

# WyoLotto FY2025 Q4 Board Report

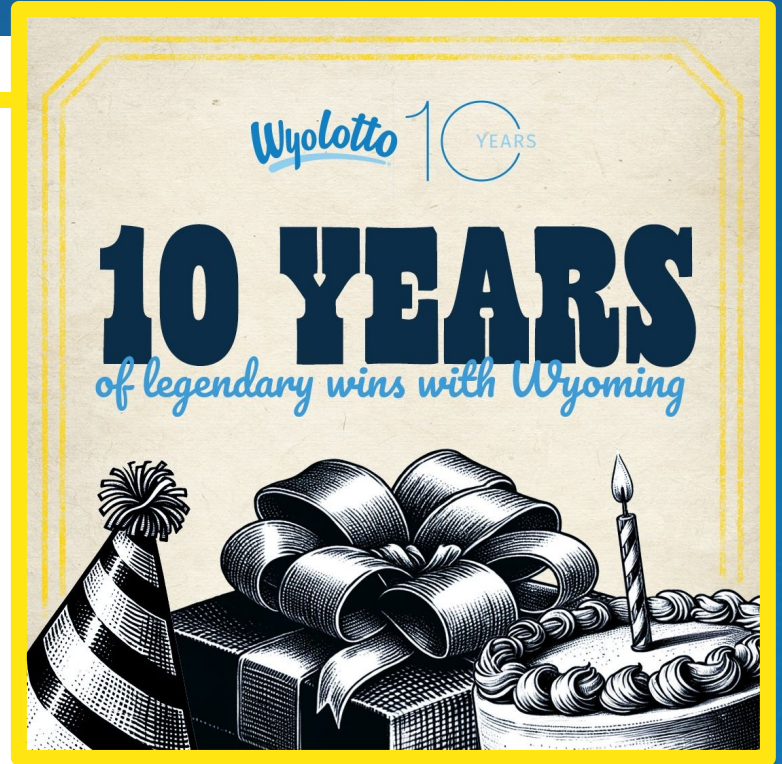


# Corporate Responsibility

---

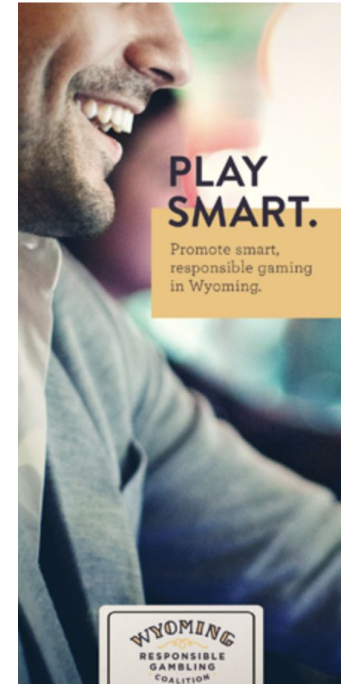
# Transfer Update

- Quarterly Transfers to Wyoming
  - Q4 Fiscal Year 2025: \$620,033.82
  - Total Since Launch: \$42,254,666.32



# 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 June 30, 2025

ASSETS	June 30, 25	June 30, 24	\$ Change
<b>Current Assets</b>			
Checking/Savings			
Operating Checking/Savings Accounts	3,135,901.87	3,853,606.87	(717,705.00)
Prize Fund Checking/Savings Account	416,522.76	1,394,548.84	(978,026.08)
Prize Account Petty Cash (Till)	903.24	909.24	(6.00)
Restricted Cash			
Unclaimed Prizes	874,343.33	1,724,710.32	(850,366.99)
Responsible Gambling Funds	34,918.57	150,286.65	(115,368.08)
Fidelity Fund	95,808.90	88,735.88	7,073.02
<b>Total Checking/Savings</b>	<b>4,558,398.67</b>	<b>7,212,797.80</b>	<b>(2,654,399.13)</b>
<b>Other Current Assets</b>			
Prepaid Expenses	22,949.25	21,050.82	1,898.43
Retail Accounts Receivable	558,835.56	603,860.50	(45,024.94)
Other Receivables	0.00	98,964.04	(98,964.04)
Lease Receivable-Current	67,562.00	67,562.00	0.00
<b>Total Other Current Assets</b>	<b>649,346.81</b>	<b>791,437.36</b>	<b>(142,090.55)</b>
<b>Total Current Assets</b>	<b>5,207,745.48</b>	<b>8,004,235.16</b>	<b>(2,796,489.68)</b>
<b>Noncurrent Assets</b>			
Land	611,503.52	611,503.52	0.00
Capital Assets, Net	2,242,297.00	2,499,083.00	(256,786.00)
Capital Assets, Trademarks	51,200.00	51,200.00	0.00
Construction/Building In Progress	906,131.08	56,327.06	849,804.02
Deposits - Building	7,500.00	7,500.00	0.00
Right To Use Lease/Subscription Assets	415,756.00	415,756.00	0.00
Lease Receivables-Long Term	531,738.00	531,738.00	0.00
<b>Total Noncurrent Assets</b>	<b>4,766,125.60</b>	<b>4,173,107.58</b>	<b>593,018.02</b>
<b>Deferred Outflows of Resources</b>			
Pension Related Outflows	112,702.72	112,702.72	0.00
<b>TOTAL ASSETS</b>	<b>10,086,573.80</b>	<b>12,290,045.46</b>	<b>(2,203,471.66)</b>

## LIABILITIES & EQUITY

### Liabilities

#### Current Liabilities

Accounts Payable	471,112.06	524,525.19	(53,413.13)
Jonah Bank Credit Card	14,866.44	13,924.22	942.22
State of Wyoming Transfer Payable	620,033.82	1,428,427.48	(808,393.66)
Unearned Revenue (net)	405,707.00	532,727.00	(127,020.00)
Deferred Revenue	8,000.00	9,360.05	(1,360.05)
Prizes Payable	879,046.25	2,158,794.50	(1,279,748.25)
Payroll Liabilities	68,402.92	66,624.56	1,778.36
<b>Total Current Liabilities</b>	<b>2,467,168.49</b>	<b>4,734,383.00</b>	<b>(2,267,214.51)</b>

# Financial Update

## Balance Sheet, Continued

As of June 30, 2025

## Wyoming Lottery Corp

### Balance Sheet

As of June 30, 2025

	June 30, 25	June 30, 24	\$ Change
Noncurrent Liabilities			
Lease Liabilities - Copiers	34,390.57	51,025.33	(16,634.76)
Lease Liabilities - Building	109,447.00	109,447.00	0.00
Lease Liabilities - SBITA	270,595.00	270,595.00	0.00
Def Inflow - Lease Receivable	598,543.00	598,543.00	0.00
Net Pension Liability	1,075,478.09	1,075,478.09	0.00
Pension Related Inflows	55,034.59	55,034.59	0.00
Total Noncurrent Liabilities	2,143,488.25	2,160,123.01	(16,634.76)
Total Liabilities	4,610,656.74	6,894,506.01	(2,283,849.27)
Equity			
Retained Earnings	5,395,539.45	3,900,335.62	1,495,203.83
Net Income	80,377.61	1,495,203.83	(1,414,826.22)
TOTAL LIABILITIES & EQUITY	10,086,573.80	12,290,045.46	(2,203,471.66)

# Financial Update

## Q4 Profit & Loss

January 2025 - June 2025

### Wyoming Lottery Corp Profit & Loss April 2025 through June 2025

Operating Income/Expense	Apr 25 - Jun 25	Apr 24 - Jun 24	\$ Change
Income			
Income / Revenues			
Mega Millions Sales (net)	1,501,192.80	1,612,391.56	-111,198.76
Power Ball Sales (net)	1,625,638.60	2,512,675.34	-887,036.74
Cowboy Draw Sales (net)	1,468,045.00	2,665,991.54	-1,197,946.54
Lucky For Life Sales (net)	624,920.00	673,158.00	-48,238.00
2by2 Sales (net)	236,876.00	269,776.42	-32,900.42
Keno Sales	1,066,690.50	1,338,521.90	-271,831.40
Total Income / Revenues	6,523,362.90	9,072,514.76	-2,549,151.86
Other Revenues			
Application Fees (Fidelity-Res)	500.00	500.00	0.00
Rental Income	16,000.00	25,507.57	-9,507.57
Other Revenues	74,366.47	72,115.09	2,251.38
Total - Other Revenues	90,866.47	98,122.66	-7,256.19
Total Income	6,614,229.37	9,170,637.42	-2,556,408.05
Cost of Goods Sold			
Direct Gaming Costs			
Prize Expense			
MegaMillions	711,555.46	697,960.25	13,595.21
Powerball	772,635.88	1,110,596.06	-337,960.18
Cowboy Draw	1,031,182.00	1,416,600.00	-385,418.00
Lucky For Life	363,554.08	366,700.19	-3,146.11
2by2	124,973.94	118,383.40	6,590.54
Keno	689,632.00	843,434.45	-153,802.45
Total Direct Gaming Costs / Prize Expense	3,693,533.36	4,553,674.35	-860,140.99
Gaming Expenses			
Gaming Retail Commissions	398,924.82	549,191.52	-150,266.70
Gaming Retail Validation Bonus	15,417.19	19,720.78	-4,303.59
Vendor Expense - (Intralot)	758,921.21	1,056,320.79	-297,399.58
Total Gaming Expenses	1,173,263.22	1,625,233.09	-451,969.87
Total COGS	4,866,796.58	6,178,907.44	-1,312,110.86
Gross Profit	1,747,432.79	2,991,729.98	-1,244,297.19
Expense			
Operating Expenses			
Bank Fee	4.00	0.00	4.00
Board Expenses	5,119.45	5,338.96	-219.51
Employee Recruitment & Relocate	2,899.79	0.00	2,899.79
Insurance	5,215.91	5,774.75	-558.84
Membership Dues	866.25	775.00	91.25
Responsible Gambling Program	10,220.41	19,578.28	-9,357.87
Accounting / Audit Fees	0.00	16,100.00	-16,100.00
Legal Fees	26,603.50	28,156.66	-1,553.16
Marketing	305,047.22	247,815.35	57,231.87
Keno / Marketing Expenses	0.00	115,208.42	-115,208.42
MM Game Change/Development	61,944.44	0.00	61,944.44
Outside Contract Services (IT)	94,998.72	-99,724.88	194,723.60

# Financial Update

## Q4 Profit & Loss, Continued

April 2025 - June 2025

### Wyoming Lottery Corp Profit & Loss April 2025 through June 2025

	Apr 25 - Jun 25	Apr 24 - Jun 24	\$ Change
Operating Income/Expense			
Vendor Background Services	700.00	982.00	-282.00
Payroll Services	2,080.00	1,520.00	560.00
Retail Investigation	2,999.00	3,070.00	-71.00
Facilities & Equipment	127,269.12	348,660.49	-221,391.37
Communications	3,643.09	3,053.61	589.48
Office Costs	6,035.66	3,965.37	2,070.29
Outside Services	26,681.34	33,512.53	-6,831.19
Petty Cash Over/Short	-2.26	1.50	-3.76
Other	4,607.12	0.00	4,607.12
Retailer Special Incentive	1,000.00	1,000.00	0.00
Rent & Janitorial	28,854.04	-76,819.18	105,673.22
Ticket Problem Expense	0.00	127.64	-127.64
Salaries, Wages & Benefits	401,492.92	288,502.24	112,990.68
Travel	8,101.97	20,390.01	-12,288.04
EE Uniforms	0.00	3,519.97	-3,519.97
Pension Expense	0.00	63,567.00	-63,567.00
Total Operating Expenses	1,126,381.69	1,034,075.72	92,305.97
Net Operating Income	621,051.10	1,957,654.26	-1,336,603.16
Other Income			
Interest Income	22,081.00	39,362.29	-17,281.29
Gain/Loss on Sale of Assets	0.00	7,886.00	-7,886.00
Total Other Income	22,081.00	47,248.29	-25,167.29
Other Expenses			
Interest Expense	483.34	19,347.47	-18,864.13
Total Other Expense	483.34	19,347.47	-18,864.13
Net Income Before State Transfer	642,648.76	1,985,555.08	-1,342,906.32
State of Wyoming Transfers	620,033.82	1,428,427.48	-808,393.66
Net Income	22,614.94	557,127.60	-534,512.66
State Transfer Calculation			
Net Income Before State Transfer & RG Expense Removal	642,648.76	1,985,555.08	-1,342,906.32
Reimbursed Responsible Gambling Expenses	10,220.41	19,578.28	-9,357.87
Net Income Before State Transfer	652,869.17	2,005,133.36	-1,352,264.19
State of Wyoming Transfers	620,033.82	1,428,427.48	-808,393.66
Net Income Removing RG Expenses	32,835.35	576,705.88	-543,870.53
State Transfer % of Net Income	94.97%	71.24%	23.73%

# Financial Update

## YTD Profit & Loss

July 2024 - June 2025

## Wyoming Lottery Corp Profit & Loss July 2024 through June 2025

Operating Income/Expense	Jul 24 - Jun 25	Jul 23 - Jun 24	\$ Change
<b>Income</b>			
Income / Revenues			
Mega Millions Sales (net)	7,111,176.42	8,730,443.94	-1,619,267.52
Power Ball Sales (net)	7,025,062.94	13,246,798.42	-6,221,735.48
Cowboy Draw Sales (net)	6,816,966.90	9,644,611.74	-2,827,644.84
Lucky For Life Sales (net)	2,538,957.68	2,758,532.00	-219,574.32
2by2 Sales (net)	981,794.00	1,128,241.42	-146,447.42
Keno Sales	4,441,682.60	5,440,681.30	-998,998.70
<b>Total Income / Revenues</b>	<b>28,915,640.54</b>	<b>40,949,308.82</b>	<b>-12,033,668.28</b>
Other Revenues			
Application Fees (Fidelity-Res)	2,500.00	4,600.00	-2,100.00
Rental Income	100,433.55	25,507.57	74,925.98
Other Revenues	217,210.83	72,115.09	145,095.74
<b>Total - Other Revenues</b>	<b>320,144.38</b>	<b>102,222.66</b>	<b>217,921.72</b>
<b>Total Income</b>	<b>29,235,784.92</b>	<b>41,051,531.48</b>	<b>-11,815,746.56</b>
<b>Cost of Goods Sold</b>			
Direct Gaming Costs			
Prize Expense			
Megamillions	3,402,105.99	4,070,113.50	-668,007.51
Powerball	3,278,061.46	6,287,121.11	-3,009,059.65
Cowboy Draw	4,853,702.50	5,658,724.50	-805,022.00
Lucky For Life	1,458,988.38	1,590,141.90	-131,153.52
2by2	514,760.67	574,642.77	-59,882.10
Keno	2,878,407.00	3,808,767.95	-930,360.95
<b>Total Direct Gaming Costs / Prize Expense</b>	<b>16,386,026.00</b>	<b>21,989,511.73</b>	<b>-5,603,485.73</b>
Gaming Expenses			
Gaming Retail Commissions	1,780,201.20	2,540,975.28	-760,774.08
Gaming Retail Validation Bonus	65,106.21	84,152.34	-19,046.13
Vendor Expense - (Intralot)	3,366,068.12	4,766,210.54	-1,400,142.42
<b>Total Gaming Expenses</b>	<b>5,211,375.53</b>	<b>7,391,338.16</b>	<b>-2,179,962.63</b>
<b>Total COGS</b>	<b>21,597,401.53</b>	<b>29,380,849.89</b>	<b>-7,783,448.36</b>
<b>Gross Profit</b>	<b>7,638,383.39</b>	<b>11,670,681.59</b>	<b>-4,032,298.20</b>
<b>Expense</b>			
Operating Expenses			
Bank Fees	54.00	50.00	4.00
Board Expenses	18,580.96	73,147.82	-54,566.86
Employee Recruitment & Relocate	13,969.39	0.00	13,969.39
Insurance	23,368.85	22,957.00	411.85
Membership Dues	30,708.39	30,527.67	180.72
Responsible Gambling Program	115,368.08	37,094.08	78,274.00
Accounting / Audit Fees	59,600.00	56,100.00	3,500.00
Legal Fees	91,582.40	64,473.09	27,109.31
Marketing	1,289,188.85	1,166,175.02	123,013.83
Keno / Marketing Expenses	12,602.75	526,316.23	-513,713.48
MM Game Change/Development	537,917.46	0.00	537,917.46

# Financial Update

## YTD Profit & Loss, Continued

July 2024 - June 2025

### Wyoming Lottery Corp Profit & Loss July 2024 through June 2025

Operating Income/Expense	Jul 24 - Jun 25	Jul 23 - Jun 24	\$ Change
Outside Contract Services (IT)	232,150.43	43,144.13	189,006.30
Vendor Background Services	1,410.00	3,284.00	-1,874.00
Payroll Services	8,101.00	6,832.50	1,268.50
Retail Investigation	10,130.99	7,919.00	2,211.99
Facilities & Equipment	445,766.55	513,872.84	-68,106.29
Communications	14,195.58	11,838.31	2,357.27
Office Costs	25,428.38	24,758.58	669.80
Outside Services	97,659.54	67,584.46	30,075.08
Petty Cash Over/Short	-18.76	31.40	-50.16
Other	5,243.33	2,020.32	3,223.01
Retailer Special Incentive	7,000.00	5,500.00	1,500.00
Rent & Janitorial	114,745.80	8,204.98	106,540.82
Ticket Problem Expense	0.00	173.64	-173.64
Salaries, Wages & Benefits	1,606,516.30	1,441,130.53	165,385.77
Travel	63,947.07	92,166.28	-28,219.21
EE Uniforms	318.69	3,986.37	-3,667.68
Pension Expense	0.00	63,567.00	-63,567.00
<b>Total Operating Expenses</b>	<b>4,825,536.03</b>	<b>4,272,855.25</b>	<b>552,680.78</b>
<b>Net Operating Income</b>	<b>2,812,847.36</b>	<b>7,397,826.34</b>	<b>-4,584,978.98</b>
<b>Other Income</b>			
Interest Income	104,121.21	174,139.43	-70,018.22
Gain/Loss on Sale of Assets	0.00	7,886.00	-7,886.00
<b>Total Other Income</b>	<b>104,121.21</b>	<b>182,025.43</b>	<b>-77,904.22</b>
<b>Other Expenses</b>			
Interest Expense	2,258.04	21,748.14	-19,490.10
<b>Total Other Expense</b>	<b>2,258.04</b>	<b>21,748.14</b>	<b>-19,490.10</b>
<b>Net Income Before State Transfer</b>	<b>2,914,710.53</b>	<b>7,558,103.63</b>	<b>-4,643,393.10</b>
<b>State of Wyoming Transfers</b>	<b>2,834,332.92</b>	<b>6,062,899.80</b>	<b>-3,228,566.88</b>
<b>Net Income</b>	<b>80,377.61</b>	<b>1,495,203.83</b>	<b>-1,414,826.22</b>
<b>State Transfer Calculation</b>			
<b>Net Income Before State Transfer &amp; RG Expense Removal</b>	<b>2,914,710.53</b>	<b>7,558,103.63</b>	<b>-4,643,393.10</b>
<b>Reimbursed Responsible Gambling Expenses</b>	<b>115,368.08</b>	<b>37,094.08</b>	<b>78,274.00</b>
<b>Net Income Before State Transfer</b>	<b>3,030,078.61</b>	<b>7,595,197.71</b>	<b>-4,565,119.10</b>
<b>State of Wyoming Transfers</b>	<b>2,834,332.92</b>	<b>6,062,899.80</b>	<b>-3,228,566.88</b>
<b>Net Income Removing RG Expenses</b>	<b>195,745.69</b>	<b>1,532,297.91</b>	<b>-1,336,552.22</b>
<b>State Transfer % of Net Income Less RG Expenses</b>	<b>93.54%</b>	<b>79.83%</b>	<b>13.71%</b>

# Financial Update

## Q4 Profit & Loss Budget vs. Actual

April 2025 - June 2025

## Wyoming Lottery Corp Profit & Loss Budget vs. Actual April 2025 through June 2025

	FY 25 QTR 4			
	TOTAL			
	Apr 25-Jun 25	Budget	- Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 - Income / Revenues	6,523,362.90	7,760,991.00	-1,237,628.10	84.05%
Total 48000 - Other Revenues	90,866.47	24,000.00	66,866.47	378.61%
Total Income	6,614,229.37	7,784,991.00	-1,170,761.63	84.96%
Cost of Goods Sold				
Total 50000 - A Direct Gaming Costs	3,693,533.36	4,605,392.00	-911,858.64	80.2%
Total 51000 - B Gaming Expenses	1,173,263.22	1,400,083.00	-226,819.78	83.8%
Total COGS	4,866,796.58	6,005,475.00	-1,138,678.42	81.04%
Gross Profit	1,747,432.79	1,779,516.00	-32,083.21	98.2%
	Apr 25-Jun 25	Budget	+ Favorable	% of Budget
Expense				
Total 60000 - Business Expenses	24,325.81	20,660.00	3,665.81	117.74%*
Total 61000 - Contract Services	494,372.88	612,604.97	-118,232.09	80.7%**
Total 62000 - Facilities and Equipment	111,999.84	250,475.00	-138,475.16	44.72%***
Total 63000 - Operations	70,818.99	63,220.00	7,598.99	112.02%****
Total 64000 - Personnel Salaries, Benefits & Travel	409,594.89	442,845.00	-33,050.11	92.53%*****
Total Expense	1,111,112.41	1,389,604.97	-278,492.56	79.96%
Net Ordinary Income	636,320.38	389,911.03	246,409.35	163.2%
Other Income/Expense				
70000 - Interest Income	22,081.00	30,000.00	-7,919.00	73.6%
81000 - Interest Expense	483.34	750.00	-266.66	64.45%
62601-62605 - Building Portion Expenses On P&L	15,562.02			
Total Other Expense	16,045.36	750.00	15,295.36	2,139.38%
Net Other Income	6,035.64	29,250.00	-23,214.36	20.64%
	Apr 25-Jun 25	Budget	- Favorable	% of Budget
Net Income before Transfers to State of Wyoming	642,356.02	419,161.03	223,194.99	163.26%
Transfers to State of Wyoming	620,033.82			
Net Income	22,322.20			

\* Under \$6,000 Board Expenses; Over \$3,000 EE Recruitment; Under \$2,700 Insurance; Under Dues \$600; Includes RG Expenses of \$10,220

\*\* Over \$11,000 Legal; Under \$109,000 Mktg; Under \$44,000 MM Change; Under \$18,500 Keno; Over \$42,000 IT; Over \$700 Retail/Vendor Investigation

\*\*\* Under \$28,000 Depreciation; Under \$25,000 IT Equipment; Under \$36,000 Furniture; Under \$27,000 Landscape; Under \$8,000 Bldg Repairs & Maint; Under \$2,300 Ins; Under \$8,000 Utilities

\*\*\*\* Under \$1,400 Office; Over \$5,700 Outside Services; Over \$4,500 Other; Under \$1,000 Retailer Incentives

\*\*\*\*\* Under \$2,000 Benefits; Under \$14,500 Comp & Taxes; Under \$16,000 Travel

Net Income:

22,322.20

# Financial Update

## YTD Profit & Loss Budget vs. Actual

July 2024 - June 2025

## Wyoming Lottery Corp Profit & Loss Budget vs. Actual July 2024 through June 2025

	FY 25 QTR 4			
	TOTAL			
	July 24-June 25	Budget	- Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 - Income / Revenues	28,915,640.54	31,044,000.00	-2,128,359.46	93.14%
Total 48000 - Other Revenues	320,144.38	96,000.00	224,144.38	333.48%
Total Income	29,235,784.92	31,140,000.00	-1,904,215.08	93.89%
Cost of Goods Sold				
Total 50000 - A Direct Gaming Costs	16,386,026.00	18,421,522.00	-2,035,496.00	88.95%
Total 61000 - B Gaming Expenses	5,211,375.53	5,600,338.00	-388,962.47	93.06%
Total COGS	21,597,401.53	24,021,860.00	-2,424,458.47	89.91%
Gross Profit	7,638,383.39	7,118,140.00	520,243.39	107.31%
	July 24-June 25	Budget	+ Favorable	% of Budget
Expense				
Total 60000 - Business Expenses	202,049.67	197,685.00	4,364.67	102.21% *
Total 61000 - Contract Services	2,242,683.88	2,740,470.00	-497,786.12	81.84% **
Total 62000 - Facilities and Equipment	423,466.56	602,646.00	-179,179.44	70.27% ***
Total 63000 - Operations	264,253.87	268,177.00	-3,923.13	98.54% ****
Total 64000 - Personnel Salaries, Benefits & Travel	1,670,782.06	1,913,590.00	-242,807.94	87.31% *****
Total Expense	4,803,236.04	5,722,568.00	-919,331.96	83.94%
Net Ordinary Income	2,835,147.35	1,395,572.00	1,439,575.35	203.15%
Other Income/Expense				
70000 - Interest Income	104,121.21	120,000.00	-15,878.79	86.77%
81000 - Interest Expense	2,258.04	3,000.00	-741.96	75.27%
62601-62605 - Building Portion Expenses On P&L	22,299.99	819,650.00	-797,350.01	2.72%
Total Other Expense	24,558.03	822,650.00	-798,091.97	2.99%
Net Other Income	79,563.18	-702,650.00	782,213.18	-11.32%
	July 24-June 25	Budget	- Favorable	% of Budget
Net Income before Transfers to State of Wyoming	2,914,710.53	692,922.00	2,221,788.53	420.84%
Transfers to State of Wyoming	2,834,332.92			
Net Income	80,377.61			

\* Under \$17,000 Board Expenses; Over \$9,500 EE Recruitment; Under \$9,000 Insurance; Under \$94,000 Dues; Includes RG Expenses of \$115,368

\*\* Under \$2,400 Audit; Over \$25,500 Legal; Under \$347,000 Mktg; Under \$75,000 MM Update;

Under \$74,000 Keno; Under \$16,000 IT; Under \$7,000 Retail/Vendor Investigations

\*\*\* Under \$4,000 Fleet; Under \$33,000 Depreciation; Under \$126,000 Bldg Repairs & Maint; Under \$17,000 Utilities

\*\*\*\* Under \$5,000 Office; Over \$2,000 Outside Services; Over \$1,600 Other; Under \$2,000 Retailer Incentives

\*\*\*\*\* Under \$26,000 Benefits; Under \$159,000 Comp & Taxes; Under \$50,000 Travel; Under \$7,000 Uniforms

Net Income:

80,377.61

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

July 2024 through June 2025

# Financial Update

## Profit & Loss Responsible Gambling

### Budget vs. Actual

July 2024 - June 2025

	FY 25 QTR 4 YTD		
	TOTAL		
	July 24 - June 25	FY25 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	85,250.00	0.00	-85,250.00
Responsible Gambling Travel/Conferences as Needed	30,118.08	20,000.00	-10,118.08
Fremont County Service Research	0.00	0.00	0.00
Dues & Sponsorships	0.00	2,500.00	2,500.00
Allocation To Be Determined		127,786.65	127,786.65
Total Responsible Gambling Expenses	115,368.08	150,286.65	34,918.57

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	-37,766.33
FY 25 Expenses	-115,368.08
12/31/24 Responsible Gambling Balance	34,918.57

Unclaimed Prize Fund Balance as of 6/30/25

\$874,343.33

Approved Replenishment for FY26

\$200,000.00

Unclaimed Prize Fund Balance as of 7/1/26

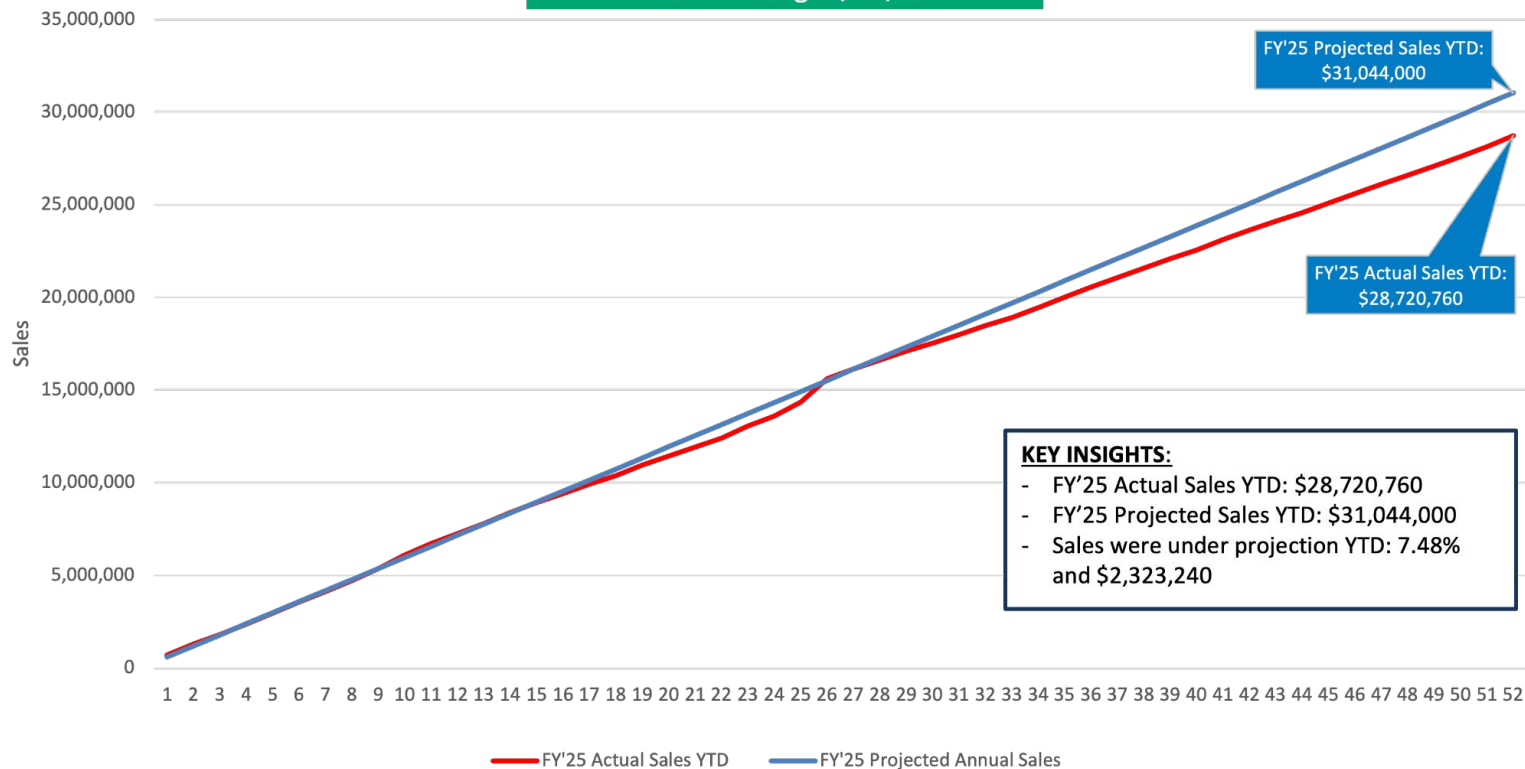
\$674,343.33

# Sales Update

---

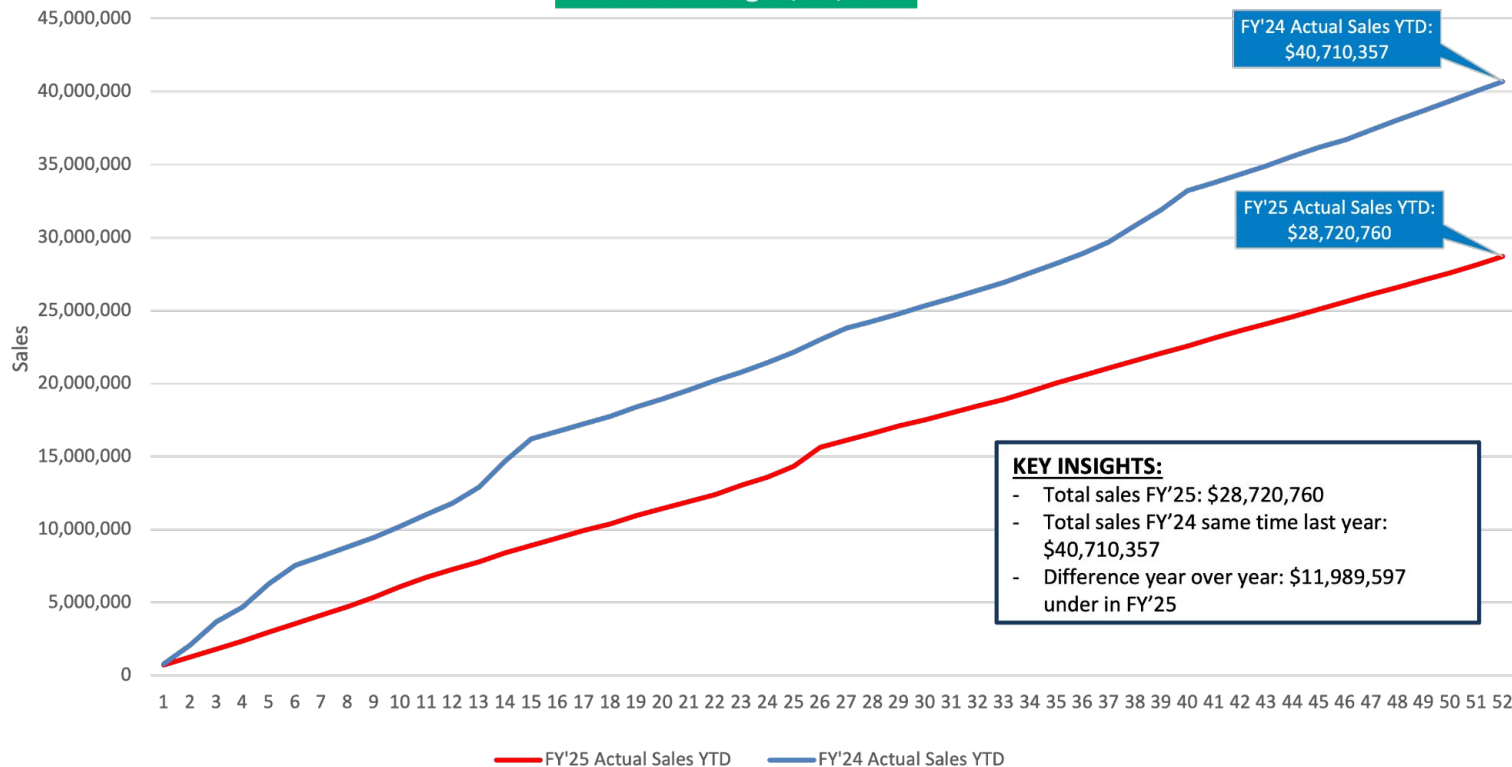
# Sales Update

Total Sales - FY'25 Actual vs. Projection  
Week ending: 6/28/25



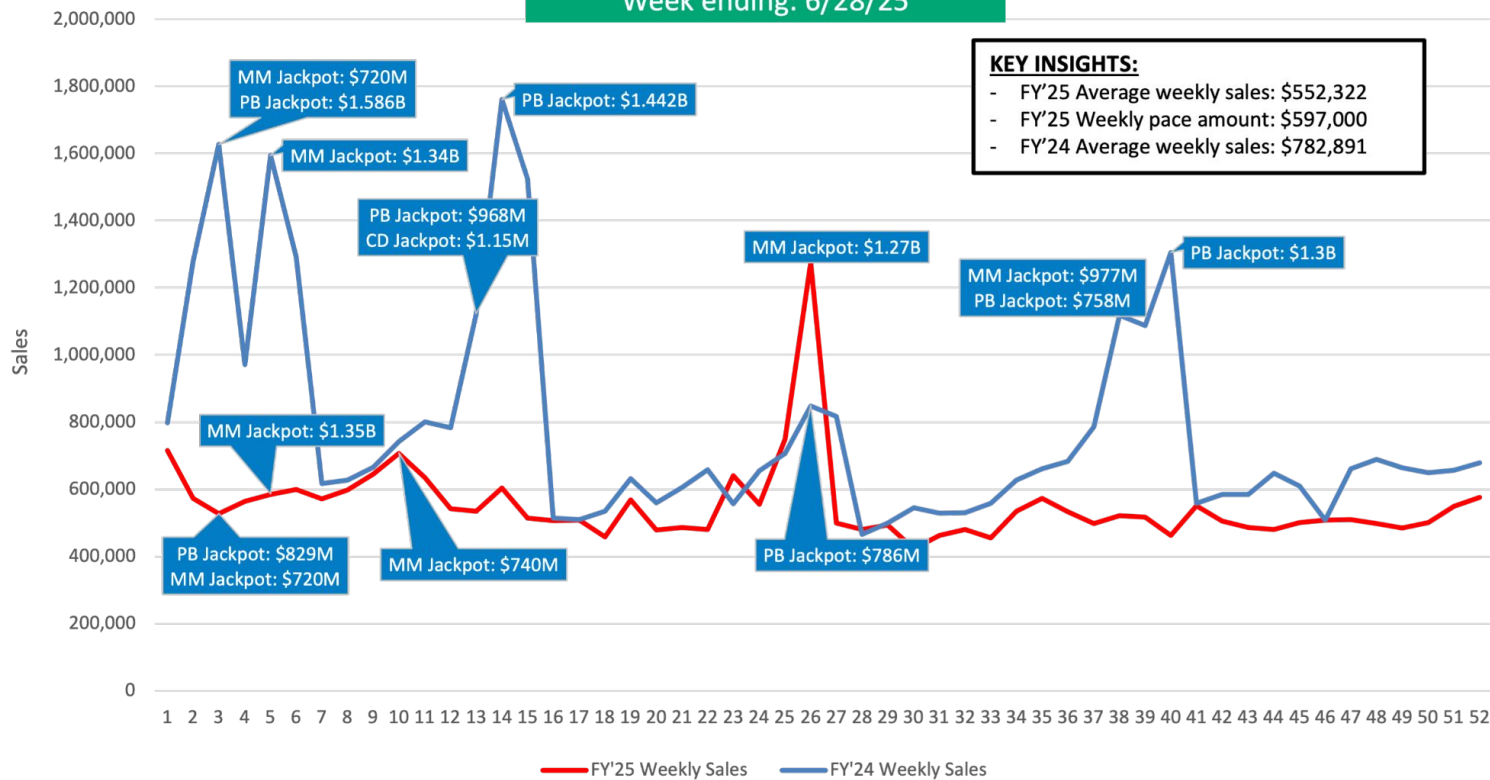
# Sales Update

Total Sales - FY'25 vs. FY'24  
Week ending: 6/28/25



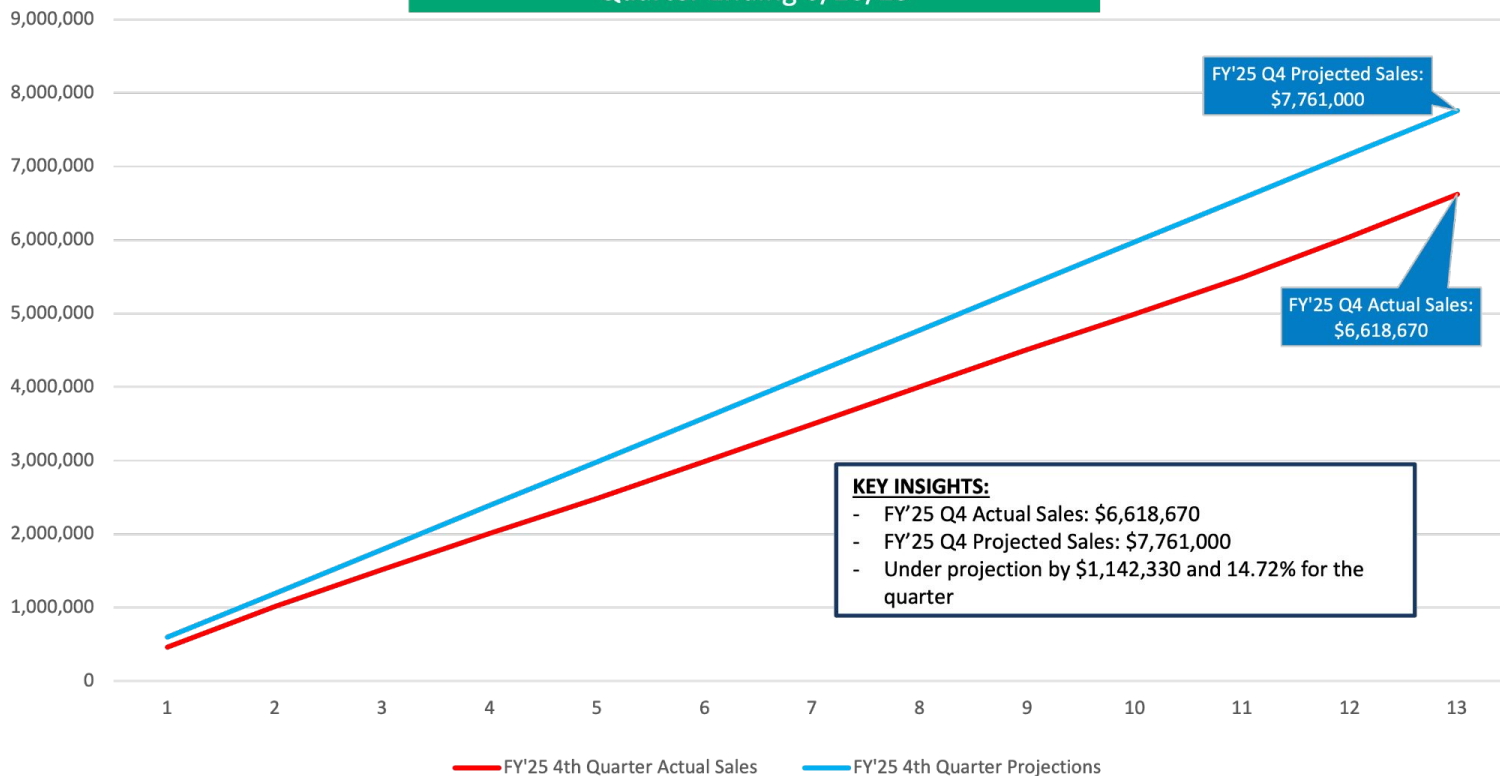
# Sales Update

Actual Weekly Sales - FY'25 vs. FY'24  
Week ending: 6/28/25



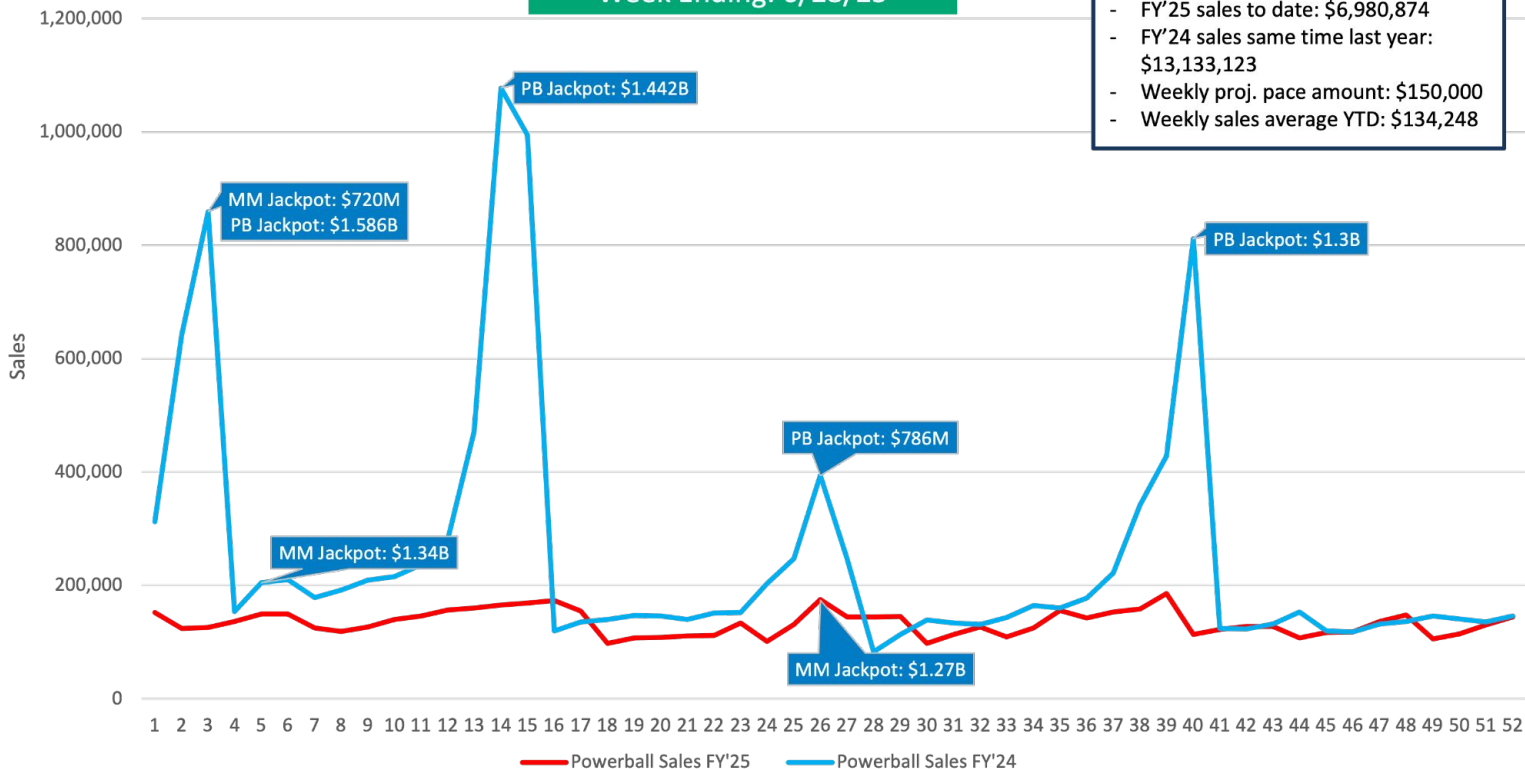
# Sales Update

Total 4th Quarter Sales - FY'25 Actual vs. Projections  
Quarter Ending 6/28/25



# Sales Update

Powerball Sales - FY'25 vs. FY'24  
Week Ending: 6/28/25

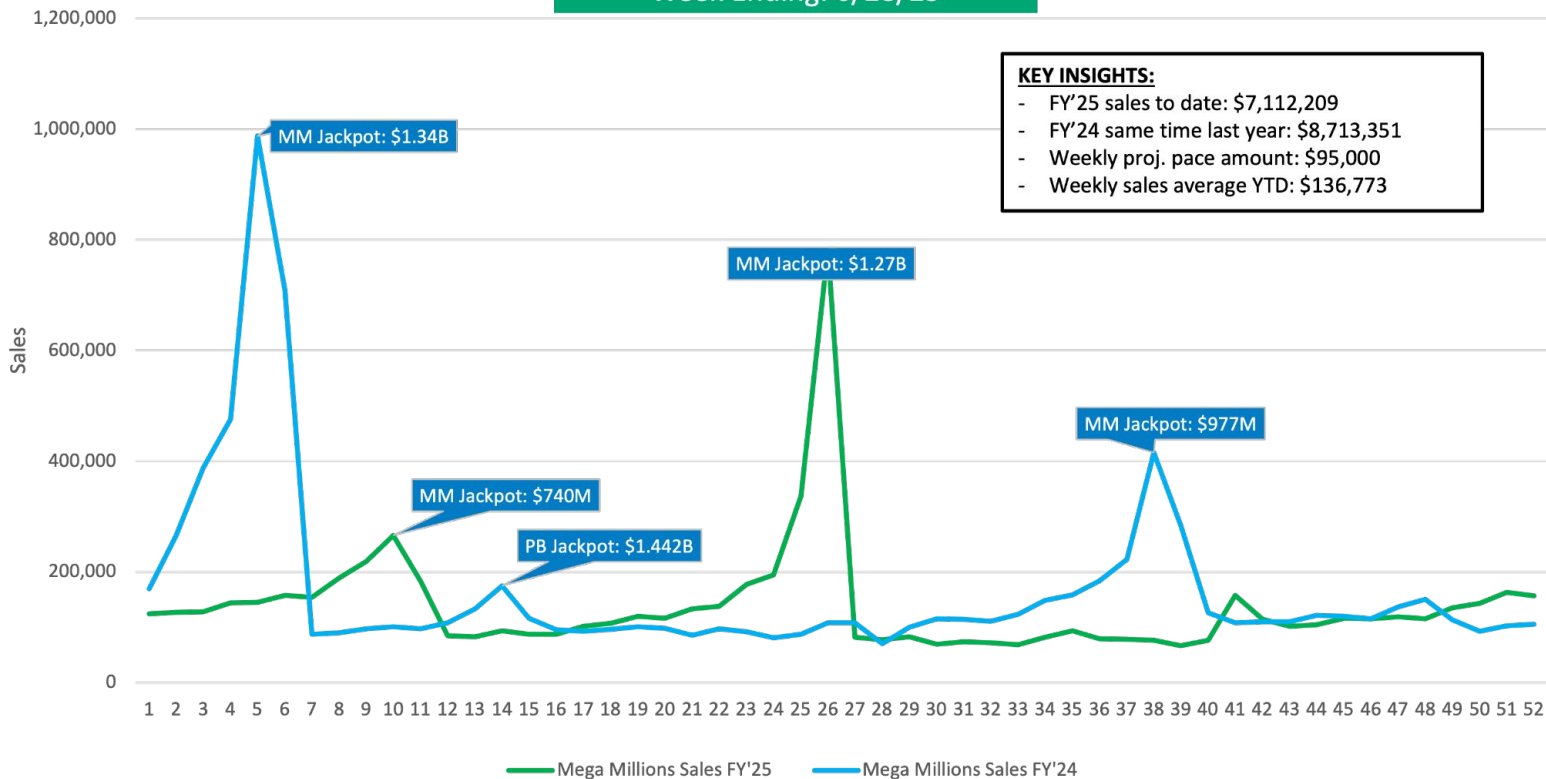


**KEY INSIGHTS:**

- FY'25 sales to date: \$6,980,874
- FY'24 sales same time last year: \$13,133,123
- Weekly proj. pace amount: \$150,000
- Weekly sales average YTD: \$134,248

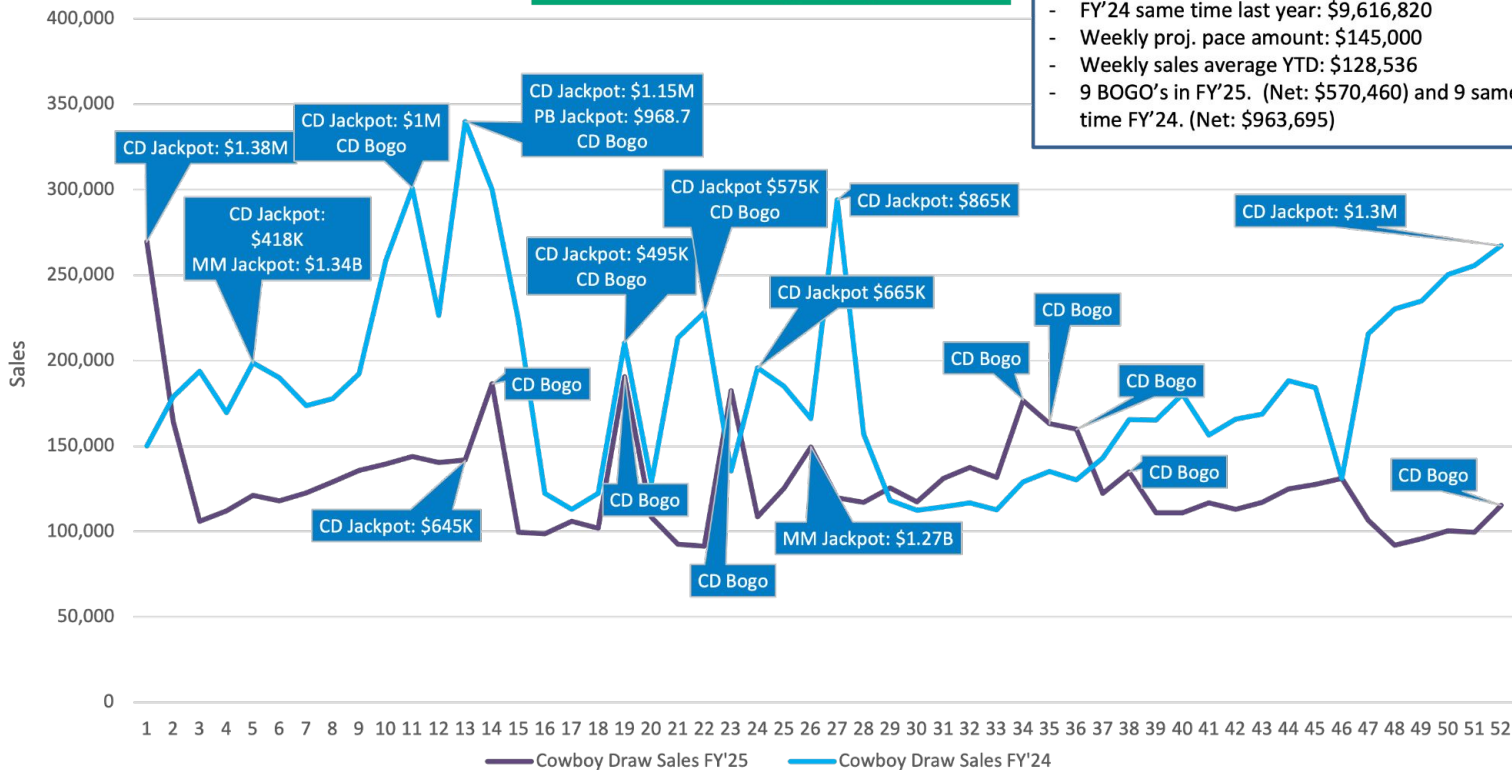
# Sales Update

## Mega Millions Sales - FY'25 vs. FY'24 Week Ending: 6/28/25



## Sales Update

**Cowboy Draw Sales - FY'25 vs. FY'24**  
**Week ending: 6/28/25**



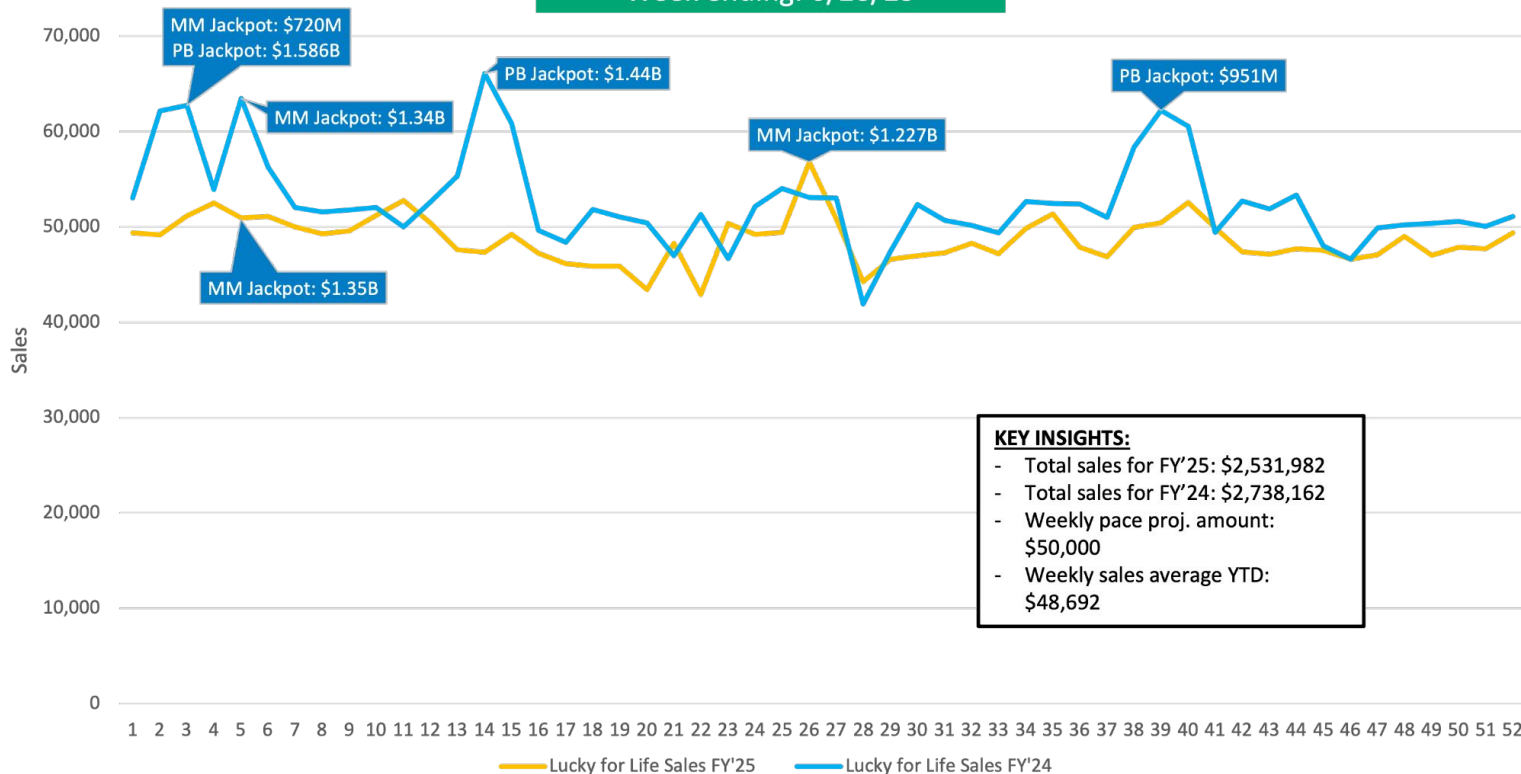
**KEY INSIGHTS:**

- FY'25 sales to date: \$6,683,895
- FY'24 same time last year: \$9,616,820
- Weekly proj. pace amount: \$145,000
- Weekly sales average YTD: \$128,536
- 9 BOGO's in FY'25. (Net: \$570,460) and 9 same time FY'24. (Net: \$963,695)

- KEY INSIGHTS:**
- FY'25 sales to date: \$6,683,895
  - FY'24 same time last year: \$9,616,820
  - Weekly proj. pace amount: \$145,000
  - Weekly sales average YTD: \$128,536
  - 9 BOGO's in FY'25. (Net: \$570,460) and 9 same time FY'24. (Net: \$963,695)

# Sales Update

Lucky for Life Sales - FY'25 vs. FY'24  
Week ending: 6/28/25

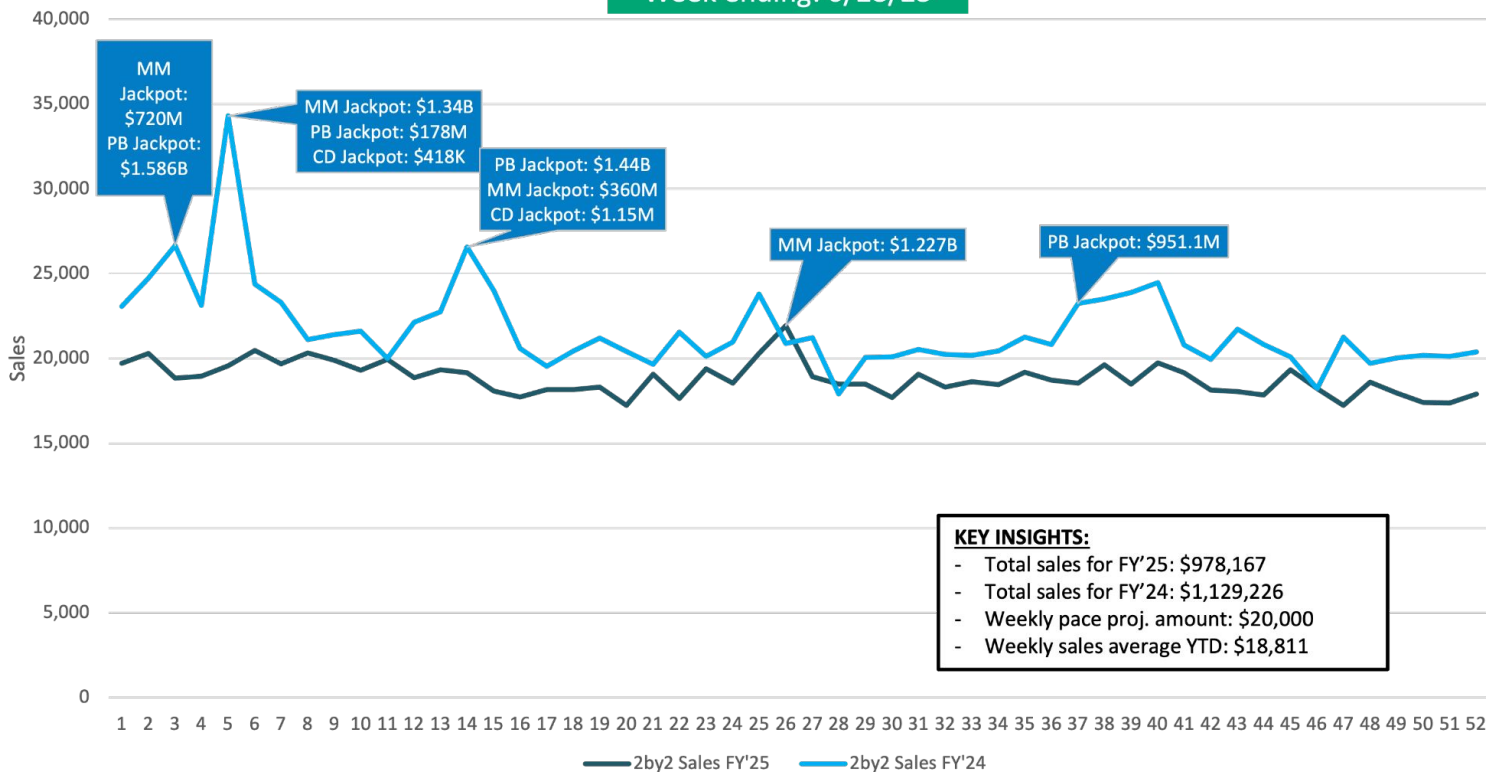


## KEY INSIGHTS:

- Total sales for FY'25: \$2,531,982
- Total sales for FY'24: \$2,738,162
- Weekly pace proj. amount: \$50,000
- Weekly sales average YTD: \$48,692

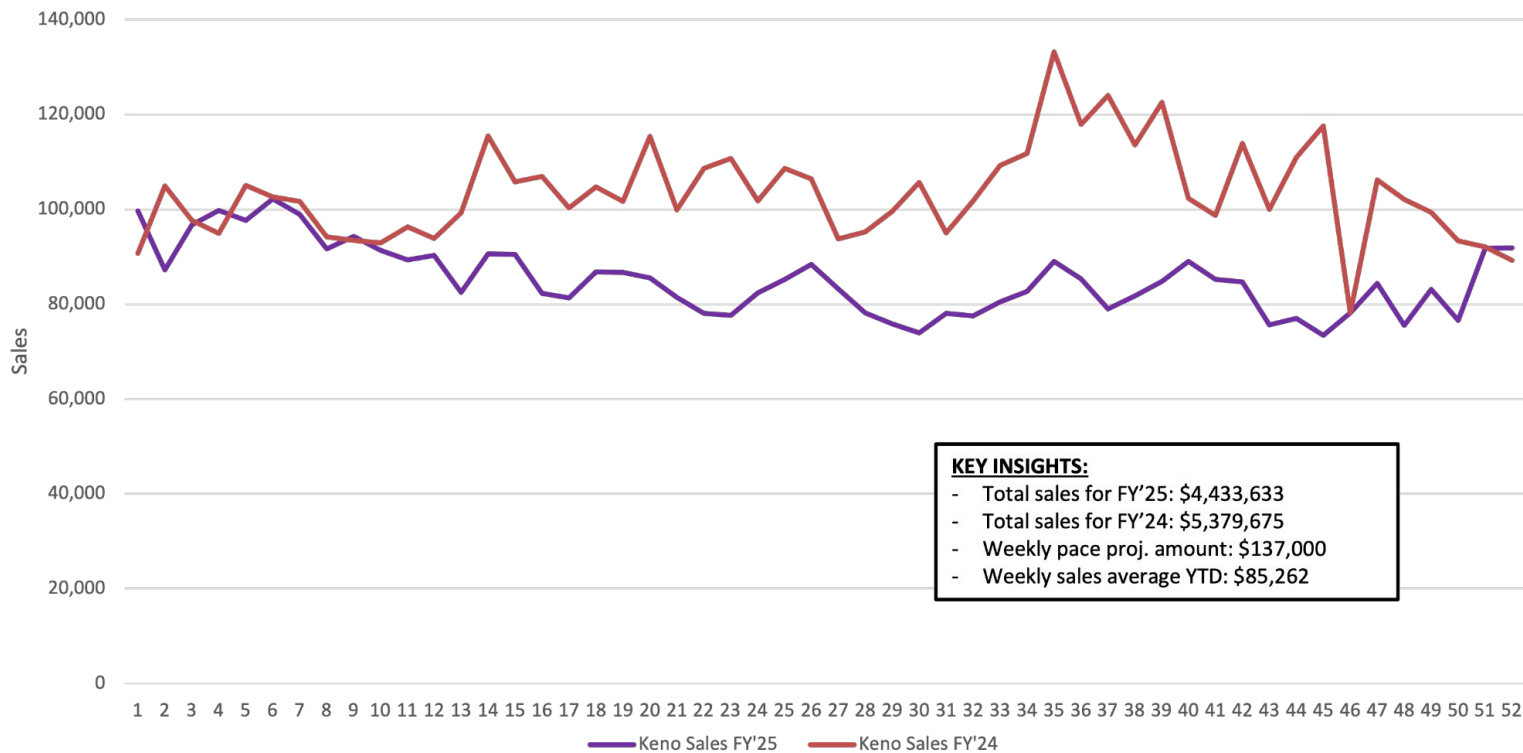
# Sales Update

2by2 Sales - FY'25 vs. FY'24  
Week ending: 6/28/25

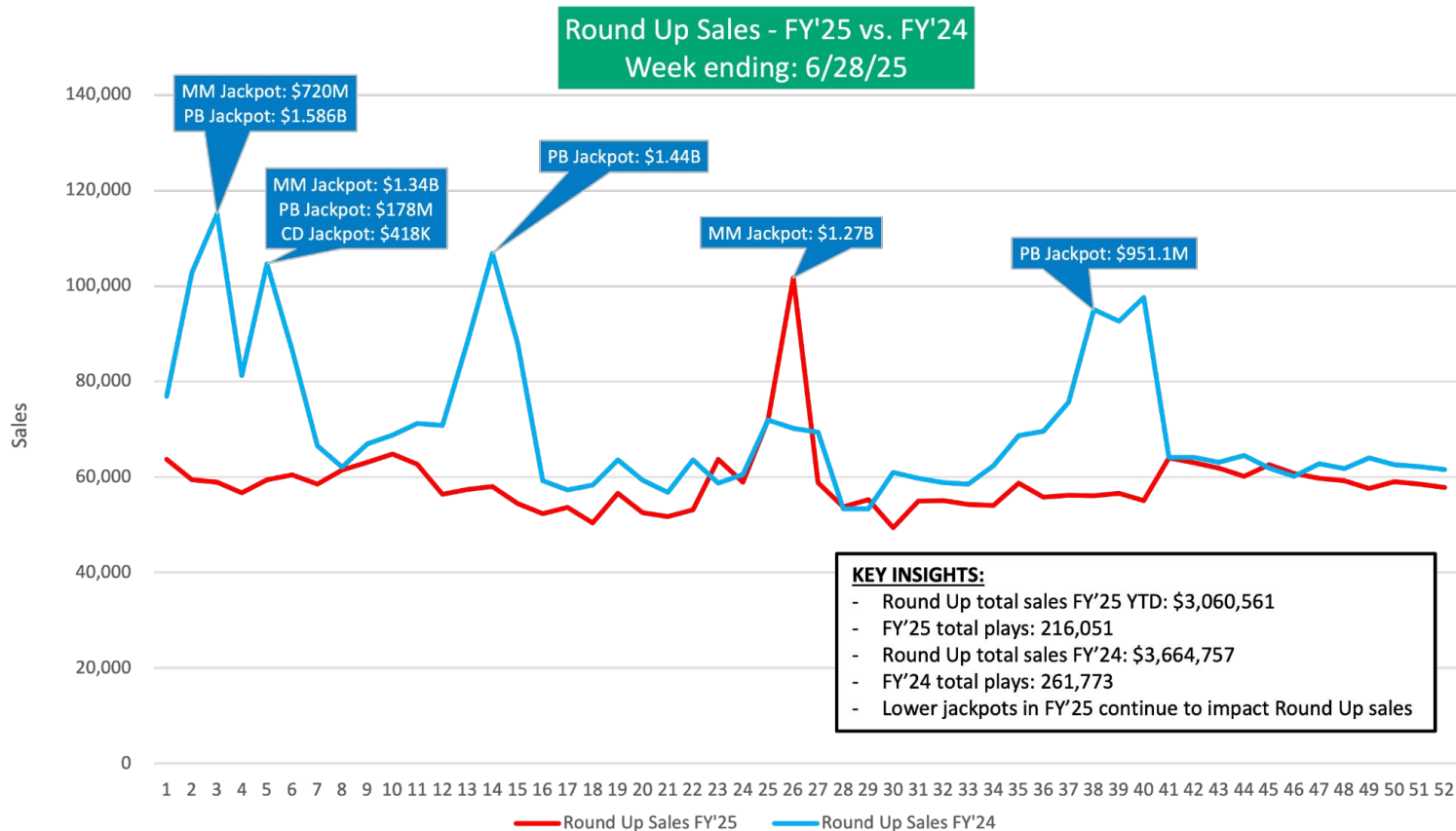


# Sales Update

Keno Sales - FY'25 vs. FY'24  
Week ending 6/28/25

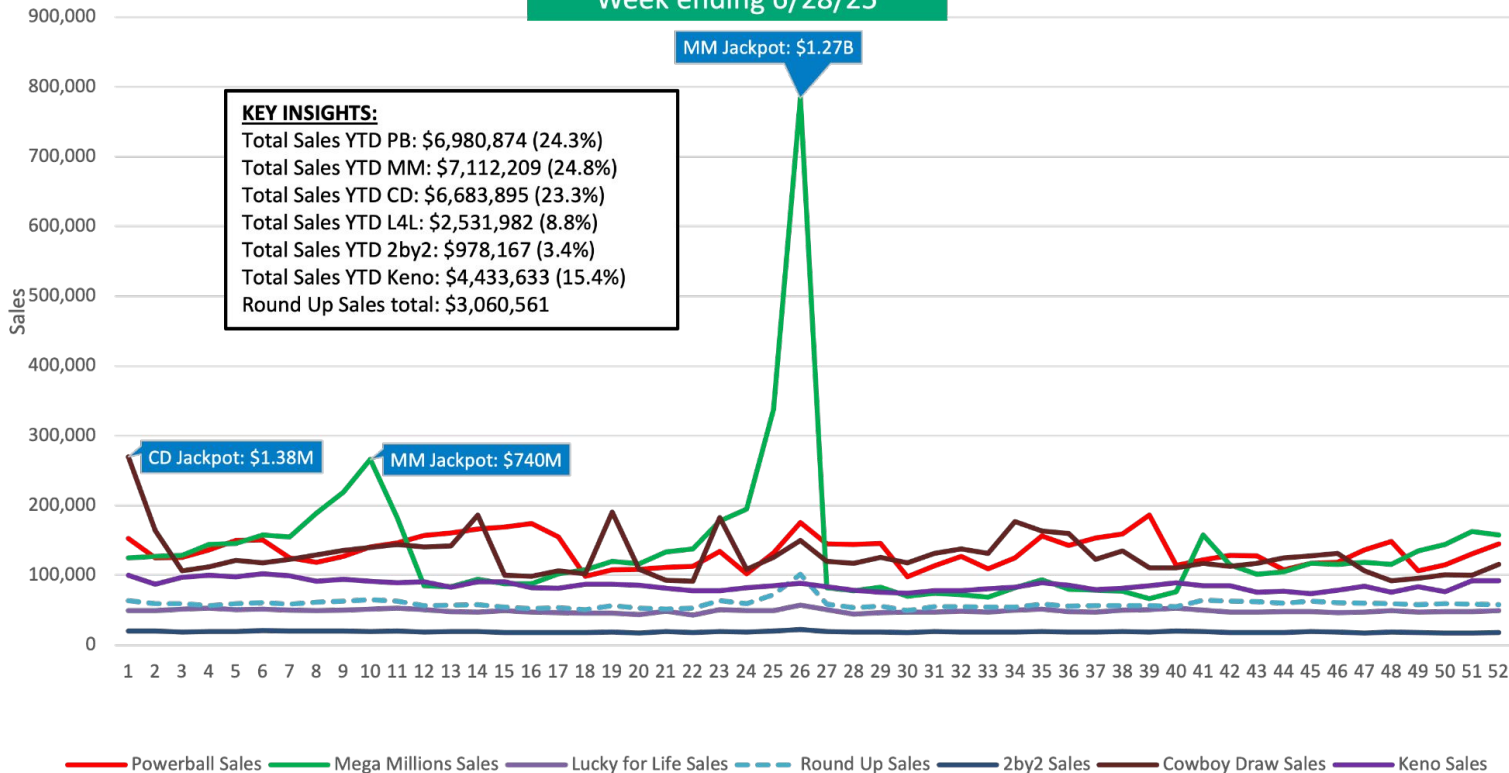


# Sales Update



# Sales Update

## WyoLotto All Product Sales YTD Week ending 6/28/25



# Marketing Update

---

# Cowboy Draw Summer BOGO

BOGOs from June 22 - July 27

Used quick creative with AI and look and feel of 10 year anniversary

- Promoted through corporate communication channels
- Average Sunday net sales during non-BOGO: \$17,000
- Average Sunday net sales during BOGOs in June: **\$33,565**
- **Total Net: \$67,130**



# Jackpot support

Supporting growing jackpots brings awareness to our players. We have been using AI to help generate content, keeping costs low while increasing our presence when jackpots are on the rise.

- Cowboy Draw jackpot reached \$609,000
- Powerball jackpot reached \$207 million
- Mega Millions jackpot reached \$348 million



# KENO Freebie Fridays

## Every Friday in June

- Increase awareness of the product
- Promoted through corporate communications channels and digital/social media buy
- Average sales on non promo Fridays = \$13,943
- Average sales on Fridays during promo = \$19,580
- **Total net: \$78,322**



# Powerball NASCAR

- **Promoted Powerball through NASCAR Powerball Playoff**
  - This was a low cost promotion we were able to execute through MUSL. The overall graphics were provided, so minimal cost to create and promote. Execution was done internally, also creating a savings.
  - With the low level investment, we were able to test the Wyoming market to measure the size of the fanbase for NASCAR.
  - Received 1,717 entries
  - Interest from Wyoming players was lower than expected



# New Building

- **Moving communications**
  - Signage on old and new building
  - Email
  - App
  - Social
  - Website updates and announcements
  - Ribbon cutting with Cheyenne Chamber



# Cowboy Draw UW Football BOGO

- **August - November**
  - Every year we look for opportunities to grow awareness of Cowboy Draw, and our football BOGO is the biggest campaign of the year for Wyoming's game. We determined this year to run a BOGO **every Sunday** after a football game, no matter the outcome of the game.
  - Switching up the approach keeps our players attention and allows us to learn what resonates most with them.
  - This approach will also allow us to better predict sales and execute the promotion seamlessly for our players.



# Game Updates

---

# Cowboy Draw

## This Quarter:

- 52,542 Total Winners
- \$1,038,232 Total Won
- 108 that won \$1,000
- 1 Jackpots Won

## Since Launch:

- 3,921,634 Total Winners
- \$71,458,725 Total Won
- 7,412 have won \$1,000
- 43 Jackpot Wins



# Powerball

## This Quarter:

- 26,313 Total Winners
- \$219,495 Total Won
- 1 that won \$1,000 or more
- 0 Jackpot Wins

## Since Launch:

- 1,737,024 Total Winners
- \$22,140,931 Total Won
- 66 have won \$1,000 or more
- 0 Jackpot Wins



# Mega Millions

## This Quarter:

- 13,453 Total Winners
- \$239,471 Total Won
- 8 that won \$1,000 or more
- 0 Jackpot Wins

## Since Launch:

- 1,567,282 Total Winners
- \$16,131,137 Total Won
- 245 have won \$1,000 or more
- 0 Jackpot Wins

INCREASE  
— your —  
WINNINGS  
1\$



# Lucky for Life

## This Quarter:

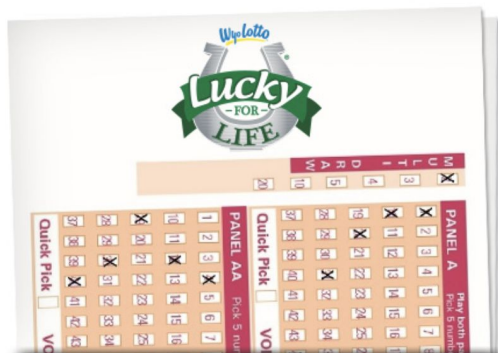
- 39,924 Total Winners
- \$240,124 Total Won
- 3 that won \$1,000 or more
- 0 Jackpot Wins

You Could Win

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

## Since Launch:

- 1,412,507 Total Winners
- \$17,001,253 Total Won
- 84 have won \$1,000 or more
- 1 Jackpot Wins



# 2by2

## This Quarter:

- 88,535 Total Winners
- \$124,734 Total Won
- 3 Jackpot Wins

## Since Launch:

- 2,016,891 Total Winners
- \$2,849,679 Total Won
- 62 Jackpot Wins



# KENO

## This Quarter:

- \$695,126 Total Won
- 15 that won \$1,000 or more
- 0 Jackpot Wins

## Since Launch:

- \$9,951,200.02 Total Won
- 322 have won \$1,000 or more
- 2 Jackpot Wins



# What comes next...

- Powerball BOGO: August
- CD Football BOGO: August - December 2025
- KENO Freebie Fridays: October
- Continue progress on RG Verification, now 62% complete on 2-year plan
- Trigger to support low jackpots, July - September 2025
- All products on ticket dispensers