

WyoLotto FY2024 Q3 Board Report



Corporate Responsibility

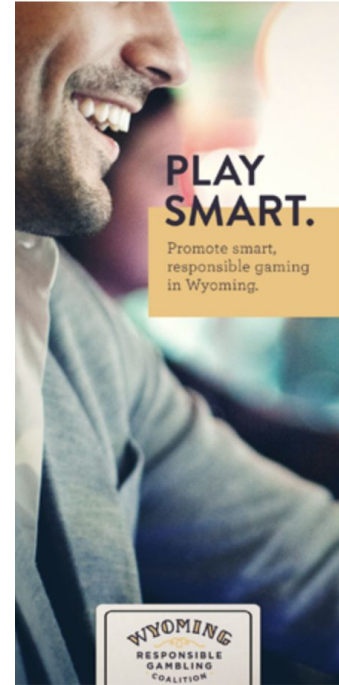
Transfer Update

- Quarterly Transfers to Wyoming
 - Q3 Fiscal Year 2024: \$1,322,900.60
 - Total Since Launch: \$37,991,905.98



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
- Achieved Responsible Gambling Verification Planning Level from NASPL and NCPG in early 2024



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

Financial Update

Balance Sheet

As of March 31, 2024

Wyoming Lottery Corp Balance Sheet As of March 31, 2024

ASSETS	Mar 31, 24	Mar 31, 23	\$ Change
Current Assets			
Checking/Savings			
Operating Checking/Savings Accounts	5,967,414.18	6,080,983.85	(113,569.67)
Prize Fund Checking/Savings Account	643,539.11	3,668,613.65	(3,025,074.54)
Prize Account Petty Cash (Till)	909.24	1,857.74	(948.50)
Restricted Cash			
Unclaimed Prizes	1,437,600.93	863,961.64	573,639.29
Responsible Gambling Funds	173,379.56	194,584.98	(21,205.42)
Fidelity Fund	86,858.09	73,814.21	13,043.88
Total Checking/Savings	8,309,701.11	10,883,816.07	(2,574,114.96)
Other Current Assets			
Prepaid Expenses	16,260.41	10,680.41	5,580.00
Retail Accounts Receivable	940,447.61	583,798.89	356,648.72
Other Receivables	36,201.29	14,300.12	21,901.17
Total Other Current Assets	992,909.31	608,779.42	384,129.89
Total Current Assets	9,302,610.42	11,492,595.49	(2,189,985.07)
Noncurrent Assets			
Capital Assets, Net	1,385,985.35	680,640.55	705,344.80
Capital Assets, Trademarks	51,200.00	34,700.00	16,500.00
Works/Building In Progress	29,844.00	0.00	29,844.00
Deposits - Building	7,500.00	7,500.00	0.00
Total Noncurrent Assets	1,474,529.35	722,840.55	751,688.80
Deferred Outflows of Resources			
Pension Related Outflows	272,466.72	153,845.72	118,621.00
TOTAL ASSETS	11,049,606.49	12,369,281.76	(1,319,675.27)
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	832,308.22	547,996.47	284,311.75
Jonah Bank Credit Card	8,661.96	12,894.99	(4,233.03)
State of Wyoming Transfer Payable	1,322,900.60	2,091,843.47	(768,942.87)
Unearned Revenue (net)	646,082.00	393,675.00	252,407.00
Prizes Payable	1,649,639.05	4,265,972.05	(2,616,333.00)
Payroll Liabilities	63,804.07	53,195.48	10,608.59
Total Current Liabilities	4,523,395.90	7,365,577.46	(2,842,181.56)
Noncurrent Liabilities			
Lease Liabilities - Copiers	55,041.06	70,648.41	(15,607.35)
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	1,687,798.74	1,205,992.09	481,806.65

Financial Update

Balance Sheet, Continued

As of March 31, 2024

Total Liabilities
Equity
Retained Earnings
Net Income
TOTAL LIABILITIES & EQUITY

Wyoming Lottery Corp Balance Sheet As of March 31, 2024

Mar 31, 24	Mar 31, 23	\$ Change
6,211,194.64	8,571,569.55	(2,360,374.91)
3,900,335.62	2,304,538.40	1,595,797.22
938,076.23	1,493,173.81	(555,097.58)
11,049,606.49	12,369,281.76	(1,319,675.27)

Financial Update

Q3 Profit & Loss

January 2024- March 2024

Wyoming Lottery Corp Profit & Loss January 2024 through March 2024

Operating Income/Expense	Jan 24 - Mar 24	Jan 23 -Mar 23	\$ Change
Income			
Income / Revenues			
Mega Millions Sales (net)	2,072,319.00	2,564,753.00	-492,434.00
Power Ball Sales (net)	2,492,722.38	2,068,310.00	424,412.38
Cowboy Draw Sales (net)	2,025,910.00	5,371,380.00	-3,345,470.00
Lucky For Life Sales (net)	670,310.00	689,180.00	-18,870.00
2by2 Sales (net)	271,920.00	319,289.00	-47,369.00
Keno Sales	1,419,383.00	1,493,695.00	-74,312.00
Total Income / Revenues	8,952,564.38	12,506,607.00	-3,554,042.62
Other Revenues			
Application Fees (Fidelity-Res)	400.00	1,900.00	-1,500.00
Other Revenues	0.00	0.00	0.00
Total - Other Revenues	400.00	1,900.00	-1,500.00
Total Income	8,952,964.38	12,508,507.00	-3,555,542.62
Cost of Goods Sold			
Direct Gaming Costs			
Prize Expense			
Megamillions	929,408.86	1,160,894.17	-231,485.31
Powerball	1,122,225.24	995,655.56	126,569.68
Cowboy Draw	1,187,025.25	2,911,515.00	-1,724,489.75
Lucky For Life	373,243.10	429,908.75	-56,665.65
2by2	144,312.19	148,826.77	-4,514.58
Keno	953,800.50	960,553.50	-6,753.00
Total Direct Gaming Costs / Prize Expense	4,710,015.14	6,607,353.75	-1,897,338.61
Gaming Expenses			
Gaming Retail Commissions	543,629.40	756,199.08	-212,569.68
Gaming Retail Validation Bonus	19,846.07	27,060.65	-7,214.58
Vendor Expense - (Intralot)	1,042,632.43	1,455,966.82	-413,334.39
Total Gaming Expenses	1,606,107.90	2,239,226.55	-633,118.65
Total COGS	6,316,123.04	8,846,580.30	-2,530,457.26
Gross Profit	2,636,841.34	3,661,926.70	-1,025,085.36
Expense			
Operating Expenses			
Bank Fees	0.00	4.00	-4.00
Board Expenses	4,715.07	1,950.00	2,765.07
Employee Recruitment & Relocate	0.00	5,094.89	-5,094.89
Insurance	5,774.75	5,109.25	665.50
Membership Dues	2,811.00	4,347.00	-1,536.00
Responsible Gambling Program	3,514.63	5,500.00	-1,985.37
Accounting / Audit Fees	0.00	22,050.00	-22,050.00
Legal Fees	8,890.00	30,841.17	-21,951.17
Marketing	251,646.70	181,214.50	70,432.20
Keno / Marketing Expenses	92,848.64	172,153.57	-79,304.93
Outside Contract Services (IT)	38,508.60	42,408.61	-3,900.01

Financial Update

Q3 Profit & Loss, Continued

January 2024 - March 2024

Wyoming Lottery Corp Profit & Loss January 2024 through March 2024

	Jan 24 - Mar 24	Jan 23 -Mar 23	\$ Change
Operating Income/Expense			
Vendor Background Services	742.00	156.00	586.00
Payroll Services	2,170.00	2,008.75	161.25
Retail Investigation	1,760.00	2,290.00	-530.00
Facilities & Equipment	51,820.16	58,041.50	-6,221.34
Communications	3,537.08	3,006.15	530.93
Office Costs	5,160.43	8,125.73	-2,965.30
Outside Services	12,500.00	5,787.88	6,712.12
Petty Cash Over/Short	0.00	-7.00	7.00
Retailer Special Incentive	1,500.00	0.00	1,500.00
Rent & Janitorial	28,457.44	28,394.68	62.76
Salaries, Wages & Benefits	387,261.99	360,438.62	26,823.37
Travel	20,006.29	10,447.27	9,559.02
EE Uniforms	0.00	1,881.00	-1,881.00
Total Operating Expenses	923,624.78	951,243.57	-27,618.79
Net Operating Income	1,713,216.56	2,710,683.13	-997,466.57
Other Income			
Interest Income	38,891.11	29,227.94	9,663.17
Total Other Income	38,891.11	29,227.94	9,663.17
Other Expenses			
Interest Expense	749.29	949.99	-200.70
Total Other Expense	749.29	949.99	-200.70
Net Income Before State Transfer	1,751,358.38	2,738,961.08	-987,602.70
State of Wyoming Transfers	1,322,900.60	2,091,843.47	-768,942.87
Net Income	428,457.78	647,117.61	-218,659.83
State Transfer % of Net Income	75.54%	76.37%	-0.84%

Financial Update

YTD Profit & Loss

July 2023 - March 2024

Wyoming Lottery Corp Profit & Loss July 2023 through March 2024

Operating Income/Expense	Jul 23 - Mar 24	Jul 22 -Mar 23	\$ Change
Income			
Income / Revenues			
Mega Millions Sales (net)	7,118,052.38	8,601,468.98	-1,483,416.60
Power Ball Sales (net)	10,734,123.08	9,880,213.90	853,909.18
Cowboy Draw Sales (net)	6,978,620.20	11,399,858.00	-4,421,237.80
Lucky For Life Sales (net)	2,085,374.00	2,154,062.44	-68,688.44
Zby2 Sales (net)	858,465.00	1,025,173.00	-166,708.00
Keno Sales	4,102,159.40	2,959,379.56	1,142,779.84
Total Income / Revenues	31,876,794.06	36,020,155.88	-4,143,361.82
Other Revenues			
Application Fees (Fidelity-Res)	4,100.00	6,500.00	-2,400.00
Other Revenues	0.00	0.00	0.00
Total - Other Revenues	4,100.00	6,500.00	-2,400.00
Total Income	31,880,894.06	36,026,655.88	-4,145,761.82
Cost of Goods Sold			
Direct Gaming Costs			
Prize Expense			
Megamillions	3,372,153.25	4,132,503.08	-760,349.83
Powerball	5,176,525.05	4,805,070.77	371,454.28
Cowboy Draw	4,242,124.50	6,224,520.00	-1,982,395.50
Lucky For Life	1,223,441.71	1,341,002.14	-117,560.43
2by2	456,259.37	527,131.70	-70,872.33
Keno	2,965,333.50	1,984,868.50	980,465.00
Total Direct Gaming Costs / Prize Expense	17,435,837.38	19,015,096.19	-1,579,258.81
Gaming Expenses			
Gaming Retail Commissions	1,991,783.76	2,225,551.68	-233,767.92
Gaming Retail Validation Bonus	64,431.56	65,615.55	-1,183.99
Vendor Expense - (Intralot)	3,709,889.75	4,192,704.69	-482,814.94
Total Gaming Expenses	5,766,105.07	6,483,871.92	-717,766.85
Total COGS	23,201,942.45	25,498,968.11	-2,297,025.66
Gross Profit	8,678,951.61	10,527,687.77	-1,848,736.16
Expense			
Operating Expenses			
Bank Fees	50.00	4.00	46.00
Board Expenses	67,808.86	20,403.72	47,405.14
Employee Recruitment & Relocate	0.00	5,094.89	-5,094.89
Insurance	17,182.25	16,225.84	956.41
Membership Dues	29,752.67	117,231.90	-87,479.23
Responsible Gambling Program	17,515.80	12,756.00	4,759.80
Accounting / Audit Fees	40,000.00	52,050.00	-12,050.00
Legal Fees	36,316.43	55,691.87	-19,375.44
Marketing	918,359.67	597,806.37	320,553.30
Keno / Marketing Expenses	411,107.81	911,626.84	-500,519.03
Outside Contract Services (IT)	142,869.01	126,002.45	16,866.56

Financial Update

YTD Profit & Loss, Continued

July 2023 - March 2024

Wyoming Lottery Corp Profit & Loss July 2023 through March 2024

	Jul 23 - Mar 24	Jul 22 -Mar 23	\$ Change
Operating Income/Expense			
Vendor Background Services	2,302.00	1,166.50	1,135.50
Payroll Services	5,312.50	5,296.00	16.50
Retail Investigation	4,849.00	5,440.00	-591.00
Facilities & Equipment	165,212.35	166,667.16	-1,454.81
Communications	8,784.70	8,257.16	527.54
Office Costs	20,793.21	22,104.06	-1,310.85
Outside Services	34,071.93	5,787.88	28,284.05
Other Types of Expenses	2,020.32	3,184.26	-1,163.94
Petty Cash Over/Short	29.90	-15.00	44.90
Ticket Problem Expense	46.00	72.42	-26.42
Retailer Special Incentive	4,500.00	500.00	4,000.00
Rent & Janitorial	85,024.16	84,444.32	579.84
Salaries, Wages & Benefits	1,152,628.29	1,097,470.44	55,157.85
Travel	71,776.27	49,046.23	22,730.04
EE Uniforms	466.40	3,789.00	-3,322.60
Total Operating Expenses	3,238,779.53	3,368,104.31	-129,324.78
Net Operating Income	5,440,172.08	7,159,583.46	-1,719,411.38
Other Income			
Interest Income	134,777.14	50,037.64	84,739.50
Total Other Income	134,777.14	50,037.64	84,739.50
Other Expenses			
Interest Expense	2,400.67	2,995.05	-594.38
Total Other Expense	2,400.67	2,995.05	-594.38
Net Income Before State Transfer	5,572,548.55	7,206,626.05	-1,634,077.50
State of Wyoming Transfers	4,634,472.32	5,713,452.24	-1,078,979.92
Net Income	938,076.23	1,493,173.81	-555,097.58
State Transfer % of Net Income	83.17%	79.28%	3.89%

Financial Update

Q3 Profit & Loss Budget vs. Actual

January 2024 - March 2024

Wyoming Lottery Corp. Profit & Loss Budget vs. Actual January 2024 through March 2024

	FY 24 QTR 3			
	TOTAL			
	Jan 24-Mar 24	Budget	- Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 - Income / Revenues	8,952,564.38	7,436,001.00	1,516,563.38	120.4%
Total 48000 - Other Revenues	400.00	0.00	400.00	100.0%
Total Income	8,952,964.38	7,436,001.00	1,516,963.38	120.4%
Cost of Goods Sold				
Total 60000 - A Direct Gaming Costs	4,710,015.14	4,442,880.00	267,135.14	106.01%
Total 51000 - B Gaming Expenses	1,606,107.90	1,332,531.33	273,576.57	120.53%
Total COGS	6,316,123.04	5,775,411.33	540,711.71	109.36%
Gross Profit	2,636,841.34	1,660,589.67	976,251.67	158.79%
	Jan 24-Mar 24	Budget	+ Favorable	% of Budget
Expense				
Total 60000 - Business Expenses	16,815.45	17,422.50	-607.05	96.52%*
Total 61000 - Contract Services	396,565.94	458,090.00	-61,524.06	86.57%**
Total 62000 - Facilities and Equipment	51,820.16	66,499.00	-14,678.84	77.93%***
Total 63000 - Operations	51,154.95	54,606.00	-3,451.05	93.68%****
Total 64000 - Personnel Salaries, Benefits & Travel	407,268.28	429,565.00	-22,296.72	94.81%*****
Total Expense	923,624.78	1,026,182.50	-102,557.72	90.01%
Net Ordinary Income	1,713,216.56	634,407.17	1,078,809.39	270.05%
Other Income/Expense				
70000 - Interest Income	38,891.11	12,000.00	26,891.11	324.09%
81000 - Interest Expense	800.44	850.00	-49.56	94.17%
82000 - Gain/Loss on Discarded Assets				
Total Other Expense	749.29	800.00	-50.71	93.66%
Net Other Income	38,141.82	11,200.00	26,941.82	340.55%
	Jan 24-Mar 24	Budget	- Favorable	% of Budget
Net Income before Transfers to State of Wyoming	1,751,358.38	645,607.17	1,105,751.21	271.27%
Transfers to State of Wyoming	1,322,900.60			
Net Income	428,457.78			

- * Under \$1,100 Board Expenses; Under \$4,500 EE Recruitment; Over \$1,600 Dues; Over \$3,500 RG
- ** Under \$12,000 Accounting; Under \$10,600 Legal; Under \$1,000 Mktg; Under \$28,000 Kenos; Under \$7,800 IT; Under \$2,000 Retail Investigation
- *** Under \$800 Fleet; Under \$2,900 Depreciation; Under \$10,900 IT Equip & Maint
- **** Under \$900 Office; Under \$1,500 Outside Services; Under \$1,000 Retailer Incentives
- ***** Under \$3,500 Benefits; Under \$16,000 Comp & Taxes; Over \$2,000 Travel; Under \$4,000 Uniforms

Net Income: **428,457.78**

Financial Update

YTD Profit & Loss Budget vs. Actual

July 2023 - March 2024

Wyoming Lottery Corp Profit & Loss Budget vs. Actual July 2023 through March 2024

	FY 24 QTR 3			
	TOTAL			
	July 23-Mar 24	Budget	- Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 - Income / Revenues	31,876,794.06	22,308,003.00	9,568,791.06	142.89%
Total 48000 - Other Revenues	4,100.00	0.00	4,100.00	100.0%
Total Income	31,880,894.06	22,308,003.00	9,572,891.06	142.91%
Cost of Goods Sold				
Total 50000 - A Direct Gaming Costs	17,435,837.38	13,328,640.00	4,107,197.38	130.82%
Total 51000 - B Gaming Expenses	5,766,105.07	3,997,593.99	1,768,511.08	144.24%
Total COGS	23,201,942.45	17,326,233.99	5,875,708.46	133.91%
Gross Profit	8,678,951.61	4,981,769.01	3,697,182.60	174.21%
	July 23-Mar 24	Budget	+ Favorable	% of Budget
Expense				
Total 60000 - Business Expenses	132,309.58	237,692.50	-105,382.92	55.66% *
Total 61000 - Contract Services	1,561,116.42	1,822,556.00	-261,439.58	85.66% **
Total 62000 - Facilities and Equipment	165,212.35	189,329.00	-24,116.65	87.26% ***
Total 63000 - Operations	155,270.22	164,020.00	-8,749.78	94.67% ****
Total 64000 - Personnel Salaries, Benefits & Travel	1,224,870.96	1,279,175.00	-54,304.04	95.76% *****
Total Expense	3,238,779.53	3,692,772.50	-453,992.97	87.71%
Net Ordinary Income	5,440,172.08	1,288,996.51	4,151,175.57	422.05%
Other Income/Expense				
70000 - Interest Income	134,777.14	36,000.00	98,777.14	374.38%
81000 - Interest Expense	2,400.67	2,550.00	-149.33	94.14%
82000 - Gain/Loss on Discarded Assets				
Total Other Expense	2,400.67	2,550.00	-149.33	94.14%
Net Other Income	132,376.47	33,450.00	98,926.47	395.74%
	July 23-Mar 24	Budget	- Favorable	% of Budget
Net Income before Transfers to State of Wyoming	6,572,548.55	1,322,446.51	4,250,102.04	421.38%
Transfers to State of Wyoming	4,634,472.32			
Net Income	938,076.23			

* Under \$23,600 Board Expenses; Under \$4,500 EE Recruitment; Under \$94,000 Dues; Over \$17,500 RG

** Under \$13,000 Acctg; Under \$22,000 Legal; Under \$27,800 Mktg; Under \$168,000 Keno;

Under \$23,700 IT; Under \$5,000 Retail Investigations

*** Under \$4,600 Depreciation; Under \$19,400 IT Equip & Maint

**** Under \$1,900 Communications/Office; Under \$1,900 Outside Services; Under \$1,500 Other;
Under \$2,500 Retailer Incentives

***** Under \$9,500 Benefits; Under \$32,900 Comp & Taxes; Under \$7,000 Travel; Under \$4,500 Uniforms

Net Income:

938,076.23

Financial Update

Profit & Loss Responsible Gambling

Budget vs. Actual

July 2023 - March 2024

Wyoming Lottery Corp Profit & Loss Responsible Gambling Budget vs. Actual July 2023 through March 2024

	FY 24 QTR 3 YTD		
	TOTAL		
	July 23 - Mar 24	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	15,688.05	20,000.00	4,311.95
Fremont County Service Research	0.00	0.00	0.00
Dues & Sponsorships	2,500.00	2,500.00	0.00
Allocation To Be Determined		165,552.98	165,552.98
Total Responsible Gambling Expenses	18,188.05	188,052.98	169,864.93

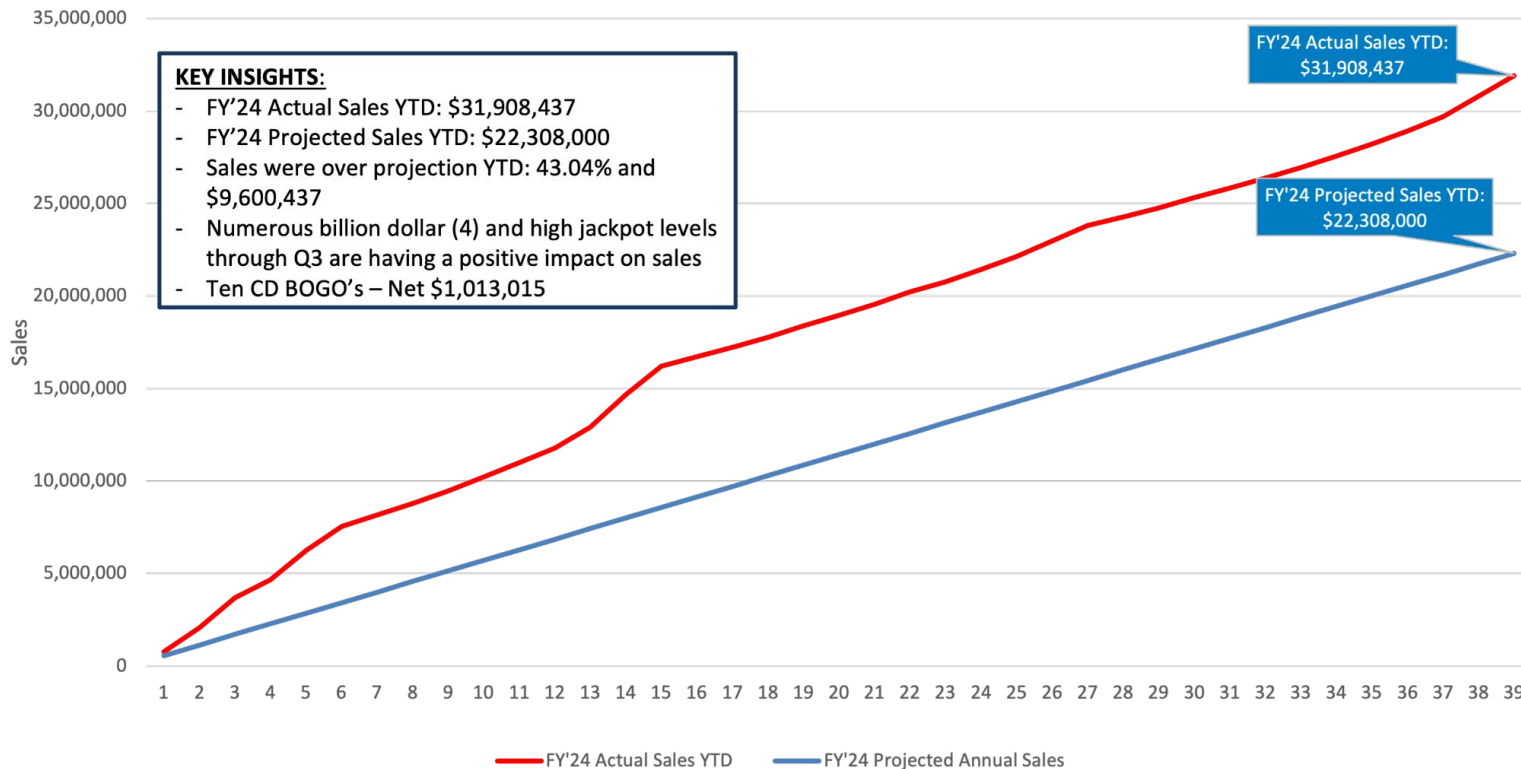
Responsible Gambling Balance	
4/30/18 Responsible Gambling Balance	64.06
5/1/18 Unclaimed Prize Funding	200,000.00
FY18 Expenses	-25,869.63
FY 19 Expenses	-109,165.65
FY 20 Expenses	-2,188.00
FY 21 Expenses	-7,188.00
FY 22 Expenses	-48,311.80
7/29/22 Unclaimed Prize Funding	200,000.00
FY 23 Expenses	-19,288.00
FY 24 Expenses	-18,188.05
3/31/24 Responsible Gambling Balance	169,864.93

(Q3 Expenses To be Reimbursed 4/1/24)	3,514.63
Balance Shet Balance as of 3/31/24	173,379.56

Sales Update

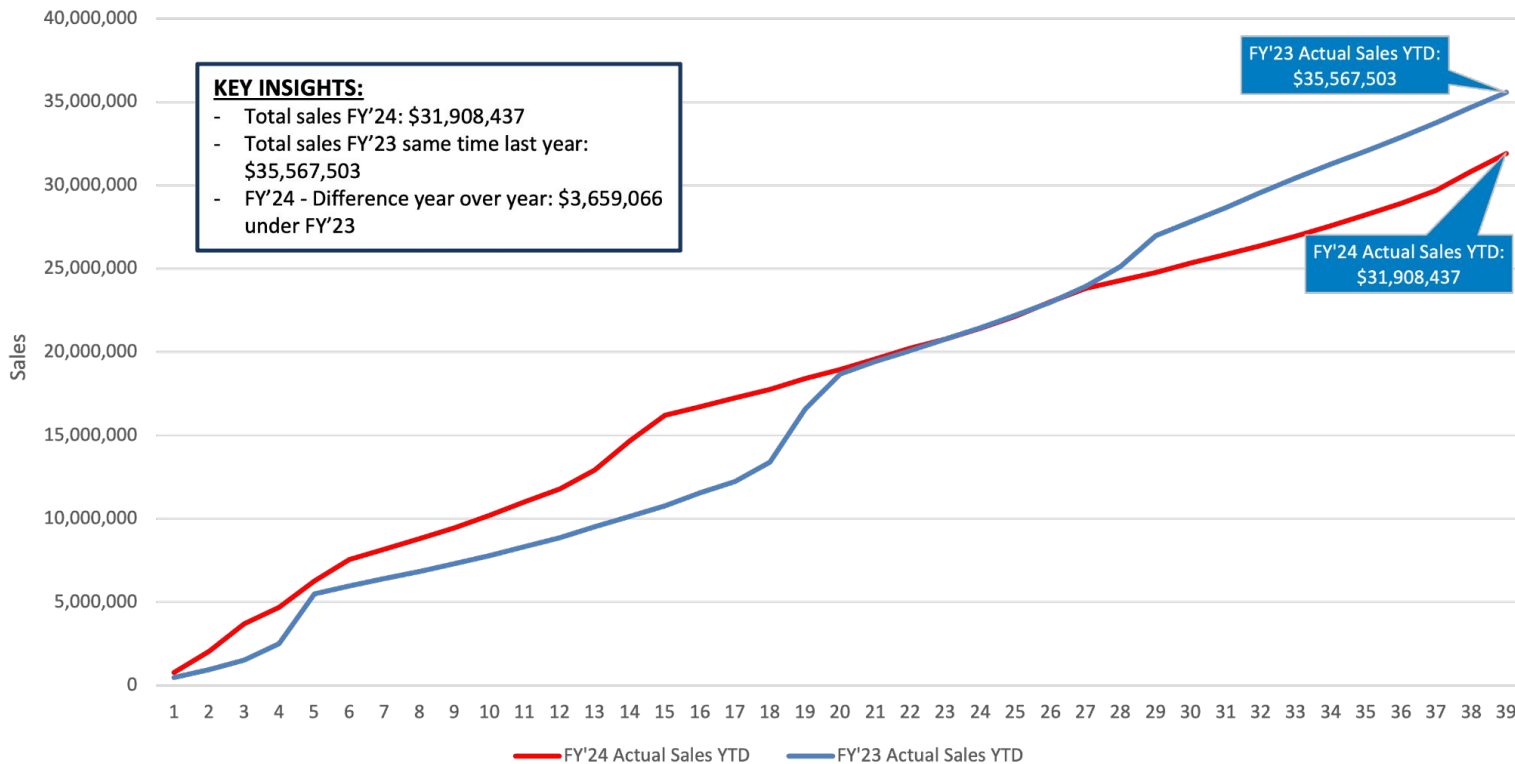
Sales Update

Total Sales - FY'24 Actual vs. Projection
Week ending: 3/30/24



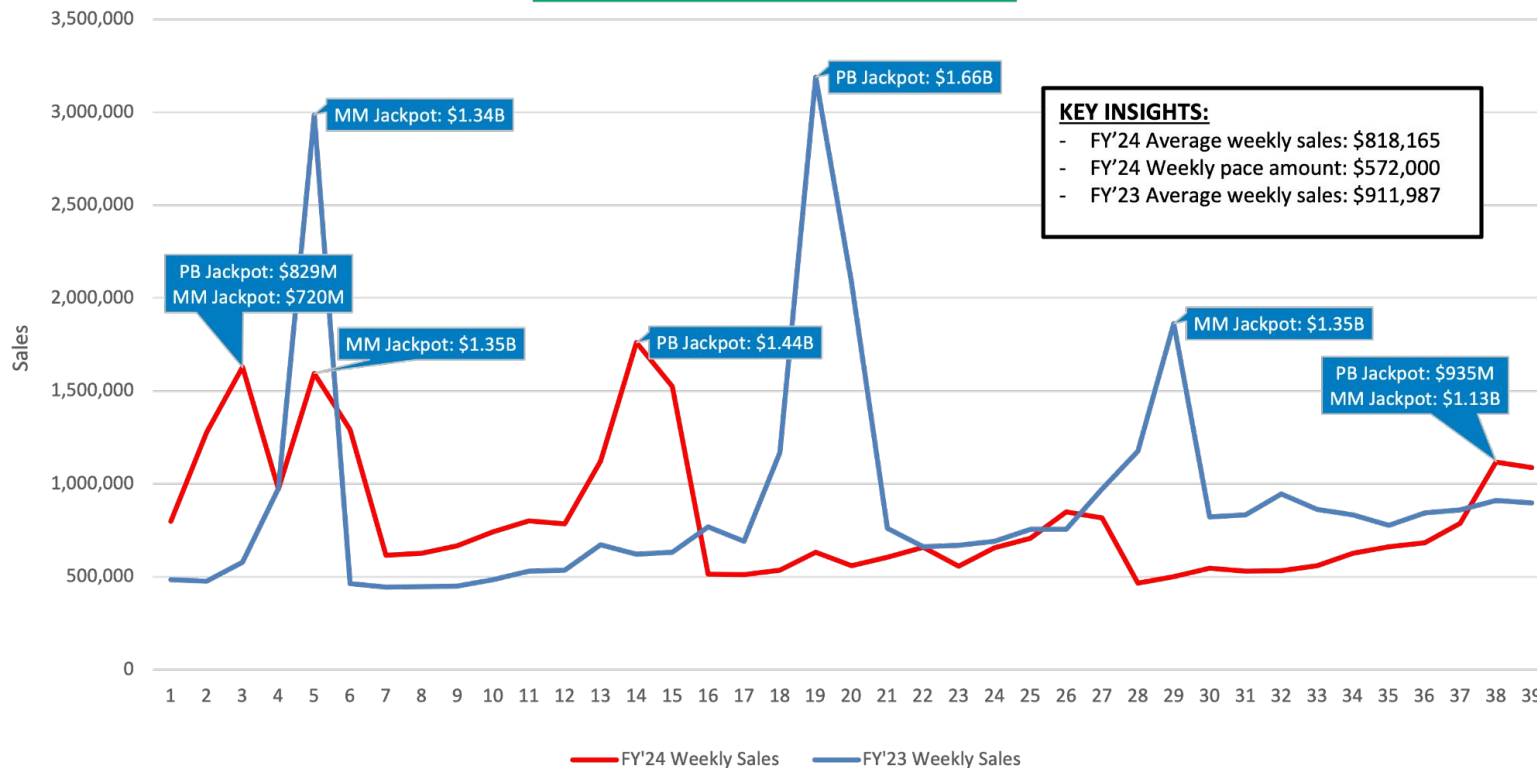
Sales Update

Total Sales - FY'24 vs. FY'23
Week ending: 3/30/24



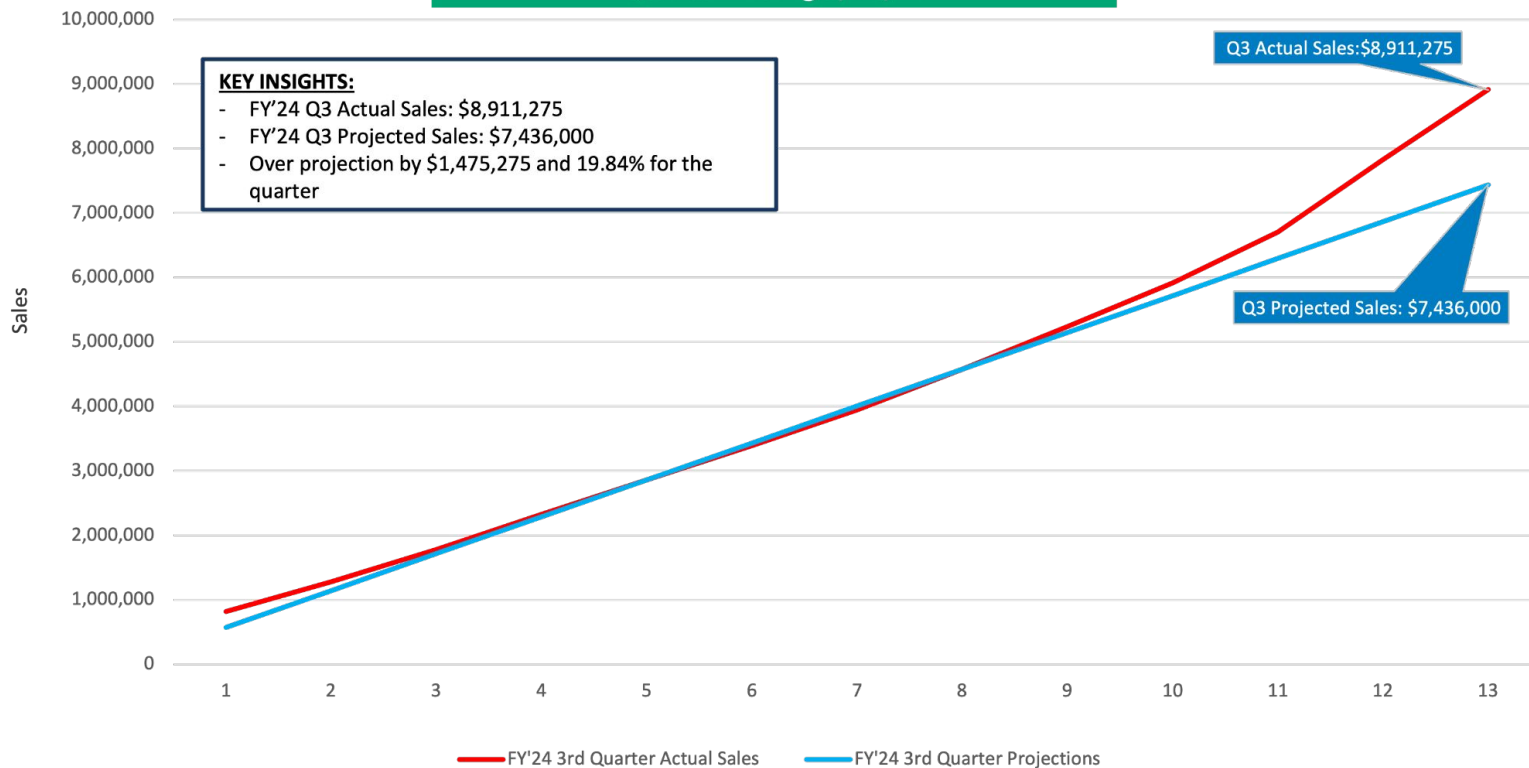
Sales Update

Actual Weekly Sales - FY'24 vs. FY'23
Week ending: 3/30/2024



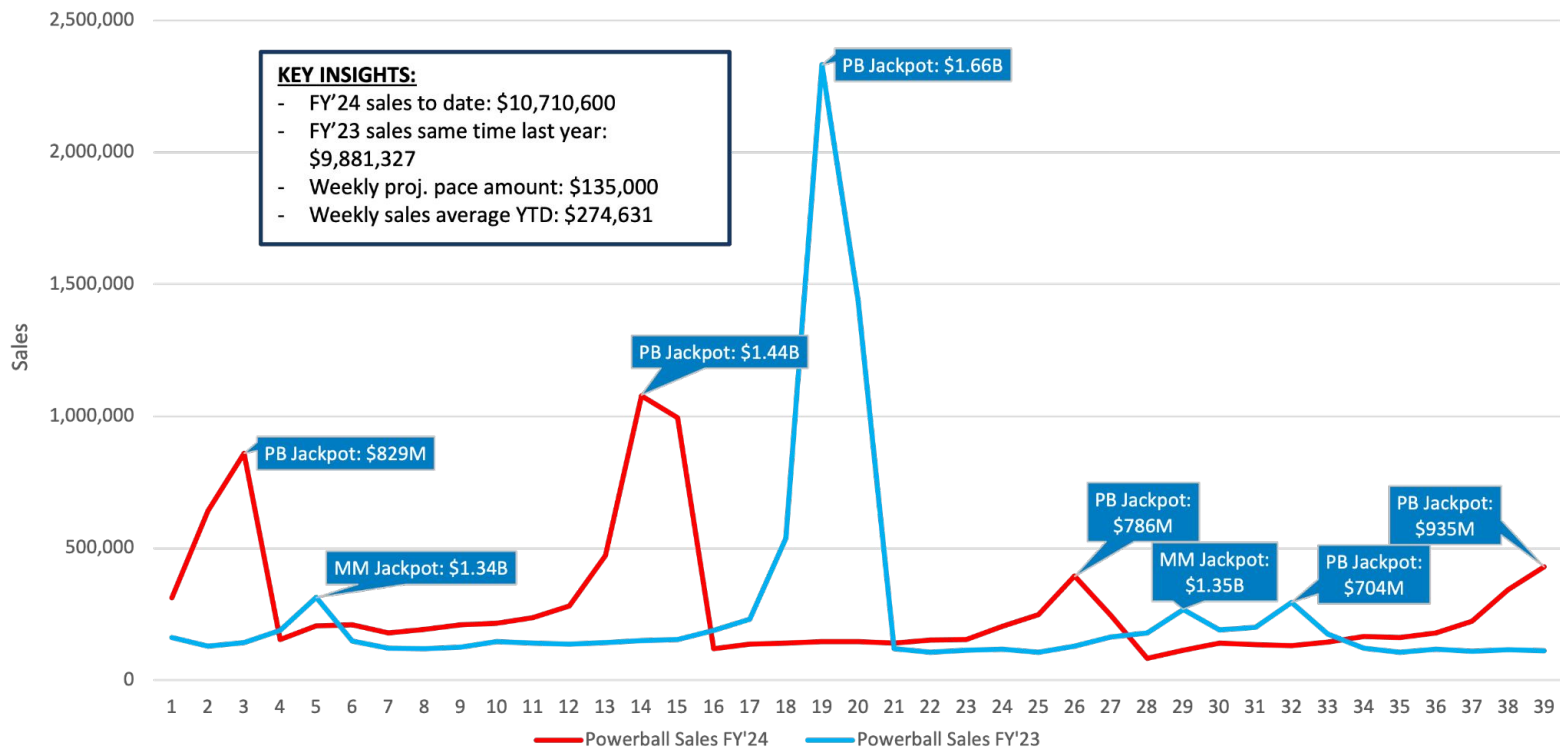
Sales Update

Total 3rd Quarter Sales - FY'24 Actual vs. Projections Quarter Ending 3/30/24



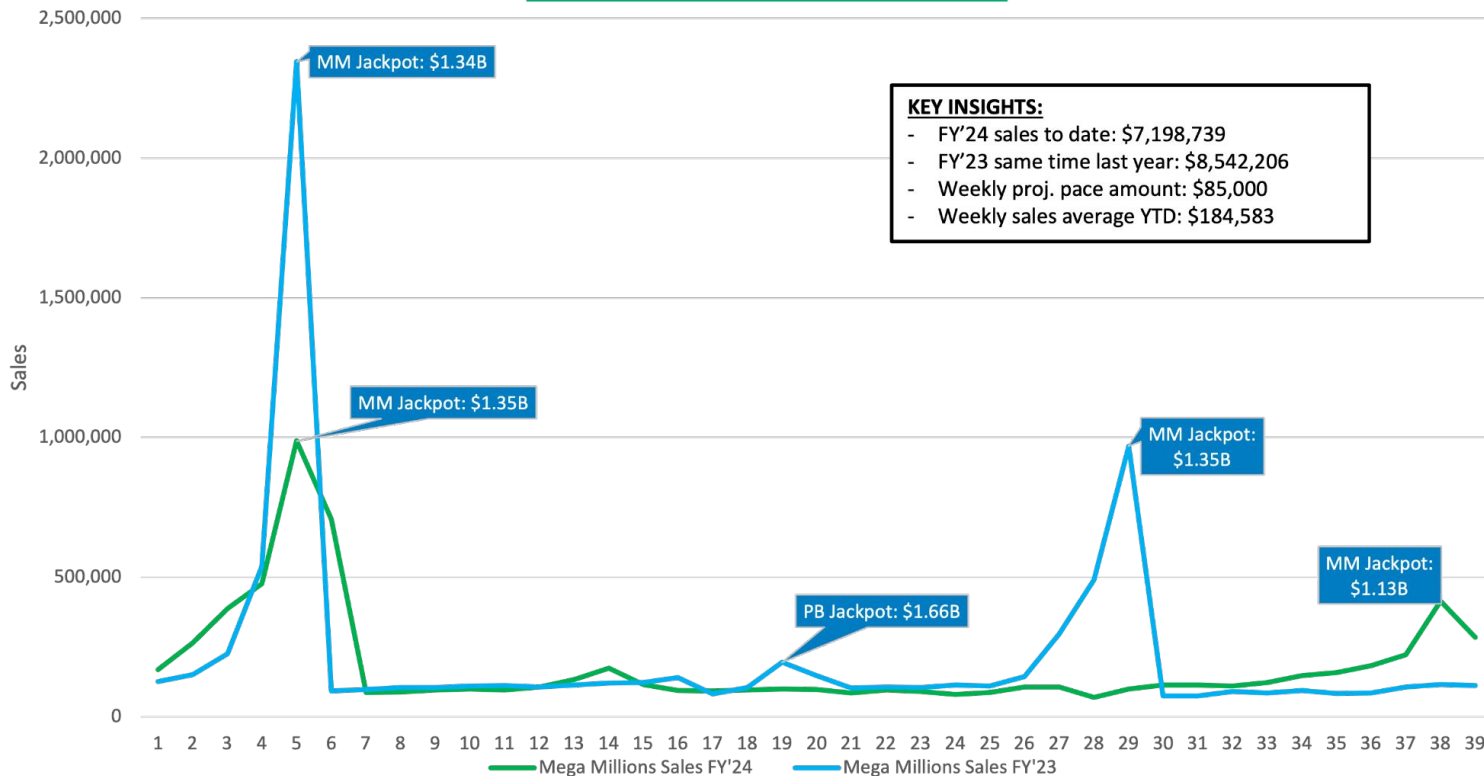
Sales Update

Powerball Sales - FY'24 vs. FY'23 Week Ending: 3/30/24



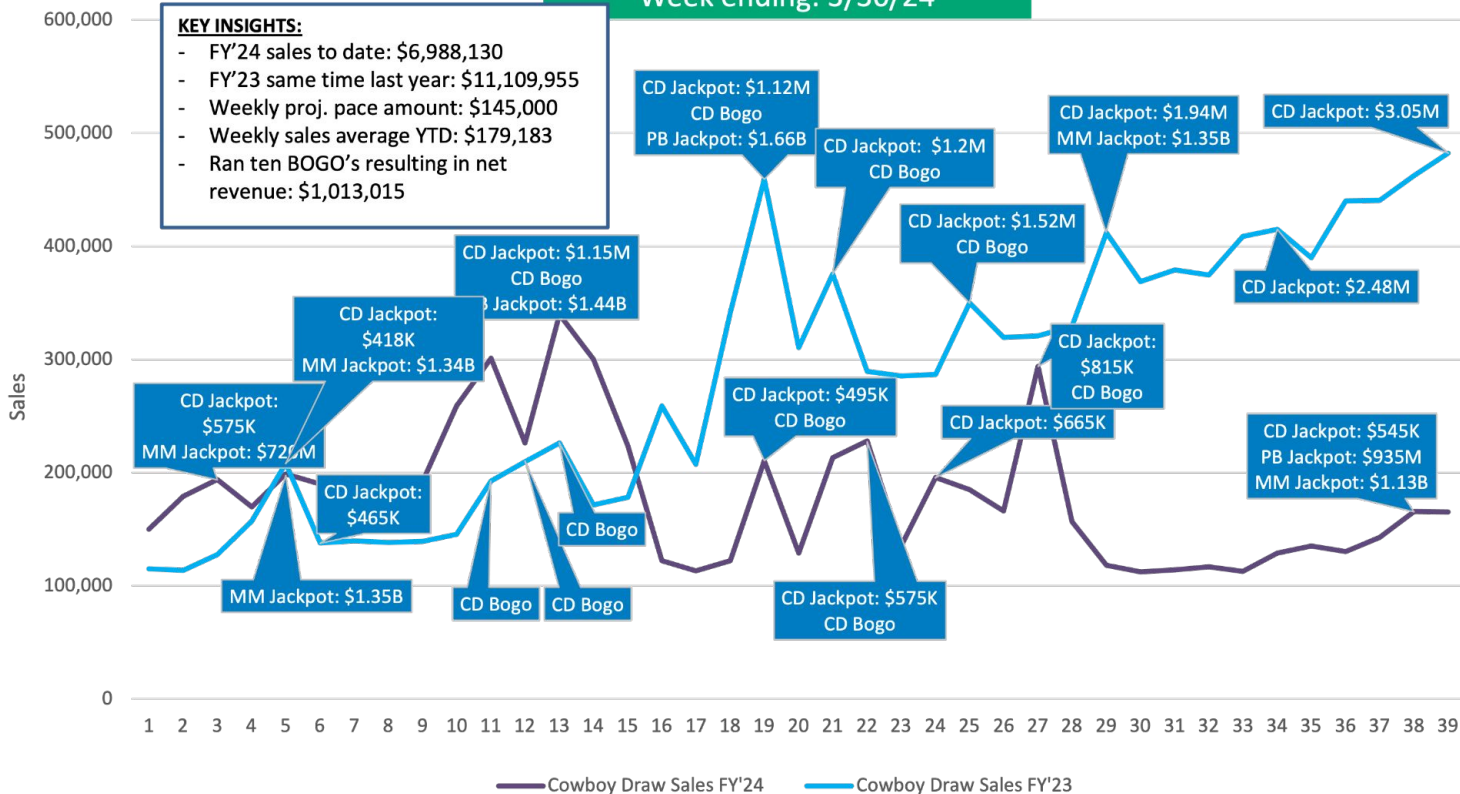
Sales Update

Mega Millions Sales - FY'24 vs. FY'23 Week Ending: 3/30/24



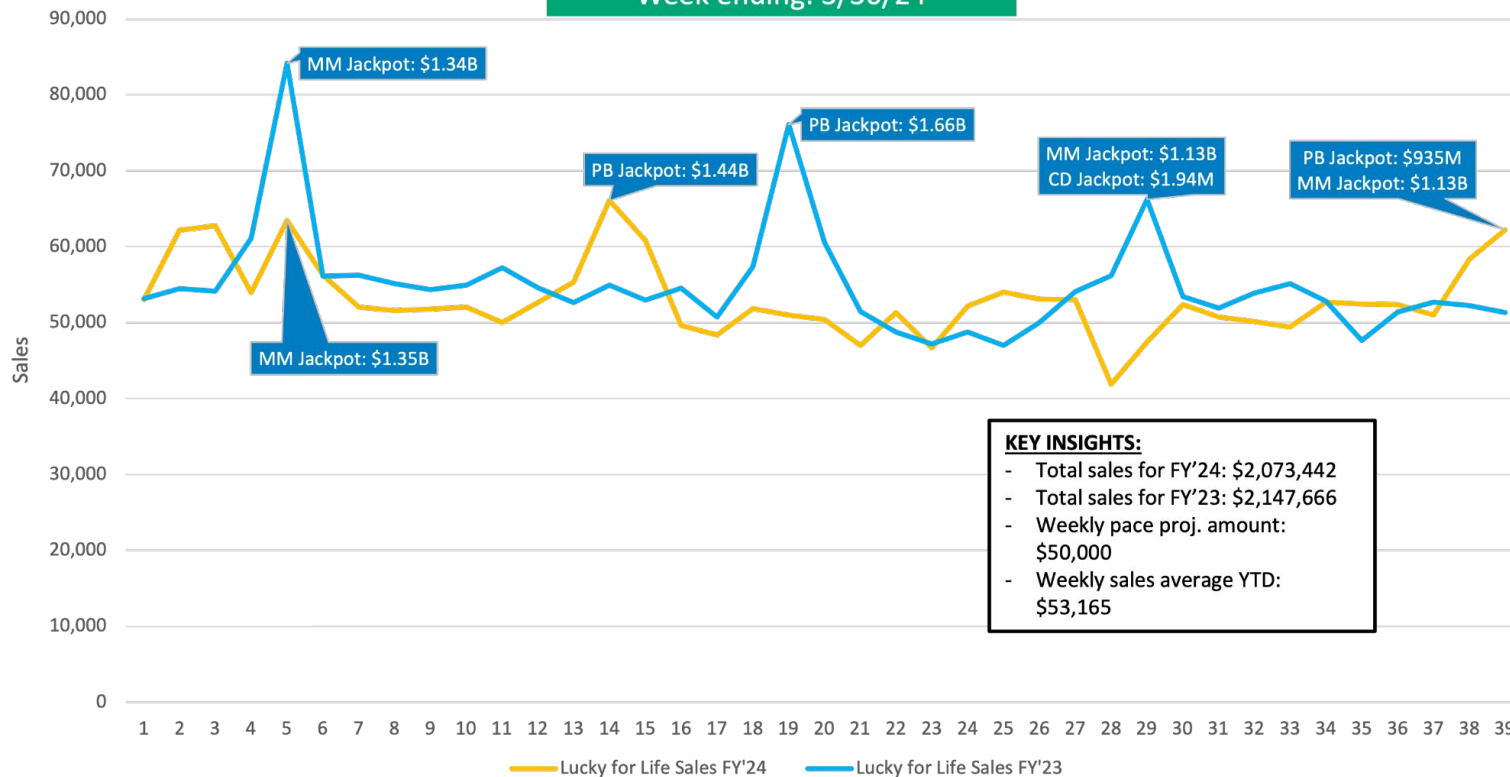
Sales Update

Cowboy Draw Sales - FY'24 vs. FY'23 Week ending: 3/30/24

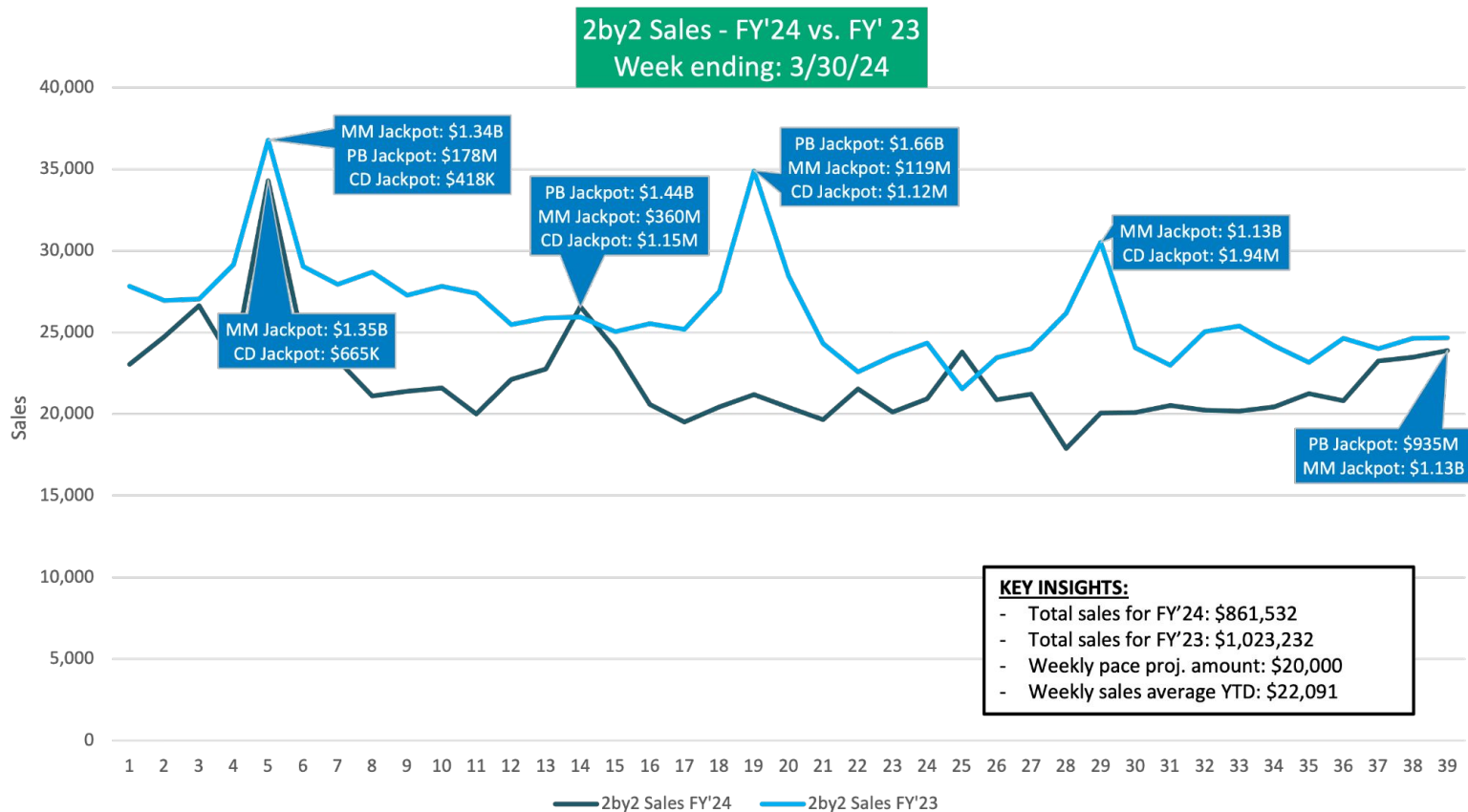


Sales Update

Lucky for Life Sales - FY'24 vs. FY'23
Week ending: 3/30/24

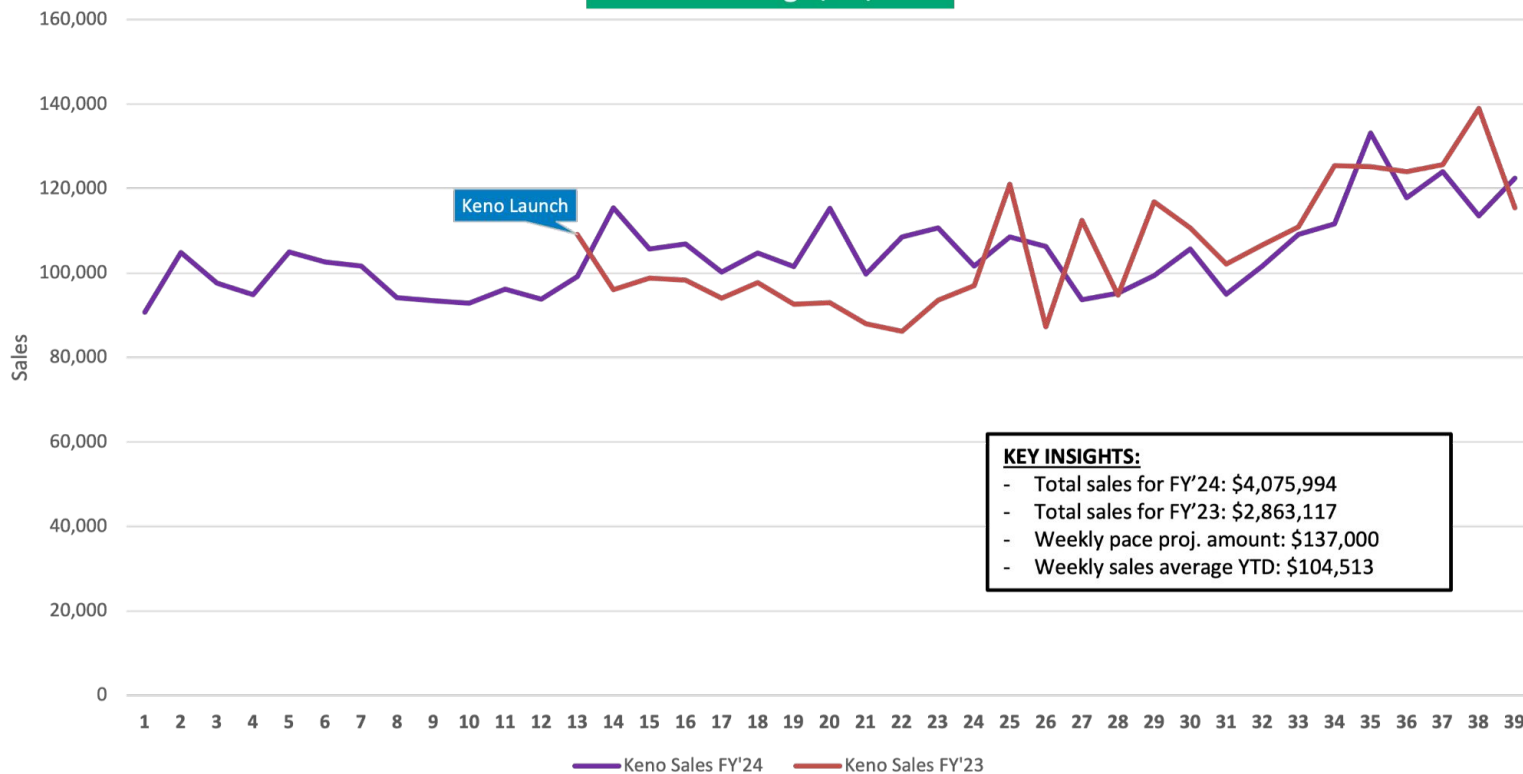


Sales Update



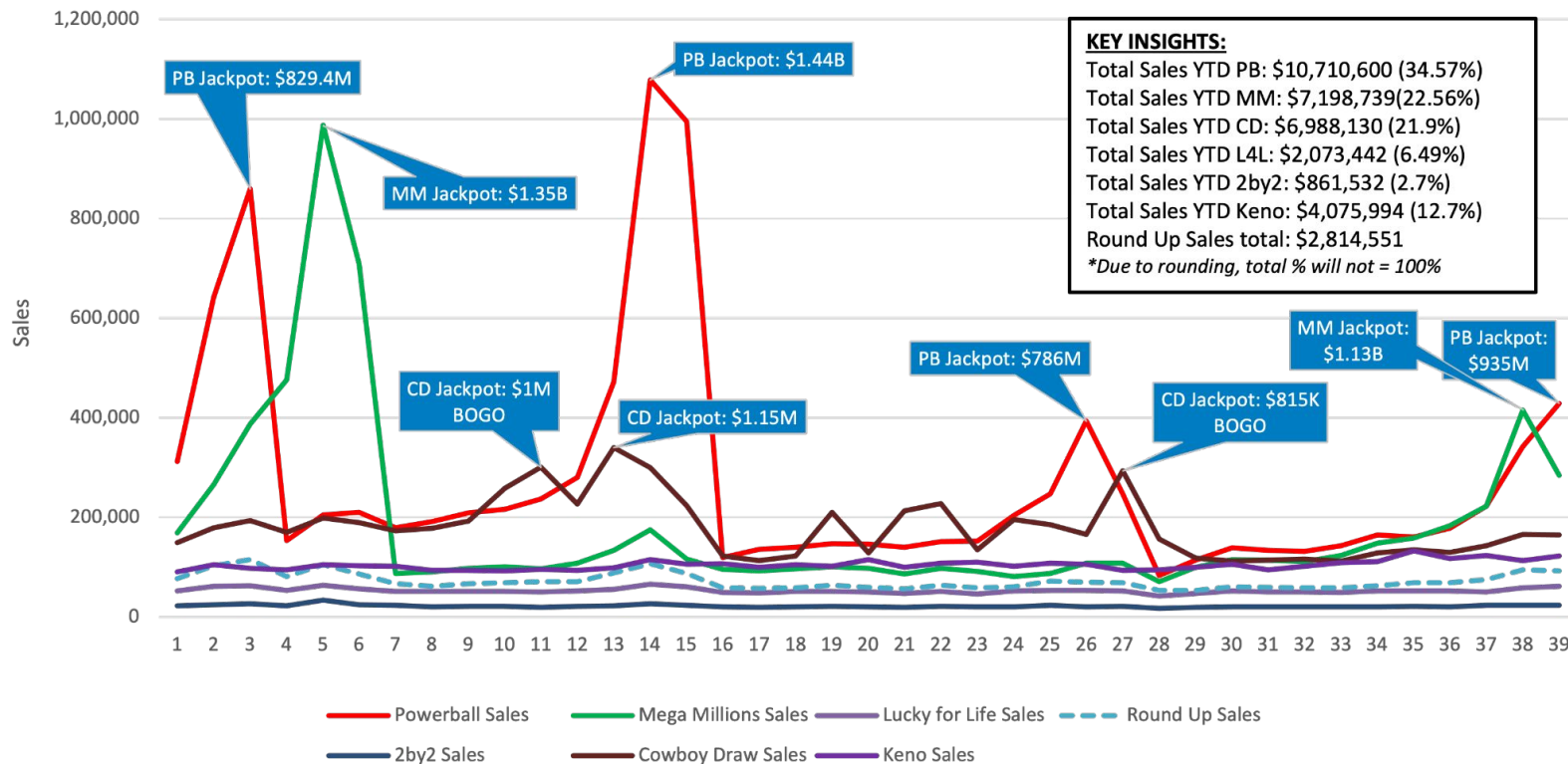
Sales Update

Keno Sales - FY'24 vs. FY'23
Week ending 3/30/24



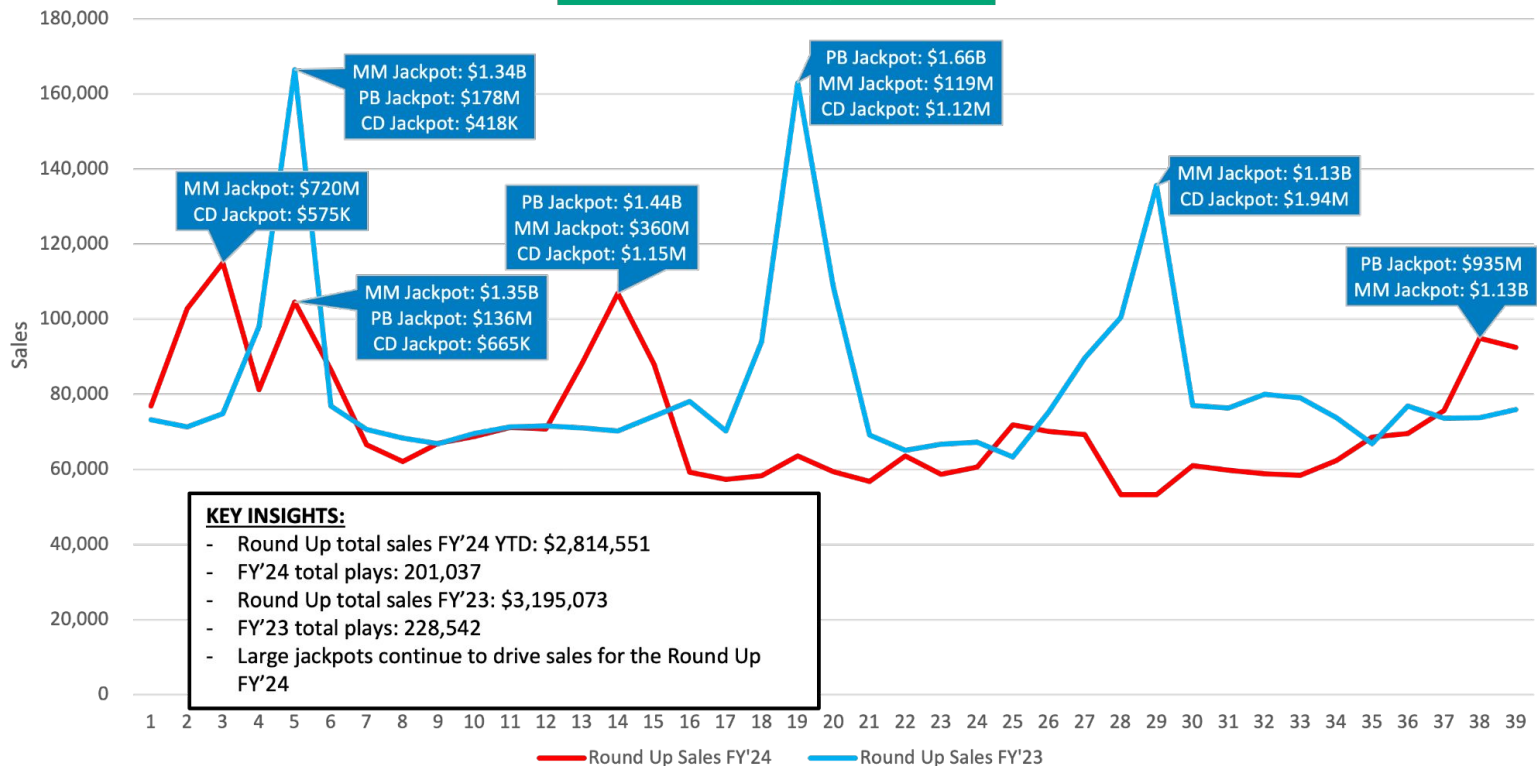
Sales Update

WyoLotto All Product Sales YTD Week ending 3/30/24



Sales Update

Round Up Sales - FY'24 vs. FY'23 Week ending: 3/30/24



Marketing Update

Freebie Friday results

Campaign ran March 1-29, 2024

- Ran 5 BOGOs, one on each Friday of March
- 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: **\$30,073**
- **Total Net: \$150,363**



KENO Brand Campaign

Campaign materials from original launch campaign, featuring new character. Goal is to raise awareness of KENO in Wyoming.

- Digital ads
- Social media ads
- Billboard
- Radio
- YouTube
- Website
- Email
- Social
- App
- Pads
- Bitmap
- Terminal messages



KENO Research

Conducted follow-up research in two Keno jurisdictions (OH/NH) that have seen great success with the product. Primary research focus was on gaining insights into maximizing the KTD's sales performance. Research includes lottery visits and retailer/customer interactions.

Key Insights:

- Average of 80 - 85% of Keno sales are generated from KTD's in both OH/NH.
- Adding all products to the KTD adds excitement and more options of play.
- Evaluate new POS materials drawing attention to the KTD, i.e. neon signs, KTD instructionals inserts and help screens, and new horizon screens that are more dynamic and draw attention the the KTD.
- Keno parties transitioning to KTD focused incentivize with free play.
- Keno BOGO promotion available only on KTD. (KTD sales increase during the Freebie Friday promotion).

Jackpots

Promoted through app, PR, social and player emails

- Mega Millions reached \$1.13 billion
- Powerball reached \$935 million
- Cowboy Draw reached \$615,000



Responsible Gambling Planning Verification

This verification validates the commitment WyoLotto has to promoting responsible gambling in Wyoming. Our plan demonstrates our commitment through employee training, retailer training, research, public awareness and advertising. The plan is a two-year execution strategy to complete tasks.

- **We have completed the submission and passed the verification!**
- **Next Steps:**
 - Present the plan to employees
 - Develop structure for Employee Training
 - Attend NCPG Annual Conference in July
 - Develop structure for Retailer Training
 - Work with WRGC on research



Game Updates

Cowboy Draw

This Quarter:

- 71,310 Total Winners
- \$1,462,104 Total Won
- 139 that won \$1,000
- 1 Jackpot Won

Since Launch:

- 3,573,859 Total Winners
- \$64,748,585 Total Won
- 6,846 have won \$1,000
- 38 Jackpot Wins



Powerball

This Quarter:

- 40,840 Total Winners
- \$829,130 Total Won
- 5 that won \$1,000 or more
- 0 Jackpot Wins

Since Launch:

- 1,582,236 Total Winners
- \$19,468,233 Total Won
- 59 have won \$1,000 or more
- 0 Jackpot Wins

INCREASE
— *your* —
WINNINGS
1\$



Mega Millions

This Quarter:

- 35,032 Total Winners
- \$312,342 Total Won
- 21 that won \$1,000 or more
- 0 Jackpot Wins

Since Launch:

- 1,432,307 Total Winners
- \$13,995,928 Total Won
- 201 have won \$1,000 or more
- 0 Jackpot Wins

INCREASE
— your —
WINNINGS
1\$



Lucky for Life

This Quarter:

- 42,718 Total Winners
- \$244,636 Total Won
- 1 that won \$1,000 or more
- 0 Jackpot Wins

You Could Win

\$1,000 EVERYDAY
FOR LIFE

Since Launch:

- 1,205,362 Total Winners
- \$15,403,018 Total Won
- 73 have won \$1,000 or more
- 1 Jackpot Wins



2by2

This Quarter:

- 101,605 Total Winners
- \$219,679 Total Won
- 6 Jackpot Wins

Since Launch:

- 1,552,118 Total Winners
- \$2,259,791 Total Won
- 51 Jackpot Wins



KENO

This Quarter:

- \$968,093.59 Total Won
- 35 that won \$1,000 or more
- 0 Jackpot Wins

Since Launch:

- \$6,146,641.52 Total Won
- 209 have won \$1,000 or more
- 2 Jackpot Wins



What comes next...

- UW Rodeo Event, April
- Marketing Plan, Feb. - June
- Corporate Campaign, August