1,415,064.00	1,464,882.44	-49,818.44
2by2 Sales (net)	586,545.00	705,884.00	-119,339.00
Keno Sales	2,682,776.40	1,465,684.56	1,217,091.84
<b>Total Income / Revenues</b>	<b>22,924,229.68</b>	<b>23,513,548.88</b>	<b>-589,319.20</b>
<b>Other Revenues</b>			
Application Fees (Fidelity-Res)	3,700.00	4,600.00	-900.00
Other Revenues	0.00	0.00	0.00
<b>Total - Other Revenues</b>	<b>3,700.00</b>	<b>4,600.00</b>	<b>-900.00</b>
<b>Total Income</b>	<b>22,927,929.68</b>	<b>23,518,148.88</b>	<b>-590,219.20</b>
<b>Cost of Goods Sold</b>			
Direct Gaming Costs			
Prize Expense			
Megamillions	2,442,744.39	2,971,608.91	-528,864.52
Powerball	4,054,299.81	3,809,415.21	244,884.60
Cowboy Draw	3,055,099.25	3,313,005.00	-257,905.75
Lucky For Life	850,198.61	911,093.39	-60,894.78
2by2	311,947.18	378,304.93	-66,357.75
Keno	2,011,533.00	1,024,315.00	987,218.00
<b>Total Direct Gaming Costs / Prize Expense</b>	<b>12,725,822.24</b>	<b>12,407,742.44</b>	<b>318,079.80</b>
<b>Gaming Expenses</b>			
Gaming Retail Commissions	1,448,154.36	1,469,352.60	-21,198.24
Gaming Retail Validation Bonus	44,585.49	38,554.90	6,030.59
Vendor Expense - (Intralot)	2,667,257.32	2,736,737.87	-69,480.55
<b>Total Gaming Expenses</b>	<b>4,159,997.17</b>	<b>4,244,645.37</b>	<b>-84,648.20</b>
<b>Total COGS</b>	<b>16,885,819.41</b>	<b>16,652,387.81</b>	<b>233,431.60</b>
<b>Gross Profit</b>	<b>6,042,110.27</b>	<b>6,865,761.07</b>	<b>-823,650.80</b>
<b>Expense</b>			
Operating Expenses			
Bank Fees	50.00	0.00	50.00
Board Expenses	63,093.79	18,453.72	44,640.07
Insurance	11,407.50	11,116.59	290.91
Membership Dues	26,941.87	112,884.90	-85,943.23
Responsible Gambling Program	14,001.17	7,256.00	6,745.17
Accounting / Audit Fees	40,000.00	30,000.00	10,000.00
Legal Fees	27,426.43	24,850.70	2,575.73
Marketing	666,712.97	416,591.87	250,121.10
Keno / Marketing Expenses	318,259.17	739,473.27	-421,214.10
Outside Contract Services (IT)	104,360.41	83,593.84	20,766.57

# Financial Update

## YTD Profit & Loss, Continued

June 2023 through December 2023

## Wyoming Lottery Corp Profit & Loss July 2023 through December 2023

	Jul 23 - Dec 23	Jul 22 -Dec 22	\$ Change
Operating Income/Expense			
Vendor Background Services	1,560.00	1,010.50	549.50
Payroll Services	3,142.50	3,287.25	-144.75
Retail Investigation	3,089.00	3,150.00	-61.00
Facilities & Equipment	113,392.19	108,625.66	4,766.53
Communications	5,247.62	5,251.01	-3.39
Office Costs	15,632.78	13,978.33	1,654.45
Outside Services	21,571.93	0.00	21,571.93
Other Types of Expenses	2,020.32	3,184.26	-1,163.94
Petty Cash Over/Short	29.90	-8.00	37.90
Ticket Problem Expense	46.00	72.42	-26.42
Retailer Special Incentive	3,000.00	500.00	2,500.00
Rent & Janitorial	56,566.72	56,049.64	517.08
Salaries, Wages & Benefits	765,366.30	737,031.82	28,334.48
Travel	51,718.76	38,598.96	13,119.80
EE Uniforms	466.40	1,908.00	-1,441.60
Total Operating Expenses	2,315,103.53	2,416,860.74	-101,757.21
Net Operating Income	3,727,006.74	4,448,900.33	-721,893.59
Other Income			
Interest Income	95,886.03	20,809.70	75,076.33
Total Other Income	95,886.03	20,809.70	75,076.33
Other Expenses			
Interest Expense	1,651.38	2,045.06	-393.68
Total Other Expense	1,651.38	2,045.06	-393.68
Net Income Before State Transfer	3,821,241.39	4,467,664.97	-646,423.58
State of Wyoming Transfers	3,311,571.72	3,621,608.77	-310,037.05
Net Income	509,669.67	846,056.20	-336,386.53
State Transfer % of Net Income	86.66%	81.06%	5.60%

# Financial Update

## Q2 Profit & Loss Budget vs. Actual

October 2023 through December 2023

## Wyoming Lottery Corp Profit & Loss Budget vs. Actual October 2023 through December 2023

	FY 24 QTR 2			
	TOTAL			
	Oct 23-Dec 23	Budget	- Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 · Income / Revenues	10,001,034.04	7,436,001.00	2,565,033.04	134.5%
Total 48000 · Other Revenues	800.00	0.00	800.00	100.0%
Total Income	10,001,834.04	7,436,001.00	2,565,833.04	134.51%
Cost of Goods Sold				
Total 50000 · A Direct Gaming Costs	5,795,507.80	4,442,880.00	1,352,627.80	130.45%
Total 51000 · B Gaming Expenses	1,835,455.67	1,332,531.33	502,924.34	137.74%
Total COGS	7,630,963.47	5,775,411.33	1,855,552.14	132.13%
Gross Profit	2,370,870.57	1,660,589.67	710,280.90	142.77%
	Oct 23-Dec 23	Budget	+ Favorable	% of Budget
Expense				
Total 60000 · Business Expenses	54,636.78	39,972.50	14,664.28	136.69%
Total 61000 · Contract Services	518,252.27	645,990.00	-127,737.73	80.23%
Total 62000 · Facilities and Equipment	52,326.45	63,981.00	-11,654.55	81.78%
Total 63000 · Operations	61,334.85	60,182.00	1,152.85	101.92%
Total 64000 · Personnel Salaries, Benefits & Travel	413,034.42	423,105.00	-10,070.58	97.62%
Total Expense	1,099,584.77	1,233,230.50	-133,645.73	89.16%
Net Ordinary Income	1,271,285.80	427,359.17	843,926.63	297.48%
Other Income/Expense				
70000 · Interest Income	40,634.76	12,000.00	28,634.76	338.62%
81000 · Interest Expense	800.44	850.00	-49.56	94.17%
82000 · Gain/Loss on Discarded Assets				
Total Other Expense	800.44	850.00	-49.56	94.17%
Net Other Income	39,834.32	11,150.00	28,684.32	357.26%
	Oct 23-Dec 23	Budget	- Favorable	% of Budget
Net Income before Transfers to State of Wyoming	1,311,120.12	438,509.17	872,610.95	299.0%
Transfers to State of Wyoming	1,027,450.94			
Net Income	283,669.18			

\* Over \$11,300 Board Expenses (Qtr Only); Over \$3,600 RG

\*\* Under \$26,800 Mktg; Under \$89,400 Keno; Under \$10,600 IT;

\*\*\* Under \$2,900 Depreciation; Under \$8,000 IT Equip & Maint

\*\*\*\* Over \$2,000 Outside Services;

\*\*\*\*\* Under \$6,000 Comp & Taxes; Under \$4,000 Travel

Net Income:

283,669.18

# Financial Update

*YTD Profit & Loss Budget vs. Actual*

*June 2023 through December 2023*

## Wyoming Lottery Corp Profit & Loss Budget vs. Actual July 2023 through December 2023

	FY 24 QTR 2			
	TOTAL			
	July 23-Dec 23	Budget	- Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 - Income / Revenues	22,924,229.68	14,872,002.00	8,052,227.68	154.14%
Total 48000 - Other Revenues	3,700.00	0.00	3,700.00	100.0%
Total Income	22,927,929.68	14,872,002.00	8,055,927.68	154.17%
Cost of Goods Sold				
Total 50000 - A Direct Gaming Costs	12,725,822.24	8,885,760.00	3,840,062.24	143.22%
Total 51000 - B Gaming Expenses	4,159,997.17	2,665,062.66	1,494,934.51	156.09%
Total COGS	16,885,819.41	11,550,822.66	5,334,996.75	146.19%
Gross Profit	6,042,110.27	3,321,179.34	2,720,930.93	181.93%
	July 23-Dec 23	Budget	+ Favorable	% of Budget
Expense				
Total 60000 - Business Expenses	115,494.13	220,270.00	-104,775.87	52.43% *
Total 61000 - Contract Services	1,164,550.48	1,364,466.00	-199,915.52	85.35% **
Total 62000 - Facilities and Equipment	113,392.19	122,830.00	-9,437.81	92.32% ***
Total 63000 - Operations	104,115.27	109,414.00	-5,298.73	95.16% ****
Total 64000 - Personnel Salaries, Benefits & Travel	817,551.46	849,610.00	-32,058.54	96.23% *****
Total Expense	2,315,103.53	2,666,590.00	-351,486.47	86.82%
Net Ordinary Income	3,727,006.74	654,589.34	3,072,417.40	569.37%
Other Income/Expense				
70000 - Interest Income	95,886.03	24,000.00	71,886.03	399.53%
81000 - Interest Expense	1,651.38	1,750.00	-98.62	94.37%
82000 - Gain/Loss on Discarded Assets				
Total Other Expense	1,651.38	1,750.00	-98.62	94.37%
Net Other Income	94,234.65	22,250.00	71,984.65	423.53%
	July 23-Dec 23	Budget	- Favorable	% of Budget
Net Income before Transfers to State of Wyoming	3,821,241.39	676,839.34	3,144,402.05	564.67%
Transfers to State of Wyoming	3,311,571.72			
Net Income	509,669.67			

\* Under \$22,500 Board Expenses; Under \$95,800 Dues; Over \$14,000 RG

\*\* Under \$11,500 Legal; Under \$28,700 Mktg; Under \$140,000 Keno; Under \$15,900 IT; Under \$3,000 Retail Inv

\*\*\* Under \$1,700 Depreciation; Under \$7,500 IT Equip & Maint

\*\*\*\* Under \$1,400 Communications/Office; Under \$1,500 Other; Under \$1,500 Retailer Incentive

\*\*\*\*\* Under \$6,000 Benefits; Under \$16,200 Comp & Taxes; Under \$500 Uniforms; Under \$9,300 Travel

Net Income:

509,669.67



## Profit &amp; Loss Responsible Gambling Budget vs. Actual

July 2023 through December 2023

# Financial Update

*Profit & Loss Responsible Gambling*

*Budget vs. Actual*

*July 2023 through December 2023*

	FY 24 QTR 2 YTD		
	TOTAL		
	July 23 - Dec 23	FY24 Budget	Available
Responsible Gambling Expenses			
Tracker Study Follow Up Research	0.00	0.00	0.00
Certifications - University of Minnesota	0.00	0.00	0.00
Strategic Plan 2019	0.00	0.00	0.00
Brochure Reprints	0.00	0.00	0.00
Media Planning & Buying	0.00	0.00	0.00
Responsible Gambling Travel/Conferences as Needed	14,673.42	15,000.00	326.58
Fremont County Service Research	0.00	0.00	0.00
Dues & Sponsorships	0.00	2,500.00	2,500.00
Allocation To Be Determined		170,552.98	170,552.98
Total Responsible Gambling Expenses	14,673.42	188,052.98	173,379.56

## 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
FY 20 Expenses	-2,188.00
FY 21 Expenses	-7,188.00
FY 22 Expenses	-48,311.80
7/29/22 Unclaimed Prize Funding	200,000.00
FY 23 Expenses	-19,288.00
FY 24 Expenses	14,673.42
12/31/23 Responsible Gambling Balance	173,379.56

Unclaimed Prize Fund Balance as of 12/31/23

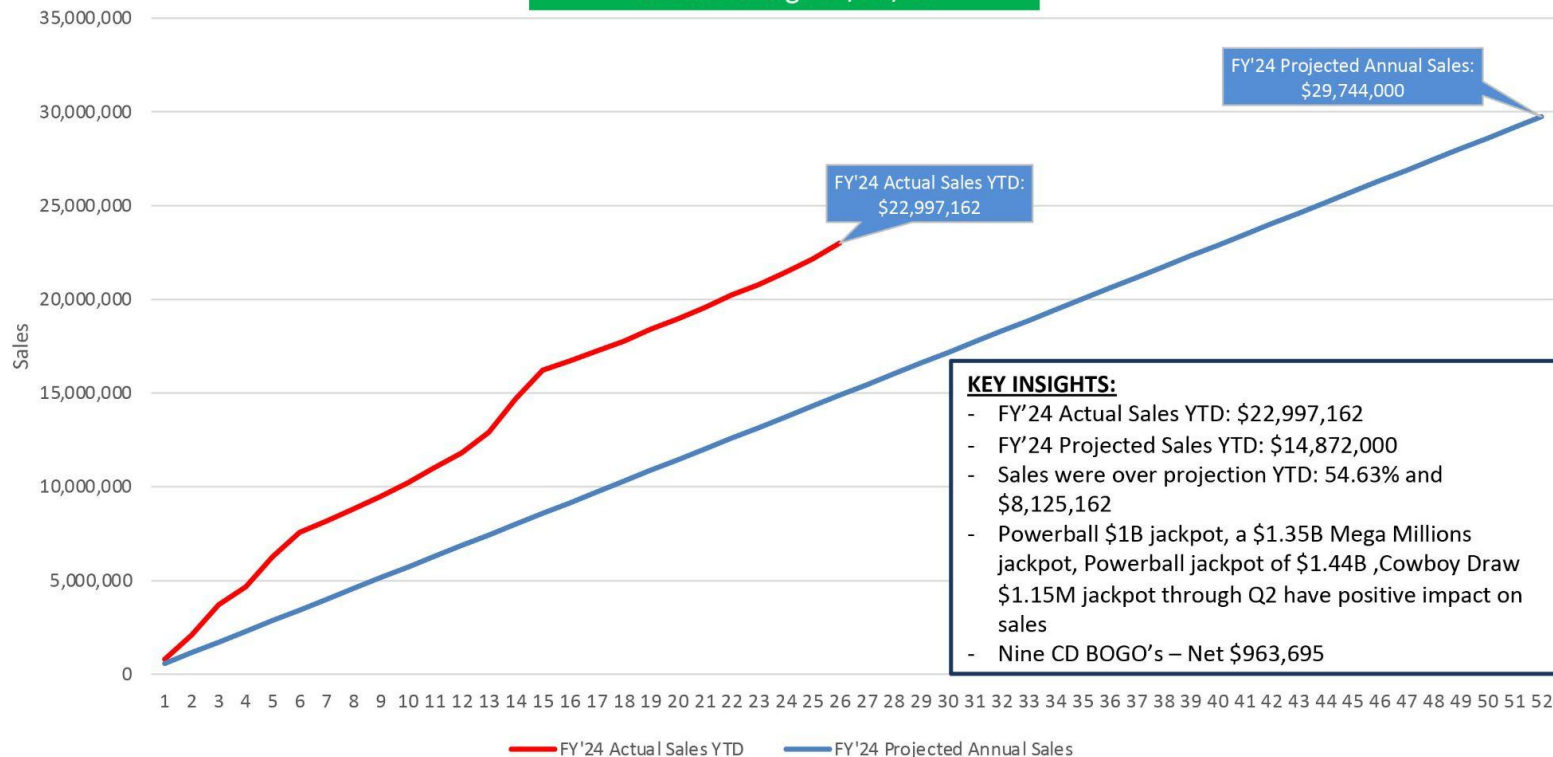
\$1,365,921.74

# Sales Update

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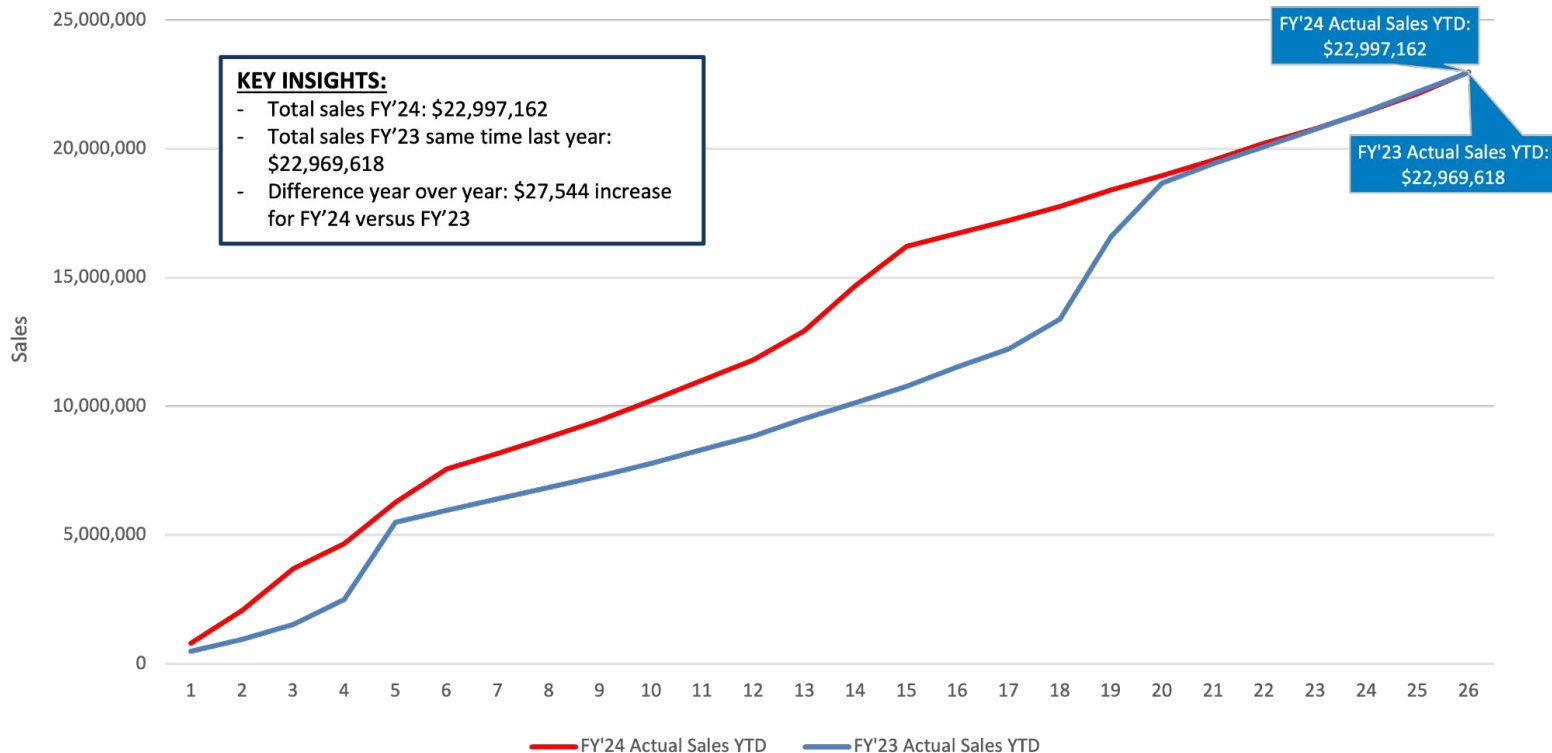
# Sales Update

Total Sales - FY'24 Actual vs. Projection  
Week ending: 12/30/23



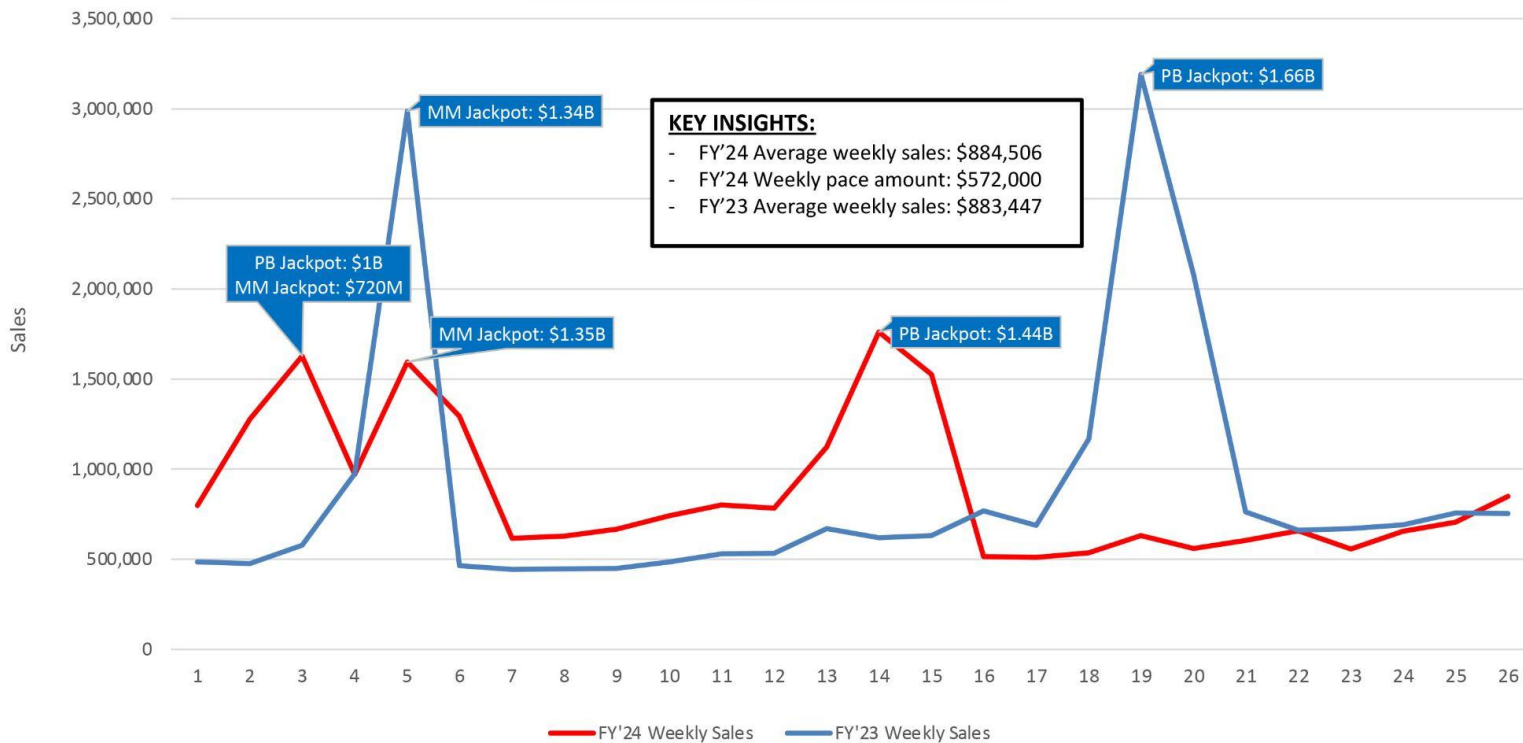
# Sales Update

Total Sales - FY'24 vs. FY'23  
Week ending: 12/30/23



# Sales Update

Actual Weekly Sales - FY'24 vs. FY'23  
Week ending: 12/30/2023





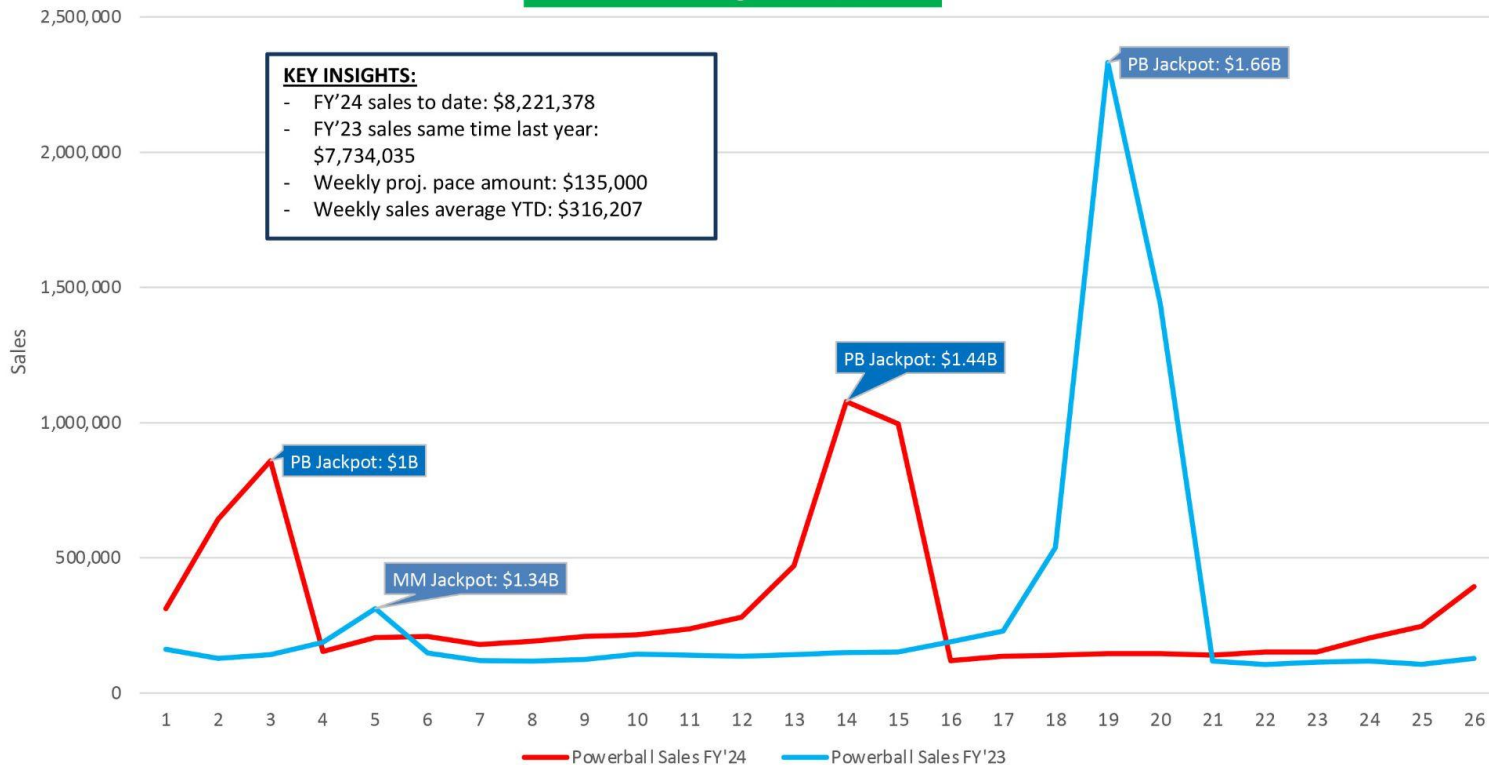
# Sales Update

## Total 2nd Quarter Sales - FY'24 Actual vs. Projections Quarter Ending 12/30/23



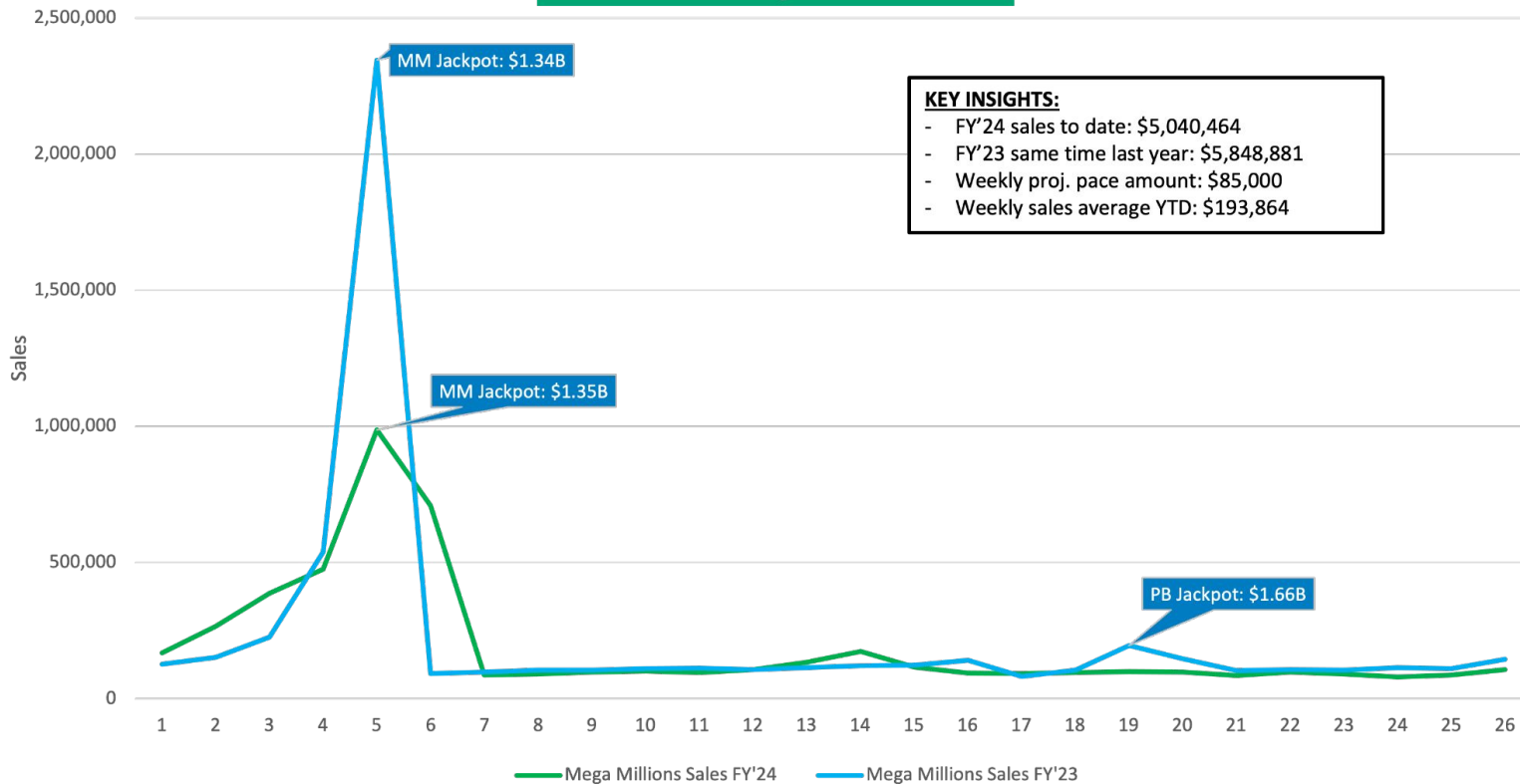
# Sales Update

Powerball Sales - FY'24 vs. FY'23  
Week Ending: 12/30/23

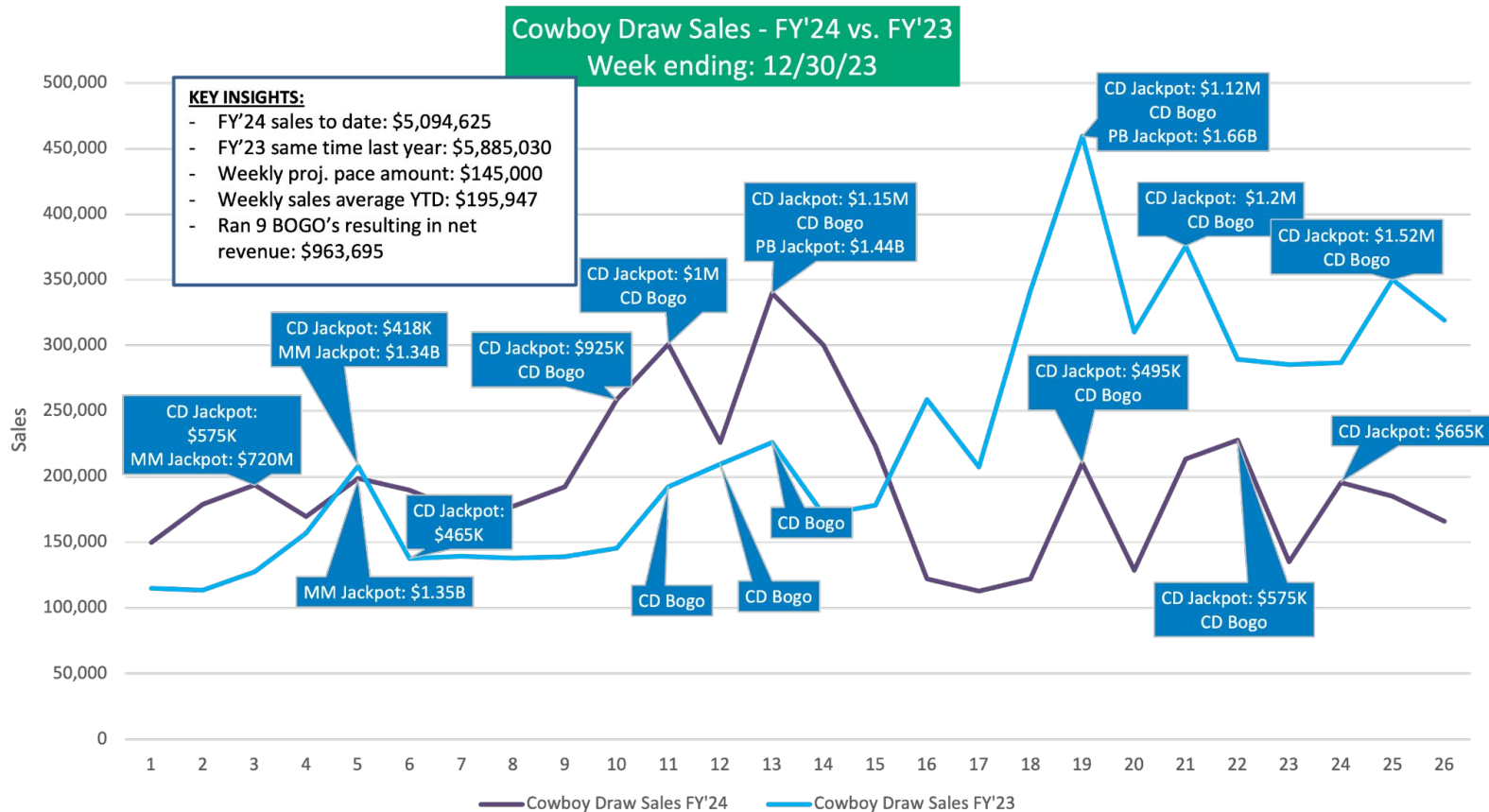


# Sales Update

Mega Millions Sales - FY'24 vs. FY'23  
Week Ending: 12/30/23

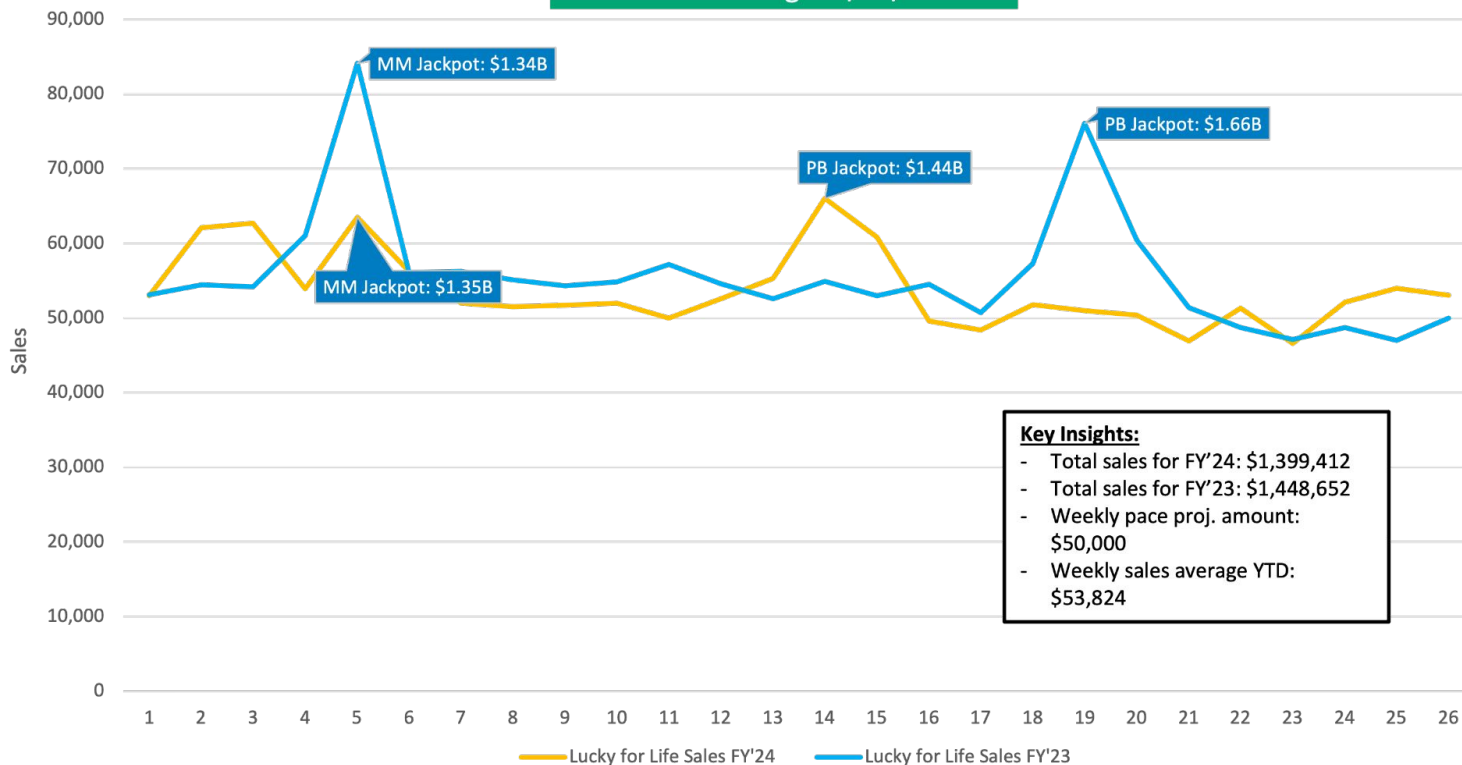


# Sales Update



# Sales Update

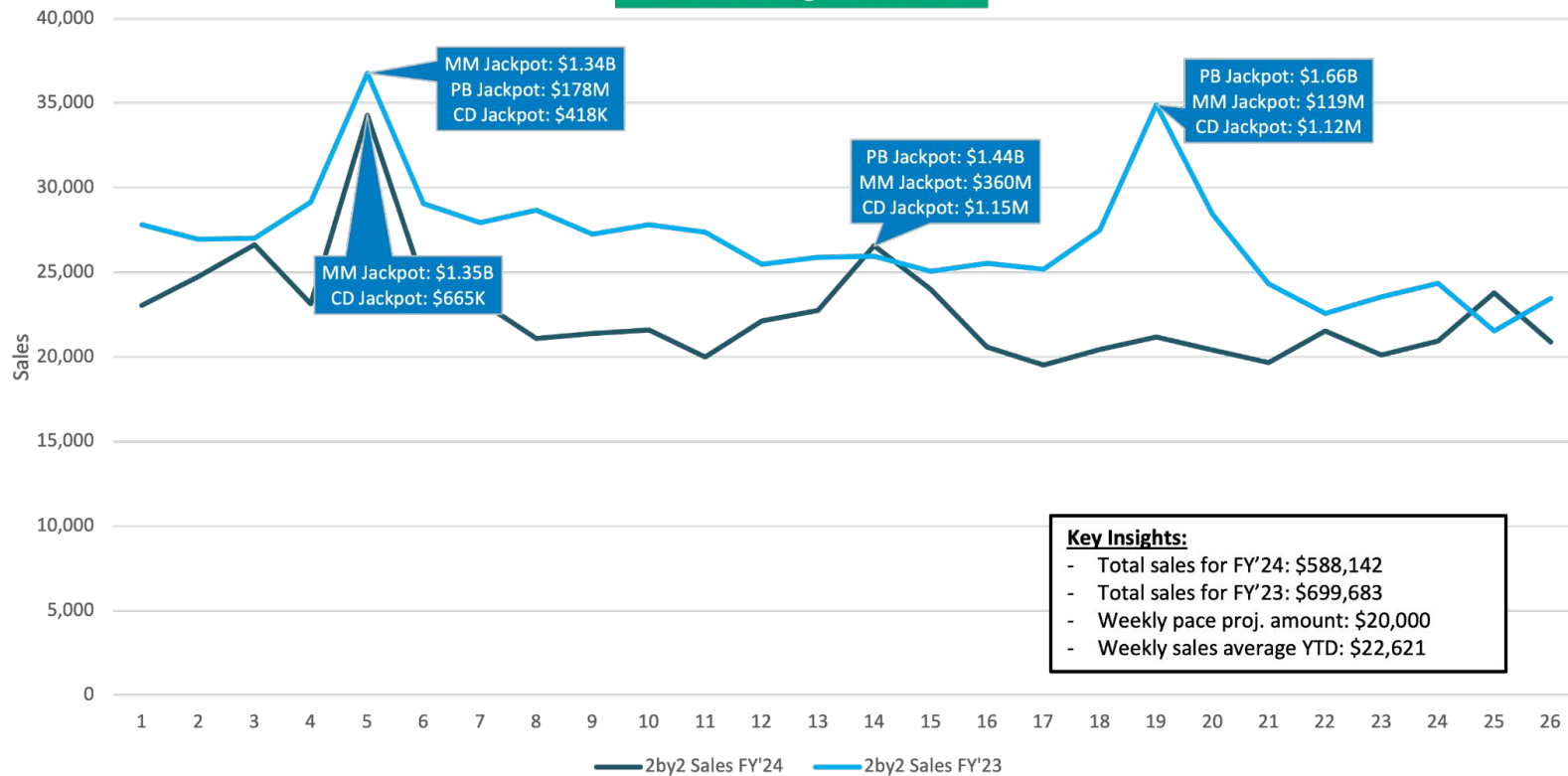
Lucky for Life Sales - FY'24 vs. FY'23  
Week ending: 12/30/23





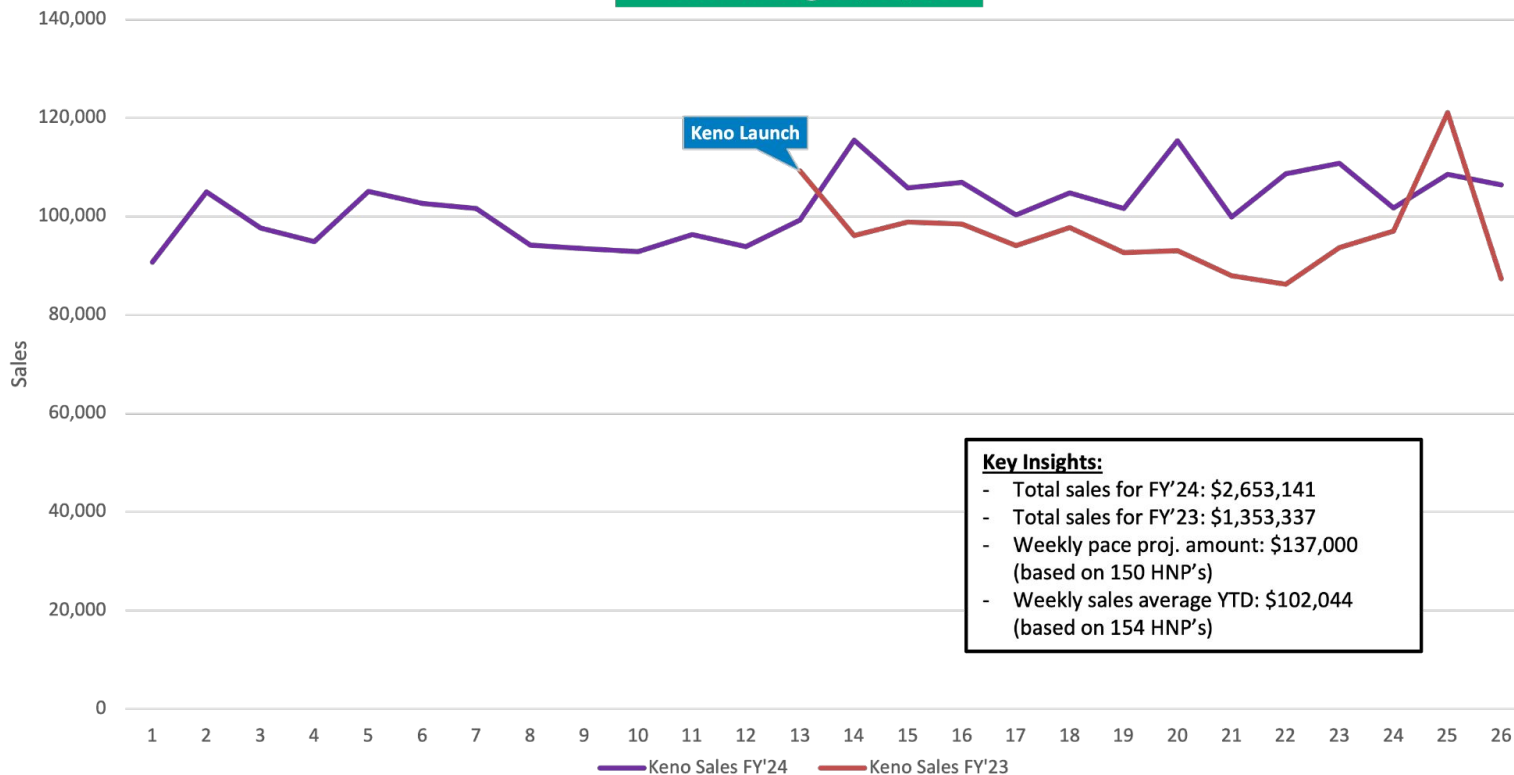
# Sales Update

2by2 Sales - FY'24 vs. FY' 23  
Week ending: 12/30/23



# Sales Update

Keno Sales - FY'24 vs. FY'23  
Week ending 12/30/23

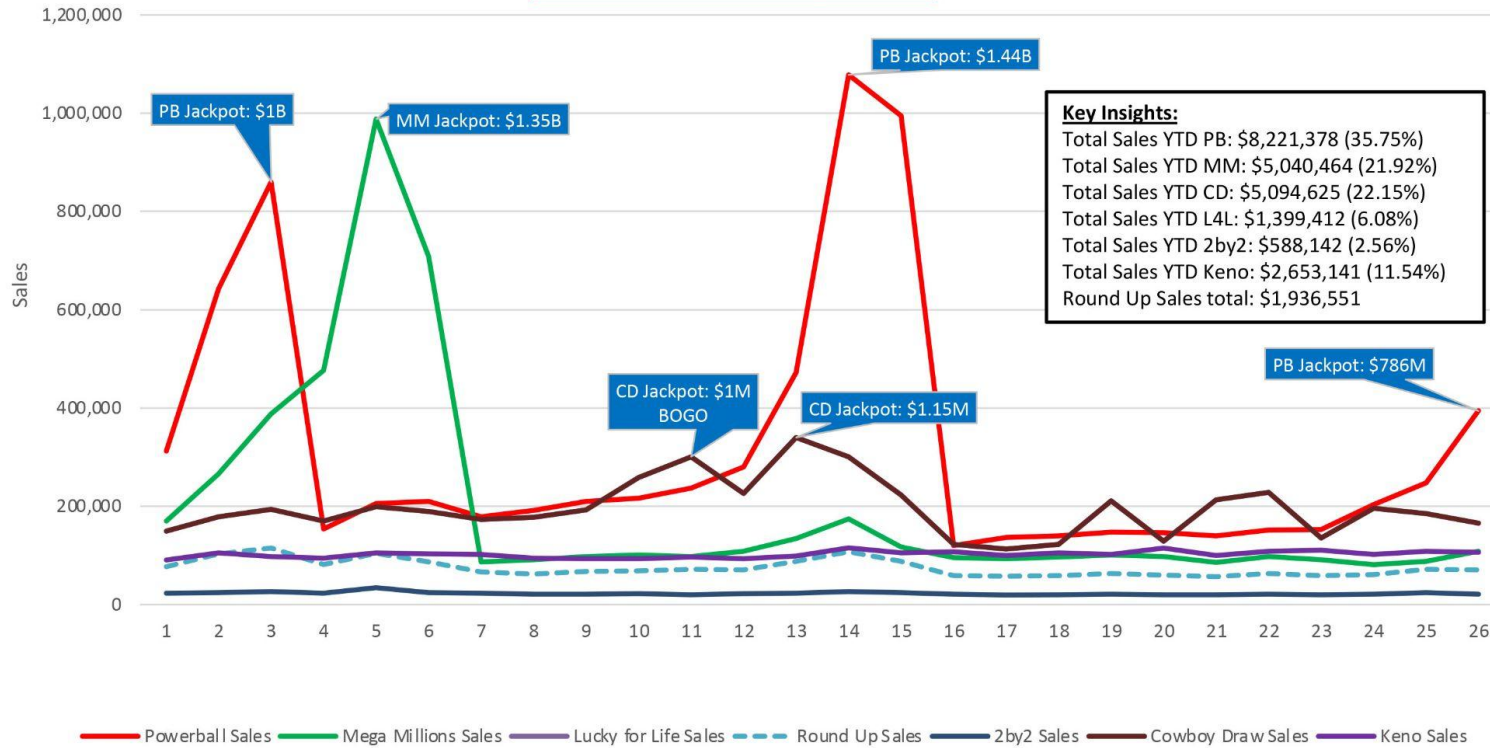


## Key Insights:

- Total sales for FY'24: \$2,653,141
- Total sales for FY'23: \$1,353,337
- Weekly pace proj. amount: \$137,000 (based on 150 HNP's)
- Weekly sales average YTD: \$102,044 (based on 154 HNP's)

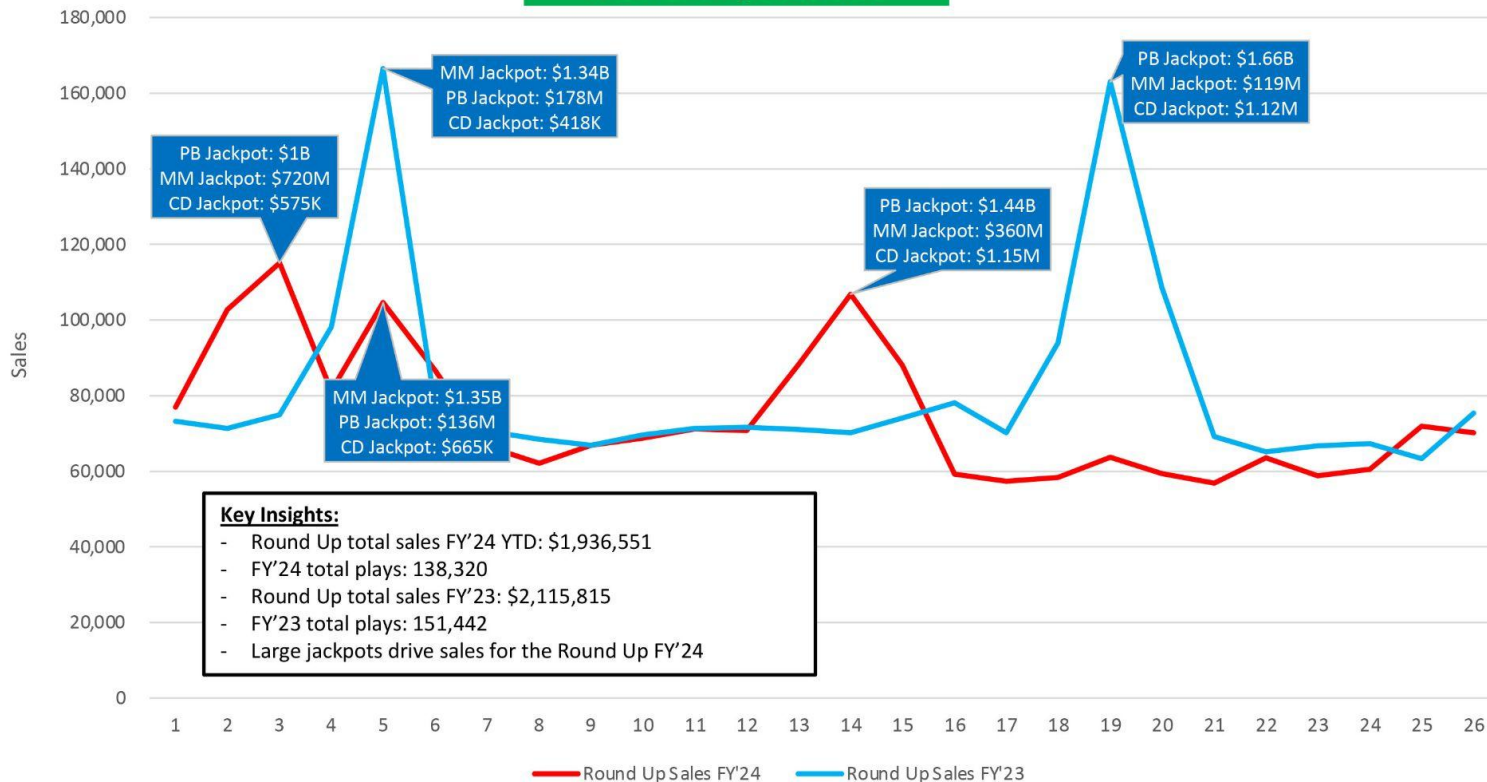
# Sales

WyoLotto All Product Sales YTD  
Week ending 12/30/23



# Sales Update

Round Up Sales - FY'24 vs. FY'23  
Week ending: 12/30/23



# Marketing Update

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# Cowboy Draw BOGO results

- **Campaign ran September through December**
- Ran 10 BOGOs throughout the University of Wyoming football season
- Continues to bring awareness of Cowboy Draw during high jackpots of Powerball and Mega Millions
  - Promoted through radio, digital ads, social, email, app, pads, KENO monitors, website
- Average Sunday net sales during non-BOGO: \$25,000
- Average Sunday net sales during BOGO: **\$118,186**
- **Total Net: \$1,181,860**
- **Total Gross: \$2,210,455**





# Freebie Friday results

- **Campaign ran Dec. 1-29, 2023**
- Ran 5 BOGOs, one on each Friday of December
- Promotion is building awareness of KENO since it is still a new game
- Promotion also encourages more spend per transaction because of the \$5 price point to get the \$2 free
  - Promoted through digital ads, social, email, app, pads, KENO monitors, website
- Average Friday net sales during non-BOGO: \$20,000
- Average Friday net sales during BOGO: **\$26,437**
- **Total Net: \$132,187**
- **Total Gross: \$157,846**





# Winners

Promoted through app, social and player emails

- **2by2:**
  - 6 grand prize winners
- **Cowboy Draw:**
  - 1 Jackpot winner of \$1,206,638 on 10/2/23
  - 170 \$1,000 winners in Q2
- **Lucky for Life:**
  - 1 2nd place prize winner of **\$25,000 a year for life**
  - 5 \$5,000 winners
- **KENO:**
  - 2 \$20,000 winners
  - \$178,000 high tier winnings in Q2
- **Powerball:**
  - 2 \$50,000 winners



# Lucky for Life 7th Anniversary

Promoted through app, social and player emails

- (7) winners won \$100 each
- Entry was done by “tagging” a friend in comments
  - Total Entries: 4,683
  - Great Engagement
    - 80 Shares
    - 331 Likes/Loves
    - In comparison to prior multi winner social giveaway, entries were increased by 329%



# Game Updates

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# Cowboy Draw

## This Quarter:

- 103,021 Total Winners
- \$2,003,598 Total Won
- 170 that won \$1,000
- 1 Jackpot Won

## Since Launch:

- 3,502,549 Total Winners
- \$63,286,571 Total Won
- 6,707 have won \$1,000
- 37 Jackpot Wins



# Powerball

## This Quarter:

- 67,127 Total Winners
- \$593,595 Total Won
- 2 that won \$1,000 or more
- 0 Jackpot Wins

## Since Launch:

- 1,541,396 Total Winners
- \$18,639,103 Total Won
- 54 have won \$1,000 or more
- 0 Jackpot Wins





# Mega Millions

## This Quarter:

- 22,988 Total Winners
- \$185,498 Total Won
- 8 that won \$1,000 or more
- 0 Jackpot Wins

## Since Launch:

- 1,397,275 Total Winners
- \$13,683,586 Total Won
- 180 have won \$1,000 or more
- 0 Jackpot Wins

INCREASE  
— your —  
WINNINGS  
1\$



# Lucky for Life

## This Quarter:

- 43,896 Total Winners
- \$659,045 Total Won
- 6 that won \$1,000 or more
- 0 Jackpot Wins

You Could Win

**\$1,000** EVERYDAY  
FOR LIFE

## Since Launch:

- 1,162,644 Total Winners
- \$15,158,382 Total Won
- 72 have won \$1,000 or more
- 1 Jackpot Wins





# 2by2

## This Quarter:

- 105,605 Total Winners
- \$197,643 Total Won
- 6 Jackpot Wins

## Since Launch:

- 1,450,513 Total Winners
- \$2,040,112 Total Won
- 45 Jackpot Wins



# KENO

## This Quarter:

- \$977,744.64 Total Won
- 32 that won \$1,000 or more
- 0 Jackpot Wins

## Since Launch:

- \$5,178,547.93 Total Won
- 174 have won \$1,000 or more
- 2 Jackpot Wins



# What comes next...

- **February:** KENO Brand Campaign
- **March:** KENO Freebie Friday promotion