

WyoLotto FY2024 Q4 Board Report



Corporate Responsibility

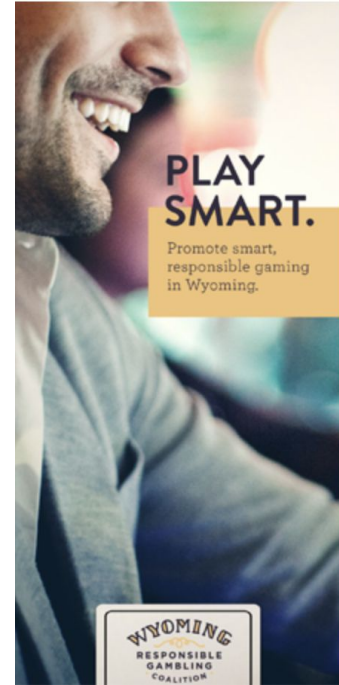
Transfer Update

- **Quarterly Transfers to Wyoming**
 - Q4 Fiscal Year 2024: \$1,428,427.48
 - Total Since Launch: \$39,420,333.40



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

- **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, 2024

Wyoming Lottery Corp Balance Sheet As of June 30, 2024

ASSETS	Jun 30, 24	Jun 30, 23	\$ Change
Current Assets			
Checking/Savings			
Operating Checking/Savings Accounts	3,848,764.87	4,636,879.31	(788,114.44)
Prize Fund Checking/Savings Account	1,394,548.84	4,168,756.72	(2,774,207.88)
Prize Account Petty Cash (Till)	909.24	1,437.24	(528.00)
Restricted Cash			
Unclaimed Prizes	1,729,552.32	1,221,603.65	507,948.67
Responsible Gambling Funds	150,286.65	188,052.98	(37,766.33)
Fidelity Fund	88,735.88	78,264.28	10,471.60
Total Checking/Savings	<u>7,212,797.80</u>	<u>10,294,994.18</u>	<u>(3,082,196.38)</u>
Other Current Assets			
Prepaid Expenses	21,050.82	37,223.20	(16,172.38)
Retail Accounts Receivable	603,860.50	399,576.08	204,284.42
Other Receivables	98,964.04	2,919.40	96,044.64
Total Other Current Assets	<u>723,875.36</u>	<u>439,718.68</u>	<u>284,156.68</u>
Total Current Assets	<u>7,936,673.16</u>	<u>10,734,712.86</u>	<u>(2,798,039.70)</u>
Noncurrent Assets			
Capital Assets, Net	1,357,895.51	933,543.21	424,352.30
Capital Assets, Trademarks	51,200.00	51,200.00	0.00
Works/Building in Progress	2,190,192.70	10,000.00	2,180,192.70
Deposits - Building	7,500.00	7,500.00	0.00
Total Noncurrent Assets	<u>3,606,788.21</u>	<u>1,002,243.21</u>	<u>2,604,545.00</u>
Deferred Outflows of Resources			
Pension Related Outflows	272,466.72	272,466.72	0.00
TOTAL ASSETS	<u>11,815,928.09</u>	<u>12,009,422.79</u>	<u>(193,494.70)</u>
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	524,525.19	436,391.24	88,133.95
Jonah Bank Credit Card	13,924.22	19,300.12	(5,375.90)
State of Wyoming Transfer Payable	1,428,427.48	763,189.00	665,238.48
Unearned Revenue (net)	532,727.00	426,434.00	106,293.00
Deferred Revenue	9,360.05	0.00	9,360.05
Prizes Payable	2,214,989.55	4,702,264.22	(2,487,274.67)
Payroll Liabilities	66,624.56	61,940.92	4,683.64
Total Current Liabilities	<u>4,790,578.05</u>	<u>6,409,519.50</u>	<u>(1,618,941.45)</u>
Noncurrent Liabilities			
Lease Liabilities - Copiers	51,015.33	66,809.99	(15,794.66)
Lease Liabilities - Building	257,136.00	257,136.00	0.00
Lease Liabilities - SBITA	53,637.00	53,637.00	0.00
Net Pension Liability	1,313,658.09	1,313,658.09	0.00
Pension Related Inflows	8,326.59	8,326.59	0.00

Financial Update

Balance Sheet, Continued

As of June 30, 2024

	<u>Jun 30, 24</u>	<u>Jun 30, 23</u>	<u>\$ Change</u>
Total Noncurrent Liabilities	1,683,773.01	1,699,567.67	(15,794.66)
Total Liabilities	6,474,351.06	8,109,087.17	(1,634,736.11)
Equity			
Retained Earnings	3,900,335.62	2,304,538.40	1,595,797.22
Net Income	1,441,241.41	1,595,797.22	(154,555.81)
TOTAL LIABILITIES & EQUITY	<u><u>11,816,928.09</u></u>	<u><u>12,009,422.79</u></u>	<u><u>(193,494.70)</u></u>

Wyoming Lottery Corp

Balance Sheet

As of June 30, 2024

Financial Update

Q4 Profit & Loss

April 2024 - June 2024

Wyoming Lottery Rop Profit & Loss April 2024 through June 2024

Operating Income/Expense	Apr 24 - Jun 24	Apr 23 - Jun 23	\$ Change
Income			
Income / Revenues			
Mega Millions Sales (net)	1,612,391.56	1,272,183.00	340,208.56
Power Ball Sales (net)	2,512,675.34	1,802,851.00	709,824.34
Cowboy Draw Sales (net)	2,665,991.54	2,767,735.00	-101,743.46
Lucky For Life Sales (net)	673,158.00	674,180.00	-1,022.00
2by2 Sales (net)	269,776.42	297,074.00	-27,297.58
Keno Sales	1,338,521.90	1,388,018.00	-49,496.10
Total Income / Revenues	9,072,514.76	8,202,041.00	870,473.76
Other Revenues			
Application Fees (Fidelity-Res)	500.00	3,000.00	-2,500.00
Rental Income	28,926.57	0.00	28,926.57
Other Revenues	72,115.09	35.00	72,080.09
Total - Other Revenues	101,541.66	3,035.00	98,506.66
Total Income	9,174,056.42	8,205,076.00	968,980.42
Cost of Goods Sold			
Direct Gaming Costs			
Prize Expense			
Megamillions	697,960.25	594,924.10	103,036.15
Powerball	1,110,596.06	694,408.24	416,187.82
Cowboy Draw	1,416,605.00	1,850,905.00	-434,300.00
Lucky For Life	366,704.19	374,256.67	-7,552.48
2by2	118,106.40	173,721.86	-55,615.46
Keno	899,897.50	1,205,636.50	-305,739.00
Total Direct Gaming Costs / Prize Expense	4,609,869.40	4,893,852.37	-283,982.97
Gaming Expenses			
Gaming Retail Commissions	549,191.52	499,048.62	50,142.90
Gaming Retail Validation Bonus	19,720.78	20,162.01	-441.23
Vendor Expense - (Intralot)	1,056,320.79	954,635.68	101,685.11
Total Gaming Expenses	1,625,233.09	1,473,846.31	151,386.78
Total COGS	6,235,102.49	6,367,698.68	-132,596.19
Gross Profit	2,938,953.93	1,837,377.32	1,101,576.61
Expense			
Operating Expenses			
Bank Fees	0.00	0.00	0.00
Board Expenses	5,338.96	5,633.25	-294.29
Employee Recruitment & Relocate	0.00	0.00	0.00
Insurance	5,774.75	5,109.25	665.50
Membership Dues	775.00	1,287.50	-512.50
Responsible Gambling Program	19,578.28	7,204.25	12,374.03
Accounting / Audit Fees	16,100.00	0.00	16,100.00
Legal Fees	28,156.66	23,261.38	4,895.28
Marketing	264,315.35	193,452.08	70,863.27
Keno / Marketing Expenses	115,208.42	98,252.18	16,956.24
Outside Contract Services (IT)	40,612.12	6,366.82	34,245.30

Financial Update

Q4 Profit & Loss, Continued

April 2024 - June 2024

Wyoming Lottery Corp Profit & Loss April 2024 through June 2024

	Apr 24 - Jun 24	Apr 23 -Jun 23	\$ Change
Operating Income/Expense			
Vendor Background Services	982.00	156.00	826.00
Payroll Services	1,520.00	2,190.75	-670.75
Retail Investigation	3,070.00	1,300.00	1,770.00
Facilities & Equipment	62,507.86	218,823.16	-156,315.30
Communications	3,053.61	2,852.73	200.88
Office Costs	3,965.37	5,206.64	-1,241.27
Outside Services	33,512.53	14,120.52	19,392.01
Petty Cash Over/Short	1.50	-33.00	34.50
Retailer Special Incentive	1,000.00	3,000.00	-2,000.00
Rent & Janitorial	28,562.82	-75,964.81	104,527.63
Ticket Problem Expense	127.64	4.00	123.64
Salaries, Wages & Benefits	383,777.24	316,224.00	67,553.24
Travel	20,390.01	23,616.13	-3,226.12
EE Uniforms	3,519.97	0.00	3,519.97
Pension Expense	0.00	154,307.00	-154,307.00
Total Operating Expenses	1,041,850.09	1,006,369.83	35,480.26
Net Operating Income	1,897,103.84	831,007.49	1,066,096.35
Other Income			
Interest Income	35,186.29	52,344.70	-17,158.41
Total Other Income	35,186.29	52,344.70	-17,158.41
Other Expenses			
Interest Expense	697.47	17,539.78	-16,842.31
Total Other Expense	697.47	17,539.78	-16,842.31
Net Income Before State Transfer	1,931,592.66	865,812.41	1,065,780.25
State of Wyoming Transfers	1,428,427.48	763,189.00	665,238.48
Net Income	503,165.18	102,623.41	400,541.77
State Transfer % of Net Income	73.95%	88.15%	-14.20%

Financial Update

YTD Profit & Loss

July 2023 - June 2024

Wyoming Lottery Corp Profit & Loss July 2023 through June 2024

Operating Income/Expense	Jul 23 - Jun 24	Jul 22 -Jun 23	\$ Change
Income			
Income / Revenues			
Mega Millions Sales (net)	8,730,443.94	9,873,651.98	-1,143,208.04
Power Ball Sales (net)	13,246,798.42	11,683,064.90	1,563,733.52
Cowboy Draw Sales (net)	9,644,811.74	14,167,593.00	-4,522,981.26
Lucky For Life Sales (net)	2,758,532.00	2,828,242.44	-69,710.44
2by2 Sales (net)	1,128,241.42	1,322,247.00	-194,005.58
Keno Sales	5,440,681.30	4,347,397.56	1,093,283.74
Total Income / Revenues	40,949,308.82	44,222,196.88	-3,272,888.06
Other Revenues			
Application Fees (Fidelity-Res)	4,800.00	9,500.00	-4,900.00
Rental Income	28,926.57	0.00	28,926.57
Other Revenues	72,115.09	35.00	72,080.09
Total - Other Revenues	105,841.66	9,535.00	96,106.66
Total Income	41,054,950.48	44,231,731.88	-3,176,781.40
Cost of Goods Sold			
Direct Gaming Costs			
Prize Expense			
Megamillions	4,070,113.50	4,727,427.18	-657,313.68
Powerball	6,287,121.11	5,499,479.01	787,642.10
Cowboy Draw	5,658,729.50	8,075,425.00	-2,416,695.50
Lucky For Life	1,590,145.90	1,715,258.81	-125,112.91
2by2	574,365.77	700,853.56	-126,487.79
Keno	3,865,231.00	3,190,505.00	674,726.00
Total Direct Gaming Costs / Prize Expense	22,045,706.78	23,908,948.56	-1,863,241.78
Gaming Expenses			
Gaming Retail Commissions	2,540,975.28	2,724,600.30	-183,625.02
Gaming Retail Validation Bonus	84,152.34	85,777.56	-1,625.22
Vendor Expense - (Intralot)	4,766,210.54	5,147,340.37	-381,129.83
Total Gaming Expenses	7,391,338.16	7,957,718.23	-566,380.07
Total COGS	29,437,044.94	31,866,666.79	-2,429,621.85
Gross Profit	11,617,905.54	12,365,065.09	-747,159.55
Expense			
Operating Expenses			
Bank Fees	50.00	4.00	46.00
Board Expenses	73,147.82	26,036.97	47,110.85
Employee Recruitment & Relocate	0.00	5,094.89	-5,094.89
Insurance	22,957.00	21,335.09	1,621.91
Membership Dues	30,527.67	118,519.40	-87,991.73
Responsible Gambling Program	37,094.08	19,960.25	17,133.83
Accounting / Audit Fees	56,100.00	52,050.00	4,050.00
Legal Fees	64,473.09	78,953.25	-14,480.16
Marketing	1,182,675.02	791,258.45	391,416.57
Keno / Marketing Expenses	526,316.23	1,009,879.02	-483,562.79
Outside Contract Services (IT)	183,481.13	132,369.27	51,111.86

Financial Update

YTD Profit & Loss, Continued

July 2023 - June 2024

Wyoming Lottery Corp Profit & Loss July 2023 through June 2024

	Jul 23 - Jun 24	Jul 22 -Jun 23	\$ Change
Operating Income/Expense			
Vendor Background Services	3,284.00	1,322.50	1,961.50
Payroll Services	6,832.50	7,486.75	-654.25
Retail Investigation	7,919.00	6,740.00	1,179.00
Facilities & Equipment	227,720.21	385,490.32	-157,770.11
Communications	11,838.31	11,109.89	728.42
Office Costs	24,758.58	27,310.70	-2,552.12
Outside Services	67,584.46	19,908.40	47,676.06
Other Types of Expenses	2,020.32	3,184.26	-1,163.94
Petty Cash Over/Short	31.40	-48.00	79.40
Ticket Problem Expense	173.64	76.42	97.22
Retailer Special Incentive	5,500.00	3,500.00	2,000.00
Rent & Janitorial	113,586.98	8,479.51	105,107.47
Salaries, Wages & Benefits	1,536,405.53	1,413,694.44	122,711.09
Travel	92,166.28	72,662.36	19,503.92
EE Uniforms	3,986.37	3,789.00	197.37
Pension Expense	0.00	154,307.00	-154,307.00
Total Operating Expenses	4,280,629.62	4,374,474.14	-93,844.52
Net Operating Income	7,337,275.92	7,990,590.95	-653,315.03
Other Income			
Interest Income	169,963.43	102,382.34	67,581.09
Total Other Income	169,963.43	102,382.34	67,581.09
Other Expenses			
Interest Expense	3,098.14	20,534.83	-17,436.69
Total Other Expense	3,098.14	20,534.83	-17,436.69
Net Income Before State Transfer	7,504,141.21	8,072,438.46	-568,297.25
State of Wyoming Transfers	6,062,899.80	6,476,641.24	-413,741.44
Net Income	1,441,241.41	1,595,797.22	-154,555.81
State Transfer % of Net Income	80.79%	80.23%	0.56%

Financial Update

Q4 Profit & Loss Budget vs. Actual

April 2024 - June 2024

Wyoming Lottery Corp Profit & Loss Budget vs. Actual April 2024 through June 2024

	FY 24 QTR 4			
	TOTAL			
	Apr 24-Jun 24	Budget	- Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 · Income / Revenues	9,072,514.76	7,436,001.00	1,636,513.76	122.01%
Total 48000 · Other Revenues	110,901.71	0.00	110,901.71	100.0%
Total Income	9,183,416.47	7,436,001.00	1,747,415.47	123.5%
Cost of Goods Sold				
Total 50000 · A Direct Gaming Costs	4,609,869.40	4,442,881.60	166,987.80	103.76%
Total 51000 · B Gaming Expenses	1,625,233.09	1,332,531.53	292,701.56	121.97%
Total COGS	6,235,102.49	5,775,413.13	459,689.36	107.96%
Gross Profit	2,948,313.98	1,660,587.87	1,287,726.11	177.55%
	Apr 24-Jun 24	Budget	+ Favorable	% of Budget
Expense				
Total 60000 · Business Expenses	31,466.99	18,607.50	12,859.49	169.11%*
Total 61000 · Contract Services	469,964.55	547,490.00	-77,525.45	85.84%**
Total 62000 · Facilities and Equipment	62,507.86	74,099.00	-11,591.14	84.36%***
Total 63000 · Operations	70,223.47	41,443.00	28,780.47	169.45%****
Total 64000 · Personnel Salaries, Benefits & Travel	407,687.22	441,075.00	-33,387.78	92.43%*****
Total Expense	1,041,850.09	1,122,714.50	-80,864.41	92.8%
Net Ordinary Income	1,906,463.89	537,873.37	1,368,590.52	354.45%
Other Income/Expense				
70000 · Interest Income	35,186.29	12,000.00	23,186.29	293.22%
81000 · Interest Expense	697.47	750.00	-52.53	93.0%
82000 · Gain/Loss on Discarded Assets				
Total Other Expense	697.47	750.00	-52.53	93.0%
Net Other Income	34,488.82	11,250.00	23,238.82	306.57%
	Apr 24-Jun 24	Budget	- Favorable	% of Budget
Net Income before Transfers to State of Wyoming	1,940,952.71	649,123.37	1,391,829.34	363.46%
Transfers to State of Wyoming	1,428,427.48			
Net Income	512,525.23			

* Under \$5,900 Board Expenses; Under \$700 Dues; Over \$19,500 RG

** Over \$15,600 Accounting; Over \$8,600 Legal; Under \$61,000 Mktg; Under \$27,700 Keno; Under \$13,000 IT

*** Under \$700 Fleet; Under \$6,900 Depreciation; Under \$17,500 IT Equip; Over \$13,700 NB

**** Under \$3,500 Office; Over \$33,500 Outside Services; Under \$1,000 Retailer Incentives

***** Under \$6,600 Benefits; Under \$19,500 Comp & Taxes; Under \$8,300 Travel; Over \$1,000 Uniforms

Net Income:

512,525.23

Financial Update

YTD Profit & Loss Budget vs. Actual

July 2023 - June 2024

	FY 24 QTR 4			
	TOTAL			
	July 23-Jun 24	Budget	- Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 · Income / Revenues	40,949,308.82	29,744,004.00	11,205,304.82	137.67%
Total 48000 · Other Revenues	115,001.71	0.00	115,001.71	100.0%
Total Income	41,064,310.53	29,744,004.00	11,320,306.53	138.06%
Cost of Goods Sold				
Total 50000 · A Direct Gaming Costs	22,045,706.78	17,771,521.60	4,274,185.18	124.05%
Total 61000 · B Gaming Expenses	7,391,338.16	5,330,125.52	2,061,212.64	138.67%
Total COGS	29,437,044.94	23,101,647.12	6,335,397.82	127.42%
Gross Profit	11,627,265.59	6,642,356.88	4,984,908.71	175.06%
	July 23-Jun 24	Budget	+ Favorable	% of Budget
Expense				
Total 60000 · Business Expenses	163,776.57	256,300.00	-92,523.43	63.9% *
Total 61000 · Contract Services	2,031,080.97	2,370,046.00	-338,965.03	85.7% **
Total 62000 · Facilities and Equipment	227,720.21	263,428.00	-35,707.79	86.45% ***
Total 63000 · Operations	225,493.69	205,463.00	20,030.69	109.75% ****
Total 64000 · Personnel Salaries, Benefits & Travel	1,632,558.18	1,720,250.00	-87,691.82	94.9% *****
Total Expense	4,280,629.62	4,815,487.00	-534,857.38	88.89%
Net Ordinary Income	7,346,635.97	1,826,869.88	5,519,766.09	402.14%
Other Income/Expense				
70000 · Interest Income	169,963.43	48,000.00	121,963.43	354.09%
81000 · Interest Expense	3,098.14	3,300.00	-201.86	93.88%
82000 · Gain/Loss on Discarded Assets				
Total Other Expense	3,098.14	3,300.00	-201.86	93.88%
Net Other Income	166,865.29	44,700.00	122,165.29	373.3%
	July 23-Jun 24	Budget	- Favorable	% of Budget
Net Income before Transfers to State of Wyoming	7,513,501.26	1,871,569.88	5,641,931.38	401.45%
Transfers to State of Wyoming	6,062,899.80			
Net Income	1,450,601.46			

* Under \$29,500 Board Expenses; Under \$4,500 EE Recruitment; Under \$95,000 Dues; Over \$37,000 RG

** Over \$2,600 Acctg; Under \$13,500 Legal; Under \$91,000 Mktg; Under \$196,000 Keno;

Under \$37,600 IT; Under \$3,300 Background Investigations

*** Under \$11,600 Depreciation; Under \$37,500 IT Equip & Maint; Over \$13,700 NB

**** Under \$5,600 Communications/Office; Over \$31,600 Outside Services; Under \$1,500 Other;

Under \$3,500 Retailer Incentives; Under \$900 Rent/Janitorial

***** Under \$16,200 Benefits; Under \$52,500 Comp & Taxes; Under \$15,500 Travel; Under \$3,500 Uniforms

Net Income: **1,450,601.46**

Financial Update

Profit & Loss Responsible Gambling

Budget vs. Actual

July 2023 - June 2024

	FY 24 QTR 4 YTD		
	TOTAL		
	July 23 - Jun 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	35,266.33	20,000.00	-15,266.33
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	37,766.33	188,052.98	150,286.65

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
6/30/24 Responsible Gambling Balance	150,286.65

Balance Sheet Balance as of 6/30/24	150,286.65

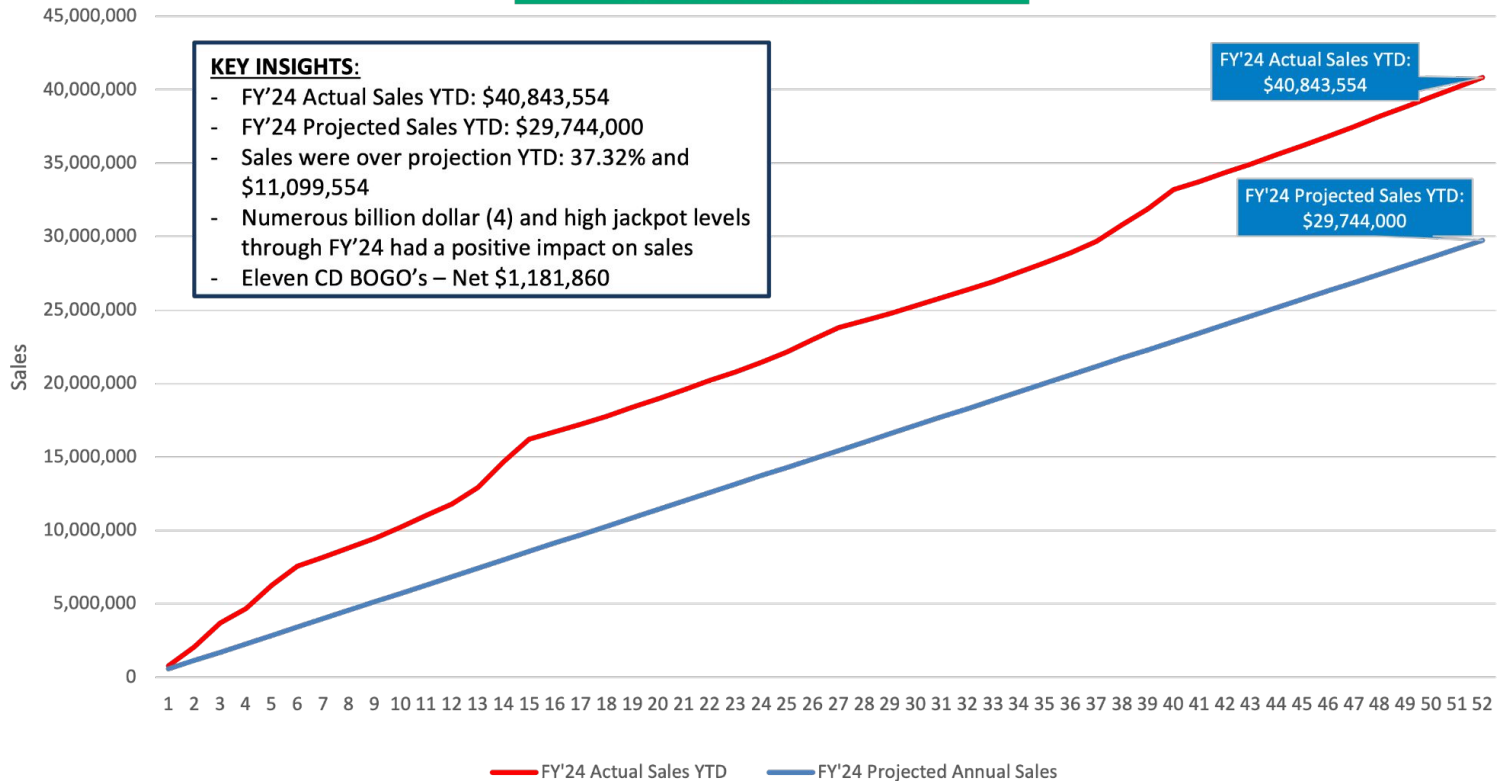
Unclaimed Prize Fund Balance as of 6/30/24

\$1,729,552.32

Sales Update

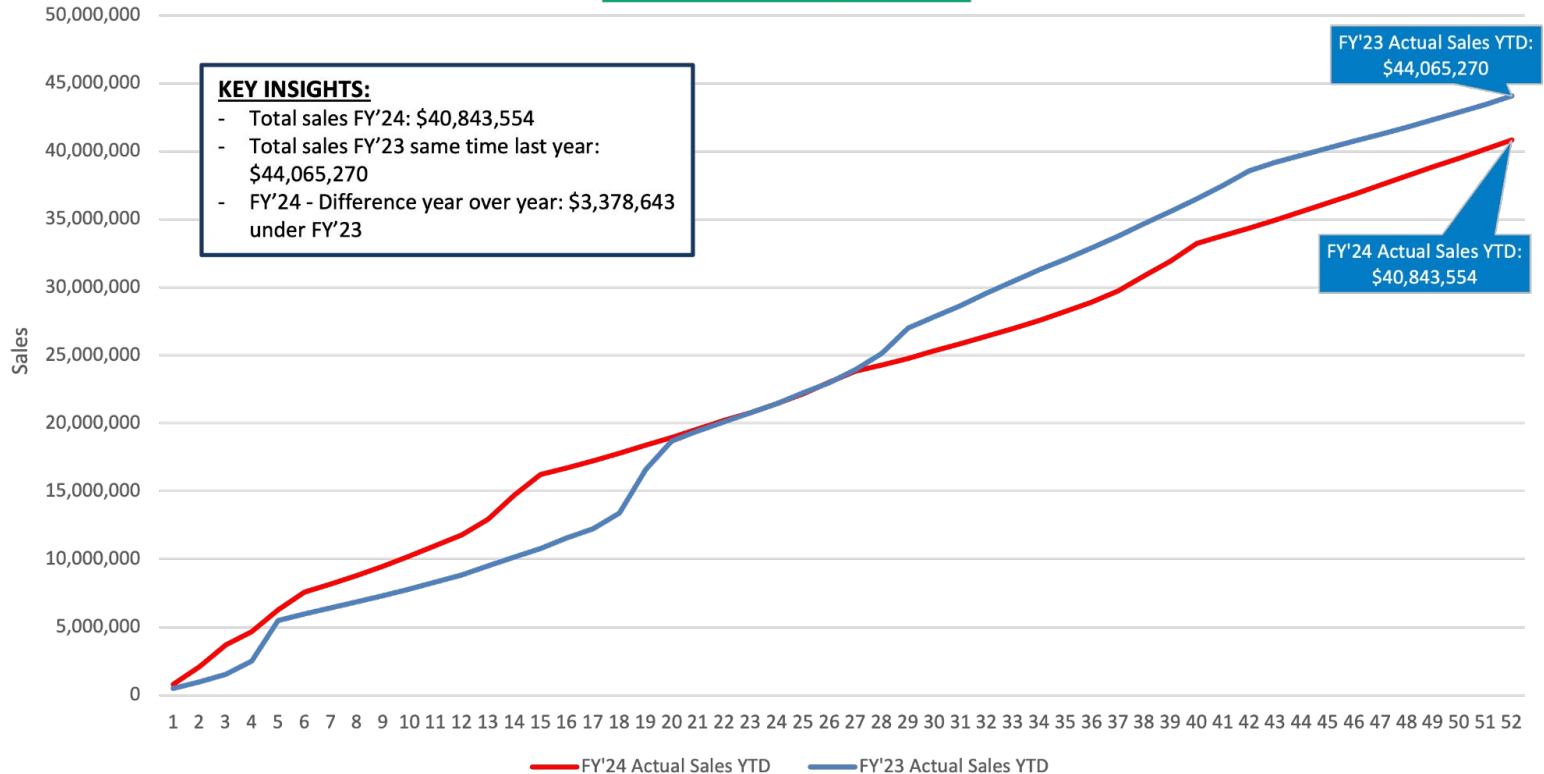
Sales Update

Total Sales - FY'24 Actual vs. Projection
Week ending: 6/29/24



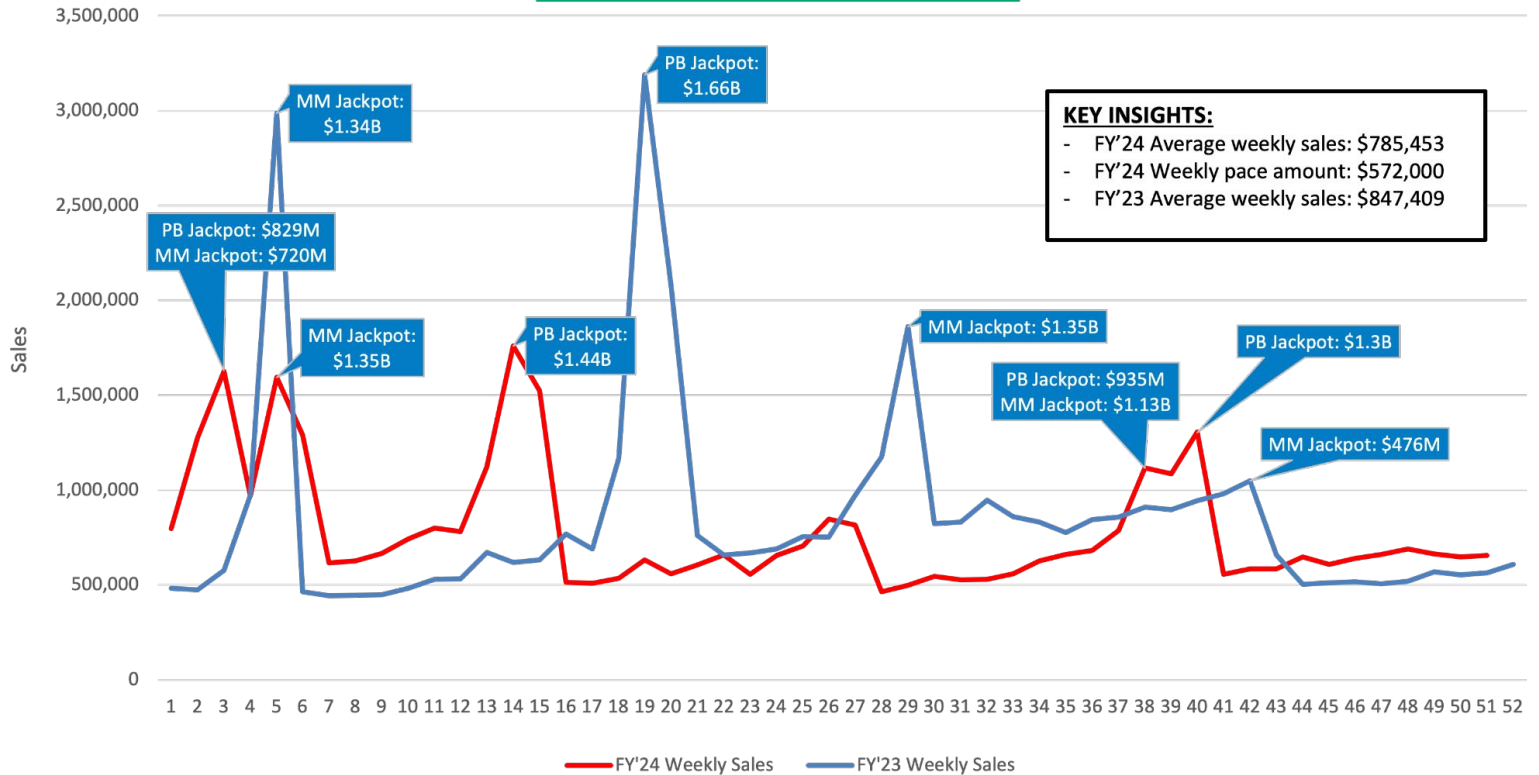
Sales Update

Total Sales - FY'24 vs. FY'23
Week ending: 6/29/24



Sales Update

Actual Weekly Sales - FY'24 vs. FY'23
Week ending: 6/29/2024



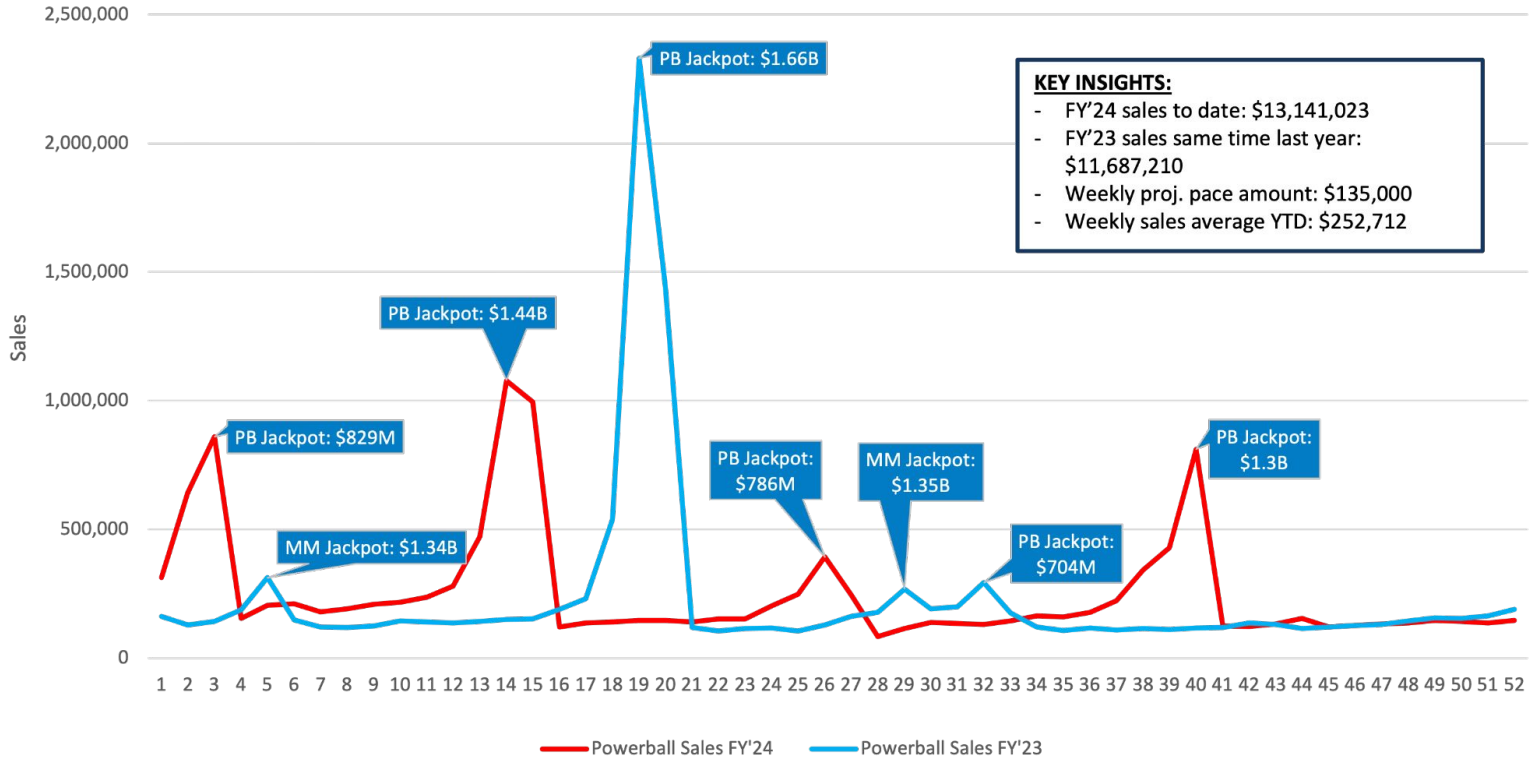
Sales Update

Total 4th Quarter Sales - FY'24 Actual vs. Projections
Quarter Ending 6/29/24



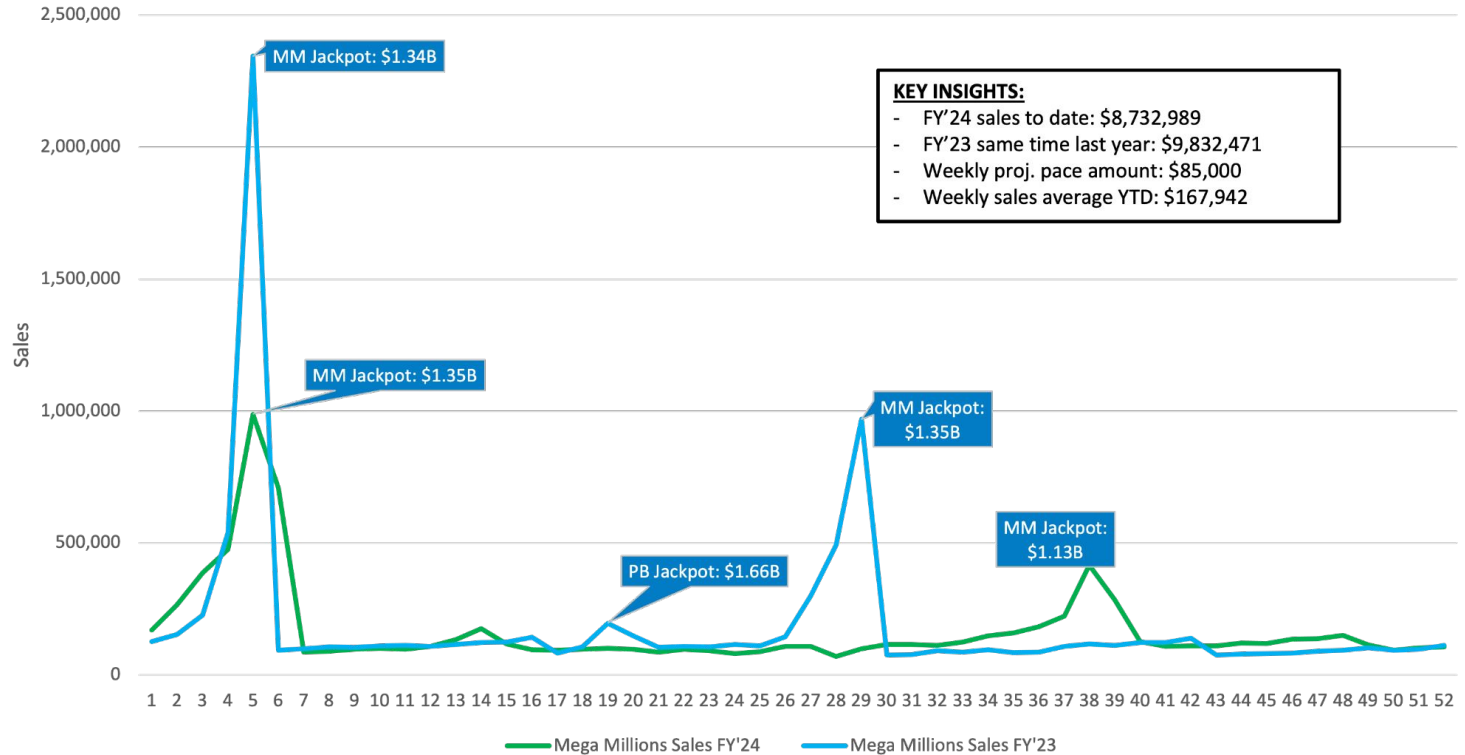
Sales Update

Powerball Sales - FY'24 vs. FY'23 Week Ending: 6/29/24



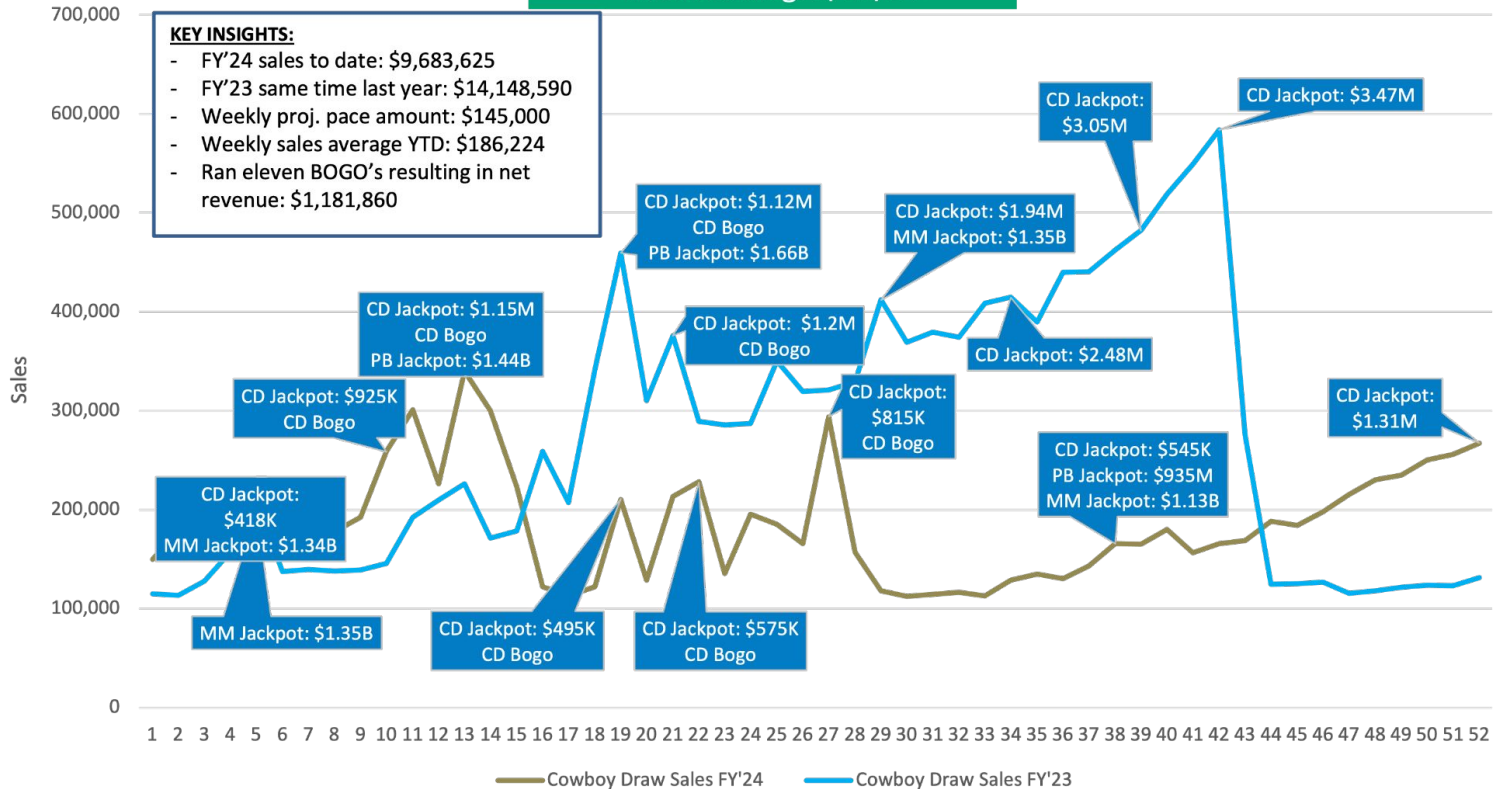
Sales Update

Mega Millions Sales - FY'24 vs. FY'23
Week Ending: 6/29/24



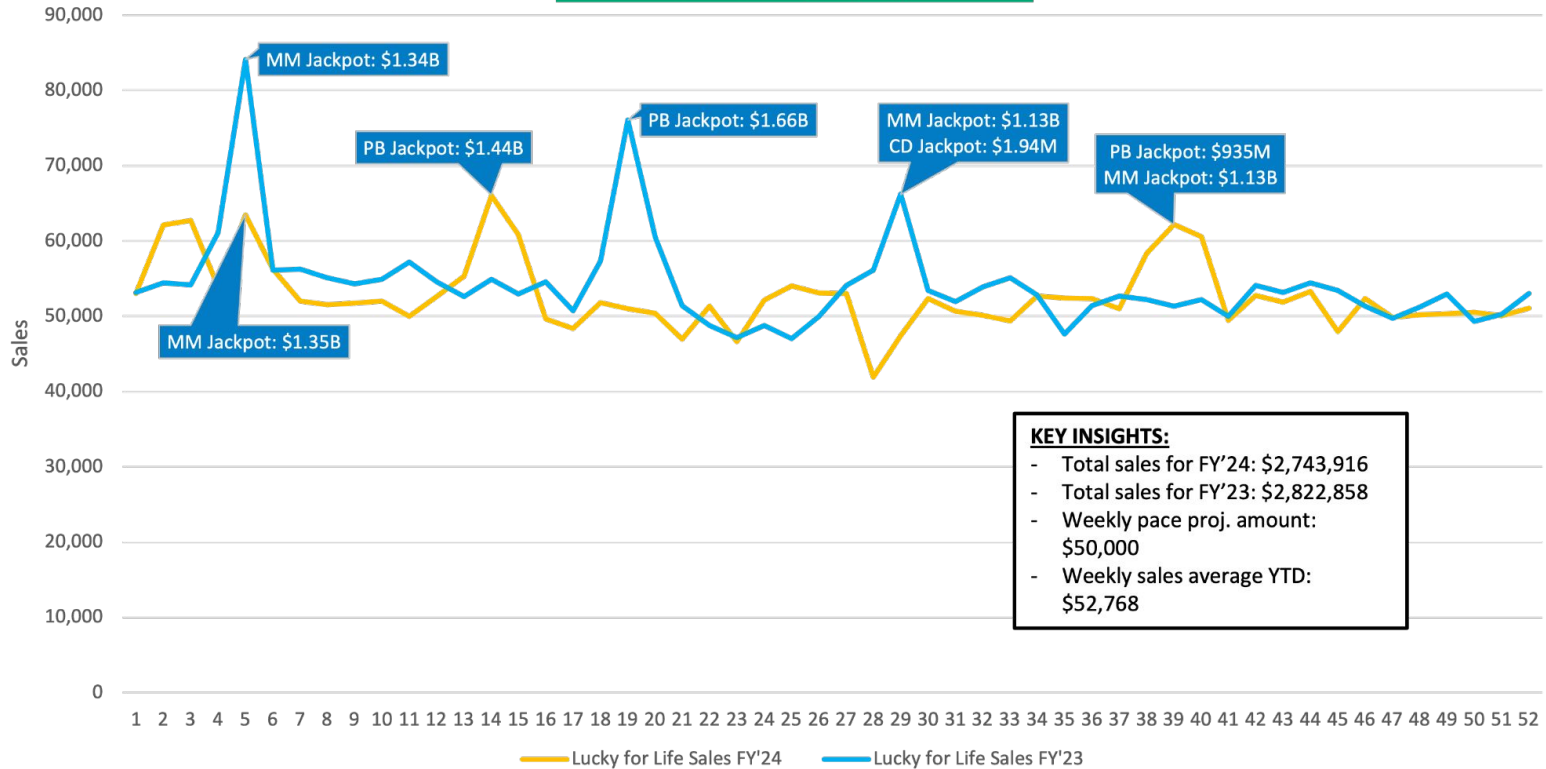
Sales Update

Cowboy Draw Sales - FY'24 vs. FY'23
Week ending: 6/29/24



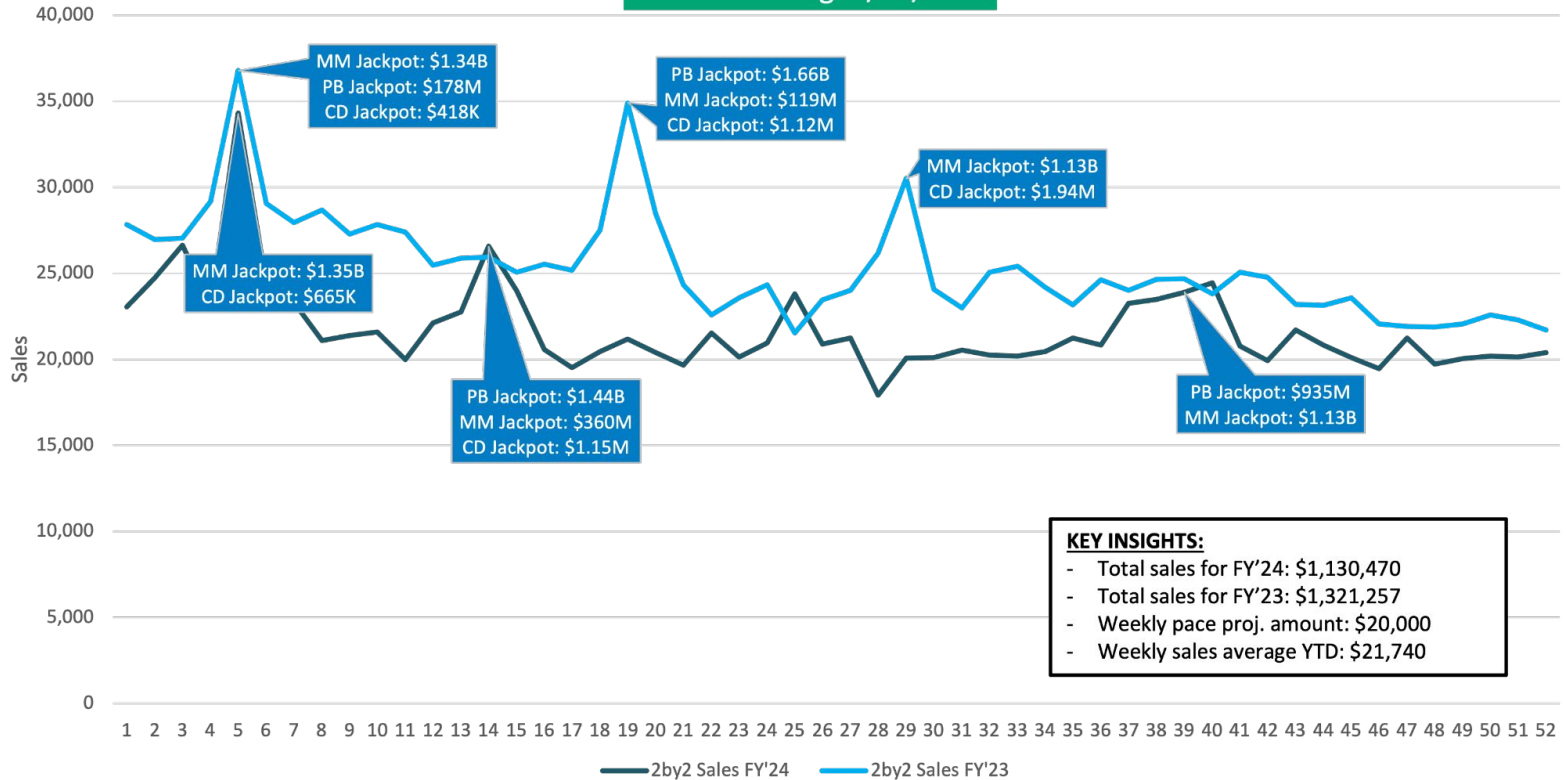
Sales Update

Lucky for Life Sales - FY'24 vs. FY'23
Week ending: 6/29/24



Sales Update

2by2 Sales - FY'24 vs. FY'23
Week ending: 6/29/24

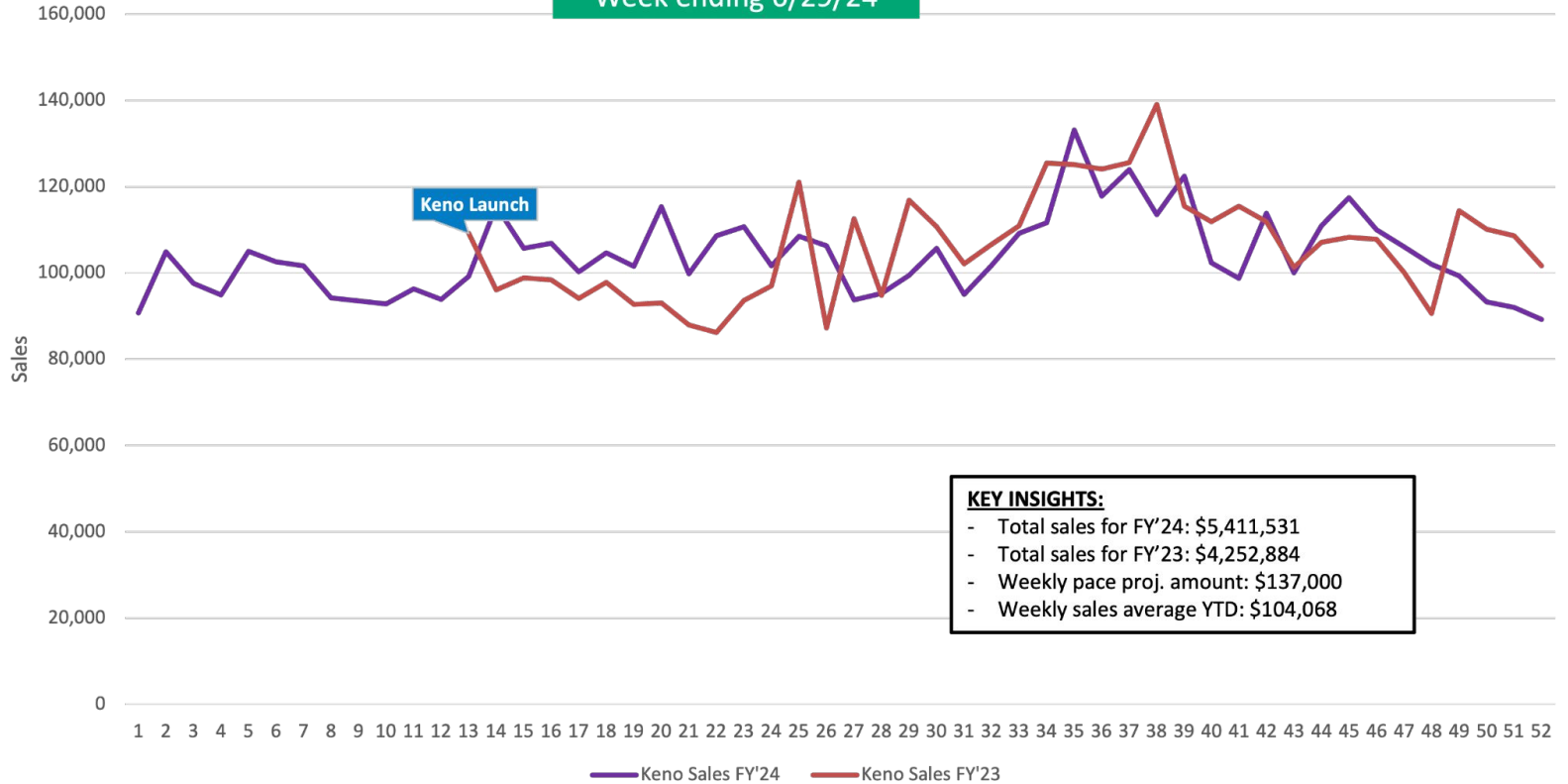


KEY INSIGHTS:

- Total sales for FY'24: \$1,130,470
- Total sales for FY'23: \$1,321,257
- Weekly pace proj. amount: \$20,000
- Weekly sales average YTD: \$21,740

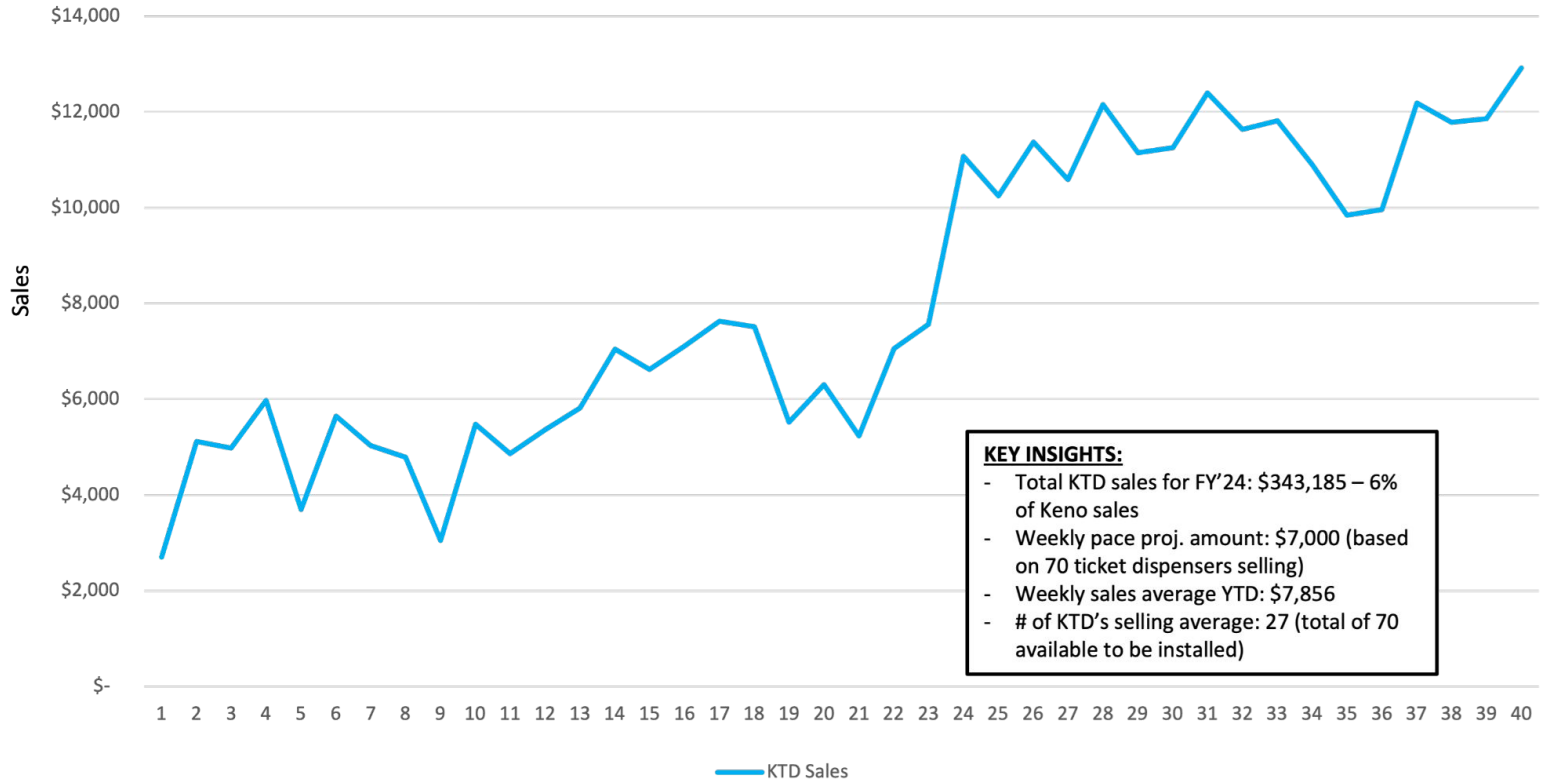
Sales Update

Keno Sales - FY'24 vs. FY'23
Week ending 6/29/24



Sales Update

KTD Sales - September 24 - June 29, 2024



KEY INSIGHTS:

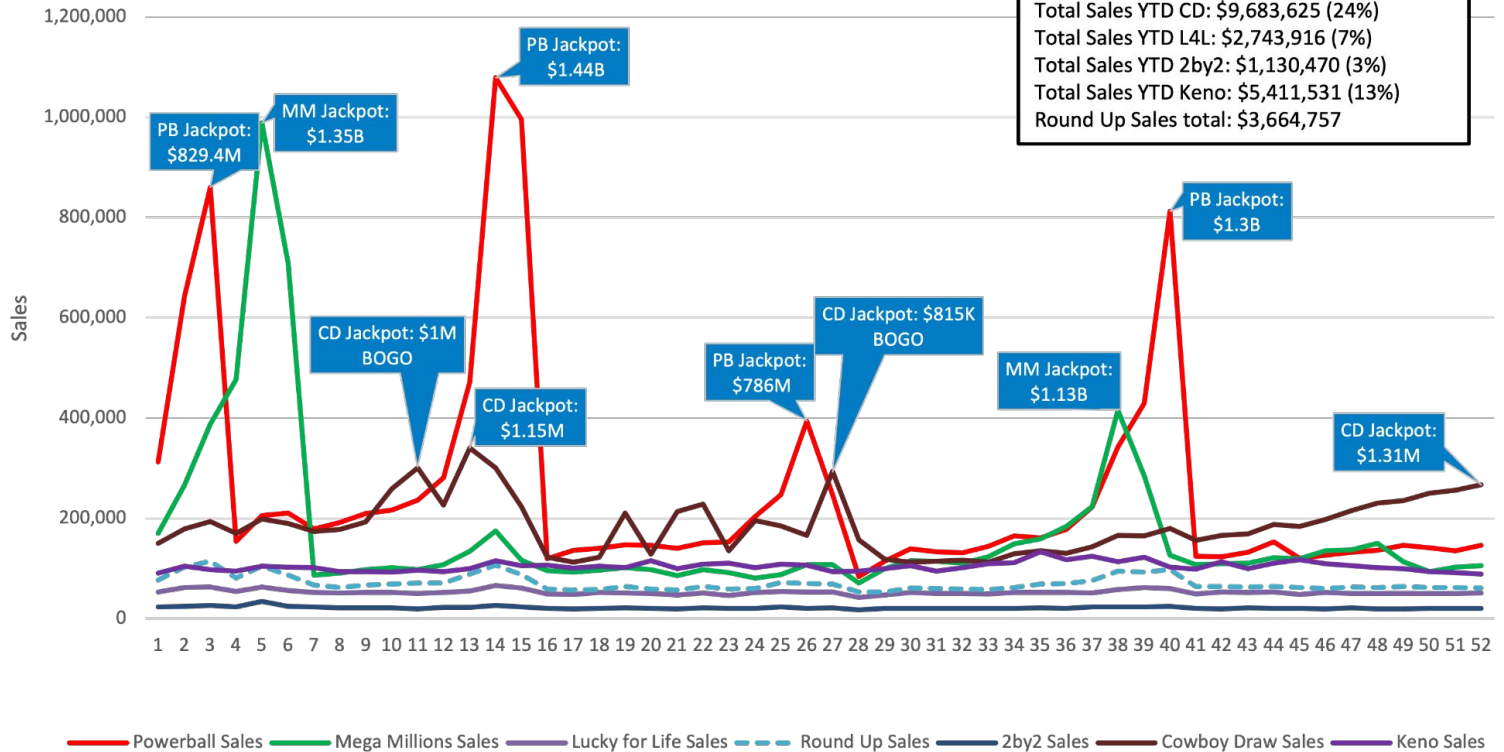
- Total KTD sales for FY'24: \$343,185 – 6% of Keno sales
- Weekly pace proj. amount: \$7,000 (based on 70 ticket dispensers selling)
- Weekly sales average YTD: \$7,856
- # of KTD's selling average: 27 (total of 70 available to be installed)

Sales Update

WyoLotto All Product Sales YTD
Week ending 6/29/24

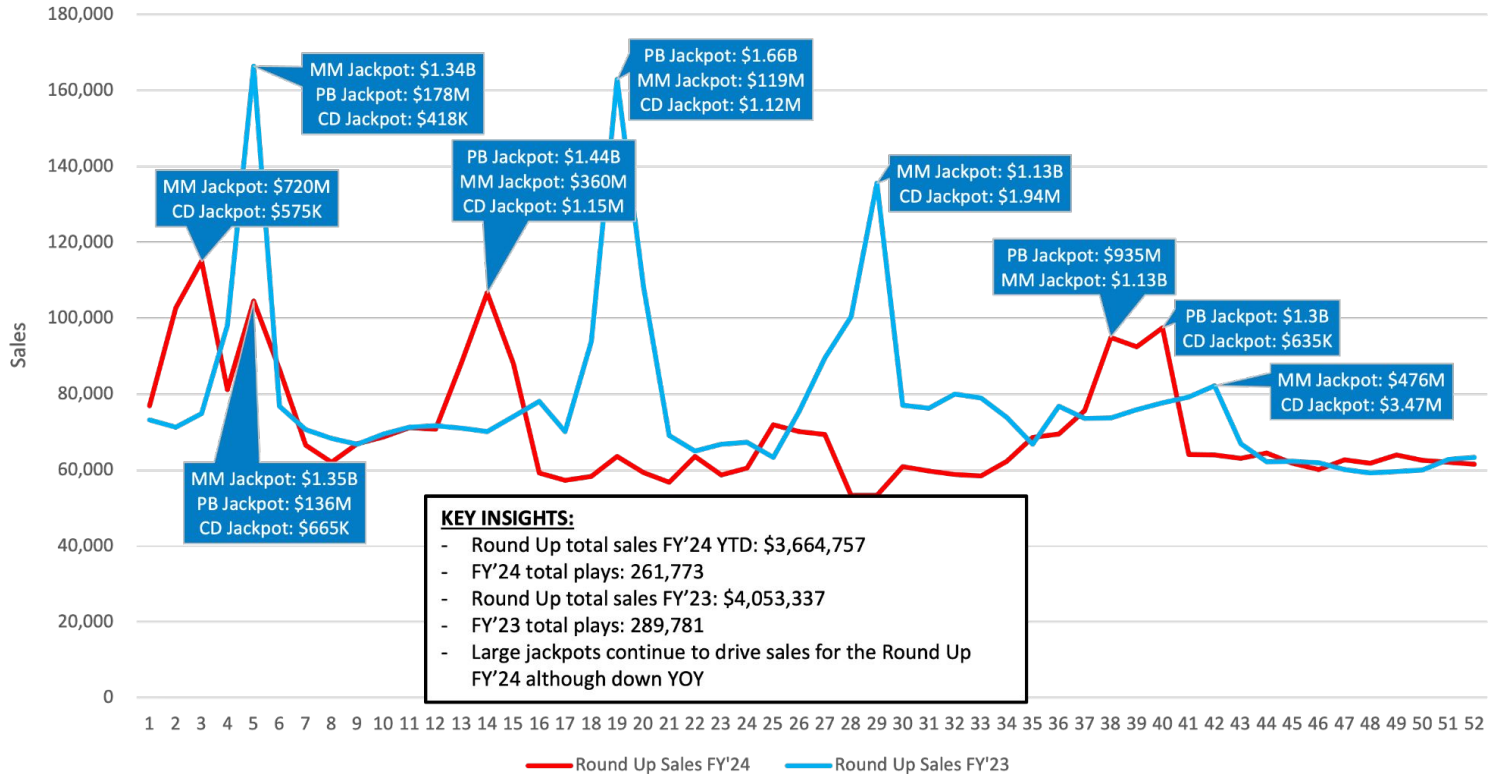
KEY INSIGHTS:

Total Sales YTD PB: \$13,141,023 (32%)
 Total Sales YTD MM: \$8,732,989 (21%)
 Total Sales YTD CD: \$9,683,625 (24%)
 Total Sales YTD L4L: \$2,743,916 (7%)
 Total Sales YTD 2by2: \$1,130,470 (3%)
 Total Sales YTD Keno: \$5,411,531 (13%)
 Round Up Sales total: \$3,664,757



Sales Update

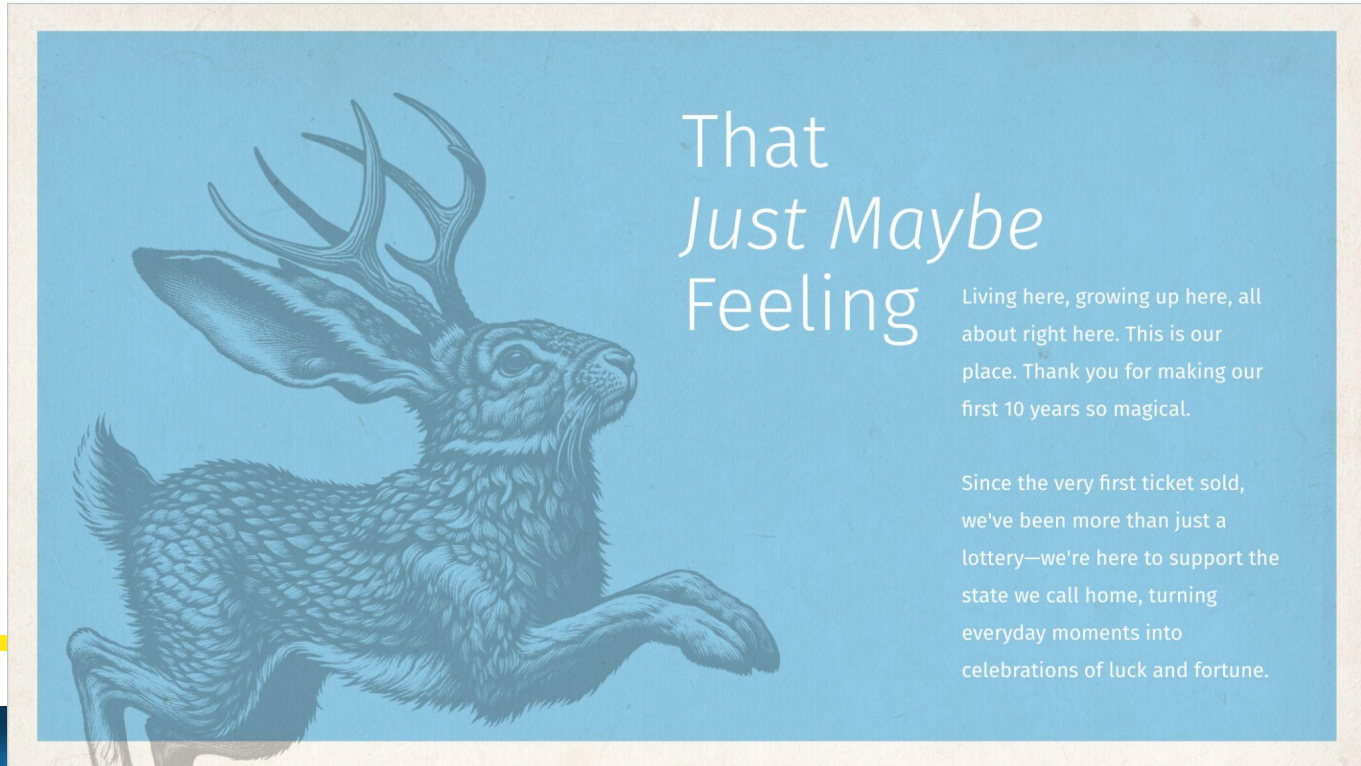
Round Up Sales - FY'24 vs. FY'23 Week ending: 6/29/24



Marketing Update

Corporate Campaign

A campaign to celebrate our 10-year anniversary and how much we have given back to Wyoming.



That
Just Maybe
Feeling

Living here, growing up here, all about right here. This is our place. Thank you for making our first 10 years so magical.

Since the very first ticket sold, we've been more than just a lottery—we're here to support the state we call home, turning everyday moments into celebrations of luck and fortune.

Corporate Campaign

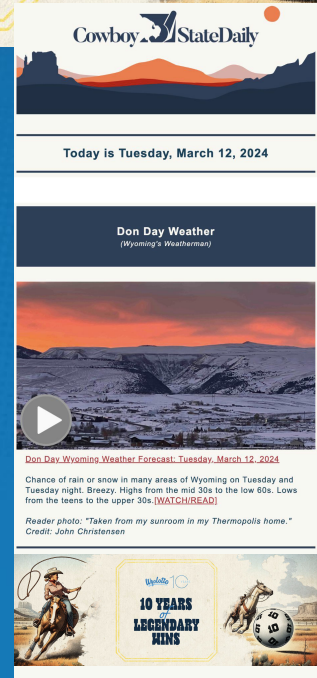
Campaign to run Aug. 12, 2024 - Aug. 22, 2025

Objectives:

1. Capture the authentic essence of Wyoming
2. Distinguish WyoLotto from other gambling entities
3. Showcase WyoLotto's significant contribution to Wyoming
4. Celebrate 10 years of success and support for key stakeholders, players, retailers and communities

Audiences:

1. Stakeholders
 - a. Reach them through new publications, i.e., the Cowboy State Daily, targeted LinkedIn, direct mail, email
2. WyoLotto players, general public
 - a. Reach through mass media channels, in-store POP, social, etc.



Corporate Campaign

Execution

- Video (TV and digital placements)
- Social
- Digital
- Newspaper
- Stakeholder communications
- Player communications
- Retailer communications
- In-store POP, including window clings, Coasters, pad toppers, and pads
- Website landing page

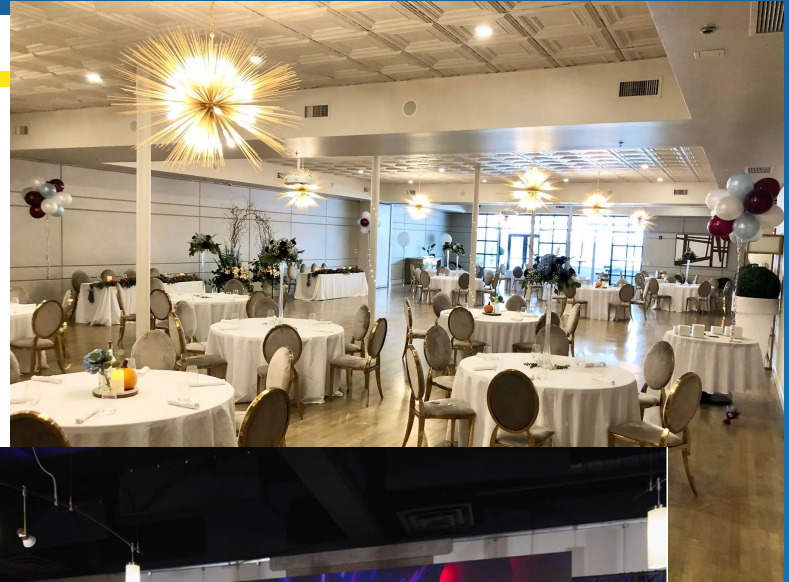


10-year Anniversary Event

Execute an event to celebrate the WyoLotto 10-year anniversary with key stakeholders, staff, and the Board of Directors. This is an opportunity to thank everyone that has supported us along the way.

Aug. 28th, 2024 (TBD)

- Event to be held at The Met in Cheyenne
- 80+ attendees
- Showcase new video about giving back
- Celebrate 10 years of giving back to Wyoming
- Reserving the Full Gallery
- Bar service (open bar) with cocktail tables in the foyer
- Long tables for heavy apps
- Seated table rounds and high top cocktail tables with white linens and black napkins
- AV and Projector Screen for speeches and video



CD BOGO

Campaign runs during UW Football season.

Have run this promotion for 6 years, so it is time to refresh the look and feel and also add to excitement with a new giveaway.

Updated campaign creative and added \$20,000 giveaway.

- Attend 2 games this season
- Radio
- Digital
- Newspaper
- Corporate Communications (social, app, website, PR, email, pads, KENO monitors, flyers)



WyoLotto
COWBOY DRAW

BOGO IS BACK!

PROUD SPONSOR OF
UW ATHLETICS

BUY ONE GET ONE FREE WHEN THE POKES WIN!
+A CHANCE TO WIN \$20,000
ON DEC. 6

The advertisement features a football player in a brown uniform with the number 33, running with the ball. The background is a dark, textured surface resembling a football field. The text is in a bold, yellow, 3D font. The WyoLotto logo is at the top, and the UW Athletics logo is on the right. The bottom section has a yellow background with white text.

Game Updates

Cowboy Draw

This Quarter:

- 92,797 Total Winners
- \$727,825 Total Won
- 86 that won \$1,000
- 0 Jackpot Won

Since Launch:

- 3,666,656 Total Winners
- \$65,476,410 Total Won
- 6,932 have won \$1,000
- 38 Jackpot Wins



Powerball

This Quarter:

- 40,592 Total Winners
- \$1,714,416 Total Won
- 5 that won \$1,000 or more
- 0 Jackpot Wins

Since Launch:

- 1,622,828 Total Winners
- \$21,182,649 Total Won
- 64 have won \$1,000 or more
- 0 Jackpot Wins



Mega Millions

This Quarter:

- 26,876 Total Winners
- \$203,056 Total Won
- 8 that won \$1,000 or more
- 0 Jackpot Wins

Since Launch:

- 1,459,183 Total Winners
- \$14,198,984 Total Won
- 209 have won \$1,000 or more
- 0 Jackpot Wins



Lucky for Life

This Quarter:

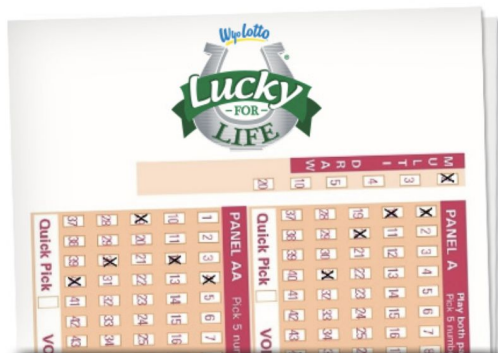
- 43,362 Total Winners
- \$239,709 Total Won
- 0 that won \$1,000 or more
- 0 Jackpot Wins

Since Launch:

- 1,248,724 Total Winners
- \$15,642,727 Total Won
- 73 have won \$1,000 or more
- 1 Jackpot Wins

You Could Win

\$1,000 EVERYDAY
FOR LIFE



2by2

This Quarter:

- 100,422 Total Winners
- \$86,729 Total Won
- 0 Jackpot Wins

Since Launch:

- 1,652,540 Total Winners
- \$2,346,520 Total Won
- 51 Jackpot Wins



KENO

This Quarter:

- \$900,682.50 Total Won
- 27 that won \$1,000 or more
- 0 Jackpot Wins

Since Launch:

- \$7,047,324.02 Total Won
- 236 have won \$1,000 or more
- 2 Jackpot Wins



What comes next...

- Corporate Campaign, Aug. 2024 - Aug. 2025
- 10-year Anniversary Event - Aug. 28, 2024
- CD BOGO, Aug. 2024 - Dec. 2024
- Responsible Gambling Planning Verification - Ongoing