

WyoLotto FY2025 Q3 Board Report



Corporate Responsibility

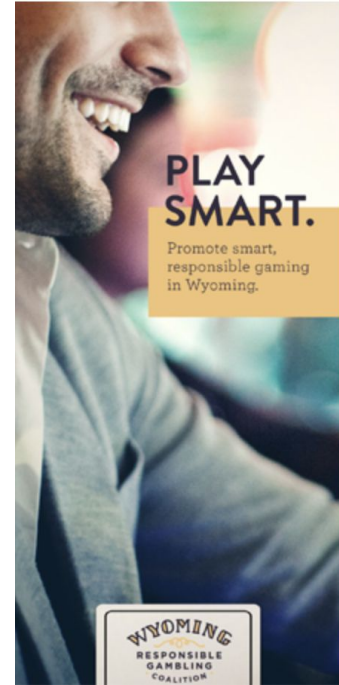
Transfer Update

- **Quarterly Transfers to Wyoming**
 - Q3 Fiscal Year 2025: \$610,562.34
 - Total Since Launch: \$41,634,632.50



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 March 31, 2025

ASSETS	Mar 31, 25	Mar 31, 24	\$ Change
Current Assets			
Checking/Savings			
Operating Checking/Savings Accounts	3,396,979.34	5,967,414.18	(2,570,434.84)
Prize Fund Checking/Savings Account	601,245.72	643,539.11	(42,293.39)
Prize Account Petty Cash (Till)	883.24	909.24	(26.00)
Restricted Cash			
Unclaimed Prizes	746,531.71	1,437,600.93	(691,069.22)
Responsible Gambling Funds	45,138.98	173,379.56	(128,240.58)
Fidelity Fund	94,650.43	86,858.09	7,792.34
Total Checking/Savings	<u>4,885,429.42</u>	<u>8,309,701.11</u>	<u>(3,424,271.69)</u>
Other Current Assets			
Prepaid Expenses	20,551.24	16,260.41	4,290.83
Retail Accounts Receivable	456,934.60	940,447.61	(483,513.01)
Other Receivables	0.00	36,201.29	(36,201.29)
Lease Receivable-Current	67,562.00	0.00	67,562.00
Total Other Current Assets	<u>545,047.84</u>	<u>992,909.31</u>	<u>(447,861.47)</u>
Total Current Assets	<u>5,430,477.26</u>	<u>9,302,610.42</u>	<u>(3,872,133.16)</u>
Noncurrent Assets			
Land	611,503.52	0.00	611,503.52
Capital Assets, Net	2,300,213.15	1,018,489.35	1,281,723.80
Capital Assets, Trademarks	51,200.00	51,200.00	0.00
Construction/Building In Progress	327,586.96	29,844.00	297,742.96
Deposits - Building	7,500.00	7,500.00	0.00
Right To Use Lease/Subscription Assets	415,756.00	367,496.00	48,260.00
Lease Receivables-Long Term	531,738.00	0.00	531,738.00
Total Noncurrent Assets	<u>4,245,497.63</u>	<u>1,474,529.35</u>	<u>2,770,968.28</u>
Deferred Outflows of Resources			
Pension Related Outflows	112,702.72	272,466.72	(159,764.00)
TOTAL ASSETS	<u>9,788,677.61</u>	<u>11,049,606.49</u>	<u>(1,260,928.88)</u>

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable	403,969.08	832,308.22	(428,339.14)
Jonah Bank Credit Card	16,162.94	8,661.96	7,500.98
State of Wyoming Transfer Payable	610,562.34	1,322,900.60	(712,338.26)
Unearned Revenue (net)	255,562.00	646,082.00	(390,520.00)
Prizes Payable	836,086.50	1,649,639.05	(813,552.55)
Payroll Liabilities	65,304.53	63,804.07	1,500.46
Total Current Liabilities	<u>2,187,647.39</u>	<u>4,523,395.90</u>	<u>(2,335,748.51)</u>

Financial Update

Wyoming Lottery Corp

Balance Sheet

As of March 31, 2025

Balance Sheet, Continued

As of March 31, 2025

	<u>Mar 31, 25</u>	<u>Mar 31, 24</u>	<u>\$ Change</u>
Noncurrent Liabilities			
Lease Liabilities - Copiers	38,630.43	55,041.06	(16,410.63)
Lease Liabilities - Building	109,447.00	257,136.00	(147,689.00)
Lease Liabilities - SBITA	270,595.00	53,637.00	216,958.00
Def Inflow - Lease Receivable	598,543.00	0.00	598,543.00
Net Pension Liability	1,075,478.09	1,313,658.09	(238,180.00)
Pension Related Inflows	55,034.59	8,326.59	46,708.00
Total Noncurrent Liabilities	<u>2,147,728.11</u>	<u>1,687,798.74</u>	<u>459,929.37</u>
Total Liabilities	4,335,375.50	6,211,194.64	(1,875,819.14)
Equity			
Retained Earnings	5,395,539.45	3,900,335.62	1,495,203.83
Net Income	57,762.66	938,076.23	(880,313.57)
TOTAL LIABILITIES & EQUITY	<u><u>9,788,677.61</u></u>	<u><u>11,049,606.49</u></u>	<u><u>(1,260,928.88)</u></u>

Financial Update

Q3 Profit & Loss

January 2025 - March 2025

Wyoming Lottery Corp Profit & Loss January 2025 through March 2025

Operating Income/Expense	Jan 25 - Mar 25	Jan 24 - Mar 24	\$ Change
Income			
Income / Revenues			
Mega Millions Sales (net)	1,148,711.70	2,072,319.00	-923,607.30
Power Ball Sales (net)	1,786,532.22	2,492,722.38	-706,190.16
Cowboy Draw Sales (net)	1,747,576.60	2,025,910.00	-278,333.40
Lucky For Life Sales (net)	619,391.44	670,310.00	-50,918.56
2by2 Sales (net)	239,073.00	271,920.00	-32,847.00
Keno Sales	1,032,382.00	1,419,383.00	-387,001.00
Total Income / Revenues	6,573,866.96	8,952,564.38	-2,378,697.42
Other Revenues			
Application Fees (Fidelity-Res)	200.00	400.00	-200.00
Rental Income	24,000.00	0.00	24,000.00
Other Revenues	134,634.59	0.00	134,634.59
Total - Other Revenues	158,834.59	400.00	158,434.59
Total Income	6,732,501.55	8,952,964.38	-2,220,462.83
Cost of Goods Sold			
Direct Gaming Costs			
Prize Expense			
Megamillions	536,105.50	929,408.86	-393,303.36
Powerball	833,153.08	1,122,225.24	-289,072.16
Cowboy Draw	1,208,865.67	1,187,025.25	21,840.42
Lucky For Life	339,282.57	373,243.10	-33,960.53
2by2	125,043.69	144,312.19	-19,268.50
Keno	656,679.00	953,800.50	-297,121.50
Total Direct Gaming Costs / Prize Expense	3,699,129.51	4,710,015.14	-1,010,885.63
Gaming Expenses			
Gaming Retail Commissions	408,727.68	543,629.40	-134,901.72
Gaming Retail Validation Bonus	15,671.71	19,846.07	-4,174.36
Vendor Expense - (Intralot)	765,717.08	1,042,632.43	-276,915.35
Total Gaming Expenses	1,190,116.47	1,606,107.90	-415,991.43
Total COGS	4,889,245.98	6,316,123.04	-1,426,877.06
Gross Profit	1,843,255.57	2,636,841.34	-793,585.77
Expense			
Operating Expenses			
Board Expenses	4,054.20	4,715.07	-660.87
Employee Recruitment & Relocate	6,124.00	0.00	6,124.00
Insurance	1,857.86	5,774.75	-3,916.89
Membership Dues	3,503.39	2,811.00	692.39
Responsible Gambling Program	98,543.36	3,514.63	95,028.73
Accounting / Audit Fees	0.00	0.00	0.00
Legal Fees	13,997.50	8,890.00	5,107.50
Marketing	272,771.16	251,646.70	21,124.46
Keno / Marketing Expenses	54.80	92,848.64	-92,793.84
MM Game Change/Development	188,163.32	0.00	188,163.32
Outside Contract Services (IT)	43,897.29	38,508.60	5,388.69

Financial Update

Q3 Profit & Loss, Continued

January 2025 - March 2025

Wyoming Lottery Corp
Profit & Loss
 January 2025 through March 2025

	Jan 25 - Mar 25	Jan 24 - Mar 24	\$ Change
Operating Income/Expense			
Vendor Background Services	349.00	742.00	-393.00
Payroll Services	2,205.00	2,170.00	35.00
Retail Investigation	2,250.00	1,760.00	490.00
Facilities & Equipment	99,801.45	51,820.16	47,981.29
Communications	4,208.30	3,537.08	671.22
Office Costs	5,446.86	5,160.43	286.43
Outside Services	24,637.54	12,500.00	12,137.54
Petty Cash Over/Short	0.00	0.00	0.00
Other	511.71	0.00	511.71
Retailer Special Incentive	2,000.00	1,500.00	500.00
Rent & Janitorial	28,747.80	28,457.44	290.36
Ticket Problem Expense	0.00	0.00	0.00
Salaries, Wages & Benefits	406,915.56	387,261.99	19,653.57
Travel	3,458.96	20,006.29	-16,547.33
EE Uniforms	0.00	0.00	0.00
Total Operating Expenses	1,213,499.06	923,624.78	289,874.28
Net Operating Income	629,756.51	1,713,216.56	-1,083,460.05
Other Income			
Interest Income	25,013.38	38,891.11	-13,877.73
Total Other Income	25,013.38	38,891.11	-13,877.73
Other Expenses			
Interest Expense	537.93	749.29	-211.36
Total Other Expense	537.93	749.29	-211.36
Net Income Before State Transfer	654,231.96	1,751,358.38	-1,097,126.42
State of Wyoming Transfers	610,562.34	1,322,900.60	-712,338.26
Net Income	43,669.62	428,457.78	-384,788.16
State Transfer Calculation			
Net Income Before State Transfer & RG Expense Removal	654,231.96	1,751,358.38	-1,097,126.42
Reimbursed Responsible Gambling Expenses	98,543.36	3,514.63	95,028.73
Net Income Before State Transfer	752,775.32	1,754,873.01	-1,002,097.69
State of Wyoming Transfers	610,562.34	1,322,900.60	-712,338.26
Net Income Removing RG Expenses	142,212.98	431,972.41	-289,759.43
State Transfer % of Net Income	81.11%	75.38%	5.72%

Financial Update

YTD Profit & Loss

July 2024 - March 2025

Wyoming Lottery Corp Profit & Loss July 2024 through March 2025

Operating Income/Expense	Jul 24 - Mar 25	Jul 23 - Mar 24	\$ Change
Income			
Income / Revenues			
Mega Millions Sales (net)	5,609,983.62	7,118,052.38	-1,508,068.76
Power Ball Sales (net)	5,399,424.34	10,734,123.08	-5,334,698.74
Cowboy Draw Sales (net)	5,348,921.90	6,978,620.20	-1,629,698.30
Lucky For Life Sales (net)	1,914,037.68	2,085,374.00	-171,336.32
2by2 Sales (net)	744,918.00	858,465.00	-113,547.00
Keno Sales	3,374,992.10	4,102,159.40	-727,167.30
Total Income / Revenues	22,392,277.64	31,876,794.06	-9,484,516.42
Other Revenues			
Application Fees (Fidelity-Res)	2,000.00	4,100.00	-2,100.00
Rental Income	84,433.55	0.00	84,433.55
Other Revenues	142,844.36	0.00	142,844.36
Total - Other Revenues	229,277.91	4,100.00	225,177.91
Total Income	22,621,555.55	31,880,894.06	-9,259,338.51
Cost of Goods Sold			
Direct Gaming Costs			
Prize Expense			
Megamillions	2,690,550.53	3,372,153.25	-681,602.72
Powerball	2,505,425.58	5,176,525.05	-2,671,099.47
Cowboy Draw	3,822,520.50	4,242,124.50	-419,604.00
Lucky For Life	1,095,434.30	1,223,441.71	-128,007.41
2by2	389,786.73	456,259.37	-66,472.64
Keno	2,188,775.00	2,965,333.50	-776,558.50
Total Direct Gaming Costs / Prize Expense	12,692,492.64	17,435,837.38	-4,743,344.74
Gaming Expenses			
Gaming Retail Commissions	1,381,276.38	1,991,783.76	-610,507.38
Gaming Retail Validation Bonus	49,689.02	64,431.56	-14,742.54
Vendor Expense - (Intralot)	2,607,146.91	3,709,889.75	-1,102,742.84
Total Gaming Expenses	4,038,112.31	5,766,105.07	-1,727,992.76
Total COGS	16,730,604.95	23,201,942.45	-6,471,337.50
Gross Profit	5,890,950.60	8,678,951.61	-2,788,001.01
Expense			
Operating Expenses			
Bank Fees	50.00	50.00	0.00
Board Expenses	13,461.51	67,808.86	-54,347.35
Employee Recruitment & Relocate	11,069.60	0.00	11,069.60
Insurance	18,152.94	17,182.25	970.69
Membership Dues	29,842.14	29,752.67	89.47
Responsible Gambling Program	105,147.67	17,515.80	87,631.87
Accounting / Audit Fees	59,600.00	40,000.00	19,600.00
Legal Fees	64,978.90	36,316.43	28,662.47
Marketing	984,141.63	918,359.67	65,781.96
Keno / Marketing Expenses	12,602.75	411,107.81	-398,505.06
MM Game Change/Development	475,973.02	0.00	475,973.02

Financial Update

YTD Profit & Loss, Continued

July 2024 - March 2025

Wyoming Lottery Corp Profit & Loss July 2024 through March 2025

Operating Income/Expense	Jul 24 - Mar 25	Jul 23 - Mar 24	\$ Change
Outside Contract Services (IT)	137,151.71	142,869.01	-5,717.30
Vendor Background Services	710.00	2,302.00	-1,592.00
Payroll Services	6,021.00	5,312.50	708.50
Retail Investigation	7,131.99	4,849.00	2,282.99
Facilities & Equipment	318,497.43	165,212.35	153,285.08
Communications	10,552.49	8,784.70	1,767.79
Office Costs	19,392.72	20,793.21	-1,400.49
Outside Services	70,978.20	34,071.93	36,906.27
Petty Cash Over/Short	-16.50	29.90	-46.40
Other	636.21	2,020.32	-1,384.11
Retailer Special Incentive	6,000.00	4,500.00	1,500.00
Rent & Janitorial	85,891.76	85,024.16	867.60
Ticket Problem Expense	0.00	46.00	-46.00
Salaries, Wages & Benefits	1,205,023.39	1,152,628.29	52,395.10
Travel	55,845.10	71,776.27	-15,931.17
EE Uniforms	318.69	466.40	-147.71
Total Operating Expenses	3,699,154.35	3,238,779.53	460,374.82
Net Operating Income	2,191,796.25	5,440,172.08	-3,248,375.83
Other Income			
Interest Income	82,040.21	134,777.14	-52,736.93
Total Other Income	82,040.21	134,777.14	-52,736.93
Other Expenses			
Interest Expense	1,774.70	2,400.67	-625.97
Total Other Expense	1,774.70	2,400.67	-625.97
Net Income Before State Transfer	2,272,061.76	5,572,548.55	-3,300,486.79
State of Wyoming Transfers	2,214,299.10	4,634,472.32	-2,420,173.22
Net Income	57,762.66	938,076.23	-880,313.57
State Transfer Calculation			
Net Income Before State Transfer & RG Expense Removal	2,272,061.76	5,572,548.55	-3,300,486.79
Reimbursed Responsible Gambling Expenses	105,147.67	17,515.80	87,631.87
Net Income Before State Transfer	2,377,209.43	5,590,064.35	-3,212,854.92
State of Wyoming Transfers	2,214,299.10	4,634,472.32	-2,420,173.22
Net Income Removing RG Expenses	162,910.33	955,592.03	-792,681.70
State Transfer % of Net Income Less RG Expenses	93.16%	82.91%	10.24%

Financial Update

Q3 Profit & Loss Budget vs. Actual

January 2025 - March 2025

Wyoming Lottery Corp Profit & Loss Budget vs. Actual January 2025 through March 2025

	FY 25 QTR 3			
	TOTAL			
	Jan 25-Mar 25	Budget	- Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 · Income / Revenues	6,573,666.96	7,761,003.00	-1,187,336.04	84.7%
Total 48000 · Other Revenues	158,834.59	24,000.00	134,834.59	661.81%
Total Income	6,732,501.55	7,785,003.00	-1,052,501.45	86.48%
Cost of Goods Sold				
Total 50000 · A Direct Gaming Costs	3,699,129.51	4,605,380.00	-906,250.49	80.32%
Total 61000 · B Gaming Expenses	1,190,116.47	1,400,085.00	-209,968.53	85.0%
Total COGS	4,889,245.98	6,005,465.00	-1,116,219.02	81.41%
Gross Profit	1,843,255.57	1,779,538.00	63,717.57	103.58%
	Jan 25-Mar 25	Budget	+ Favorable	% of Budget
Expense				
Total 60000 · Business Expenses	114,082.81	6,975.00	107,107.81	1,635.6%*
Total 61000 · Contract Services	523,688.07	709,380.01	-185,691.94	73.82%***
Total 62000 · Facilities and Equipment	99,801.45	125,850.00	-26,048.55	79.3%***
Total 63000 · Operations	65,552.21	62,801.00	2,751.21	104.38%****
Total 64000 · Personnel Salaries, Benefits & Travel	410,374.52	530,330.00	-119,955.48	77.38%*****
Total Expense	1,213,499.06	1,435,336.01	-221,836.95	84.55%
Net Ordinary Income	629,756.51	344,201.99	285,554.52	182.96%
Other Income/Expense				
70000 · Interest Income	25,013.38	30,000.00	-4,986.62	83.38%
81000 · Interest Expense	537.93	750.00	-212.07	71.72%
82000 · Gain/Loss on Discarded Assets				
Total Other Expense	537.93	750.00	-212.07	71.72%
Net Other Income	24,475.45	29,250.00	-4,774.55	83.68%
	Jan 25-Mar 25	Budget	- Favorable	% of Budget
Net Income before Transfers to State of Wyoming	654,231.96	373,451.99	280,779.97	175.19%
Transfers to State of Wyoming	610,562.34			
Net Income	43,669.62			

* Under \$1,200 Board Expenses; Over \$6,000 EE Recruitment; Over 1,400 Insurance; Over \$2,300 Dues; Includes RG Expenses of \$98,543

** Under \$6,000 Legal/Accounting; Under \$76,000 Mktg; Under \$30,000 MM Change; Under \$44,500 Keno; Under \$25,600 IT; Under \$3,300 Retail/Vendor Investigation

*** Under \$28,000 Depreciation; Over \$3,000 Bldg Repairs & Maint

**** Under \$600 Office; Over \$3,600 Outside Services; Under \$500 Retailer Incentives

***** Under \$9,800 Benefits; Under \$85,000 Comp & Taxes; Under \$21,000 Travel; Under \$4,000 Uniforms

Net Income:

43,669.62

Financial Update

YTD Profit & Loss Budget vs. Actual

July 2024 - March 2025

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

	FY 25 QTR 3			
	TOTAL			
	July 24-Mar 25	Budget	- Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 · Income / Revenues	22,392,277.64	23,283,009.00	-890,731.36	96.17%
Total 48000 · Other Revenues	229,277.91	72,000.00	157,277.91	318.44%
Total Income	22,621,555.55	23,355,009.00	-733,453.45	96.86%
Cost of Goods Sold				
Total 50000 · A Direct Gaming Costs	12,692,492.64	13,816,130.00	-1,123,637.36	91.87%
Total 61000 · B Gaming Expenses	4,038,112.31	4,200,255.00	-162,142.69	96.14%
Total COGS	16,730,604.95	18,016,385.00	-1,285,780.05	92.86%
Gross Profit	6,890,950.60	6,338,624.00	652,326.60	110.36%
	July 24-Mar 25	Budget	+ Favorable	% of Budget
Expense				
Total 60000 · Business Expenses	177,723.86	177,025.00	698.86	100.4% *
Total 61000 · Contract Services	1,748,311.00	2,127,865.03	-379,554.03	82.16% ***
Total 62000 · Facilities and Equipment	318,497.43	352,171.00	-33,673.57	90.44% ****
Total 63000 · Operations	193,434.88	204,957.00	-11,522.12	94.38% *****
Total 64000 · Personnel Salaries, Benefits & Travel	1,261,187.18	1,470,945.00	-209,757.82	85.74% *****
Total Expense	3,699,154.35	4,332,963.03	-633,808.68	85.37%
Net Ordinary Income	2,191,796.25	1,005,660.97	1,186,135.28	217.95%
Other Income/Expense				
70000 · Interest Income	82,040.21	90,000.00	-7,959.79	91.16%
81000 · Interest Expense	1,774.70	2,250.00	-475.30	78.88%
82000 · Gain/Loss on Discarded Assets				
Total Other Expense	1,774.70	2,250.00	-475.30	78.88%
Net Other Income	80,265.51	87,750.00	-7,484.49	91.47%
	July 24-Mar 25	Budget	- Favorable	% of Budget
Net Income before Transfers to State of Wyoming	2,272,061.76	1,093,410.97	1,178,650.79	207.8%
Transfers to State of Wyoming	2,214,299.10			
Net Income	57,762.66			

* Under \$11,000 Board Expenses; Over \$6,500 EE Recruitment; Under \$6,400 Insurance; Under \$93,600 Dues; Includes RG Expenses of \$105,148

** Under \$1,900 Audit; Over \$14,000 Legal; Under \$238,000 Mktg; Under \$30,600 MM Update; Under \$56,000 Keno; Under \$58,000 IT; Under \$8,000 Retail/Vendor Investigations

*** Under \$5,000 Depreciation; Under \$29,000 Bldg Repairs & Maint

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

***** Under \$24,000 Benefits; Under \$144,600 Comp & Taxes; Under \$33,800 Travel; Under \$7,000 Uniforms

Net Income:

57,762.66

Financial Update

Supplemental Building Budget Expenditures vs. Budget

July 2024 - June 2025

Wyoming Lottery Corp
Profit & Loss FY' 25 Supplemental Building Budget
July 2024 through June 2025

	Building Capital Expenditures Jul '24 - March '24	FY'25 Approved Budget Jul '24 - Jun 25	FY'25 Remaining Budget Jul '24 - Jun 25
New Building Capitalized Expenditures			
Building Contracted Renovations	259,049.58	650,000.00	390,950.42
Other Building Capitalized Repairs			
Building Security Required IT		54,650.00	54,650.00
Building Required IT Other		70,000.00	70,000.00
Building Fire Suppression		15,000.00	15,000.00
Building Signage		30,000.00	30,000.00
Total New Building Expenditures	259,049.58	819,650.00	560,600.42

Profit & Loss Responsible Gambling Budget vs. Actual

July 2024 through March 2025

Financial Update

Profit & Loss Responsible Gambling

Budget vs. Actual

July 2024 - March 2025

	FY 25 QTR 3 YTD		
	TOTAL		
	July 24 - March 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	19,897.67	20,000.00	102.33
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	105,147.67	150,286.65	45,138.98

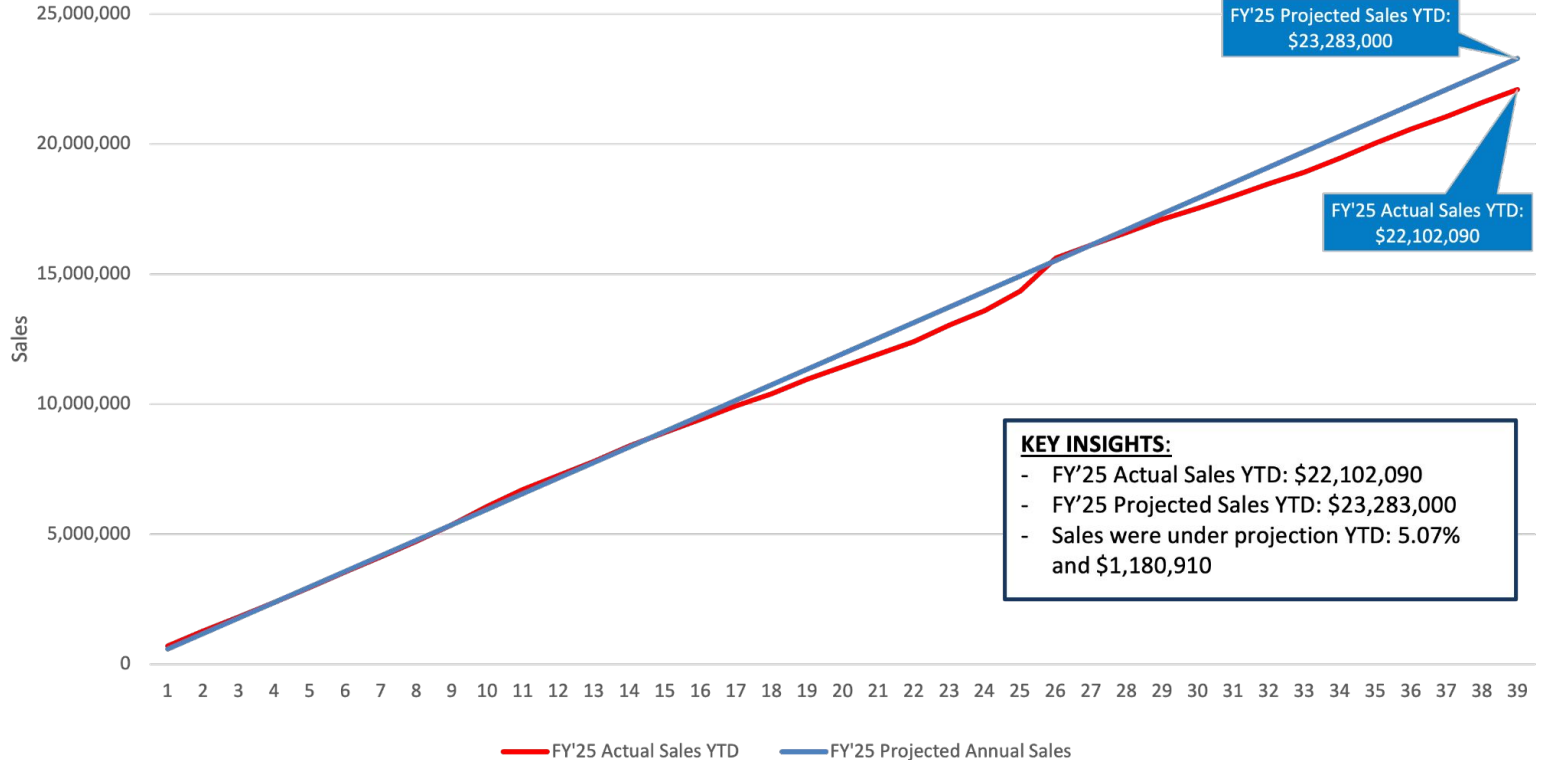
Responsible Gambling Balance

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	-105,147.67
12/31/24 Responsible Gambling Balance	45,138.98

Sales Update

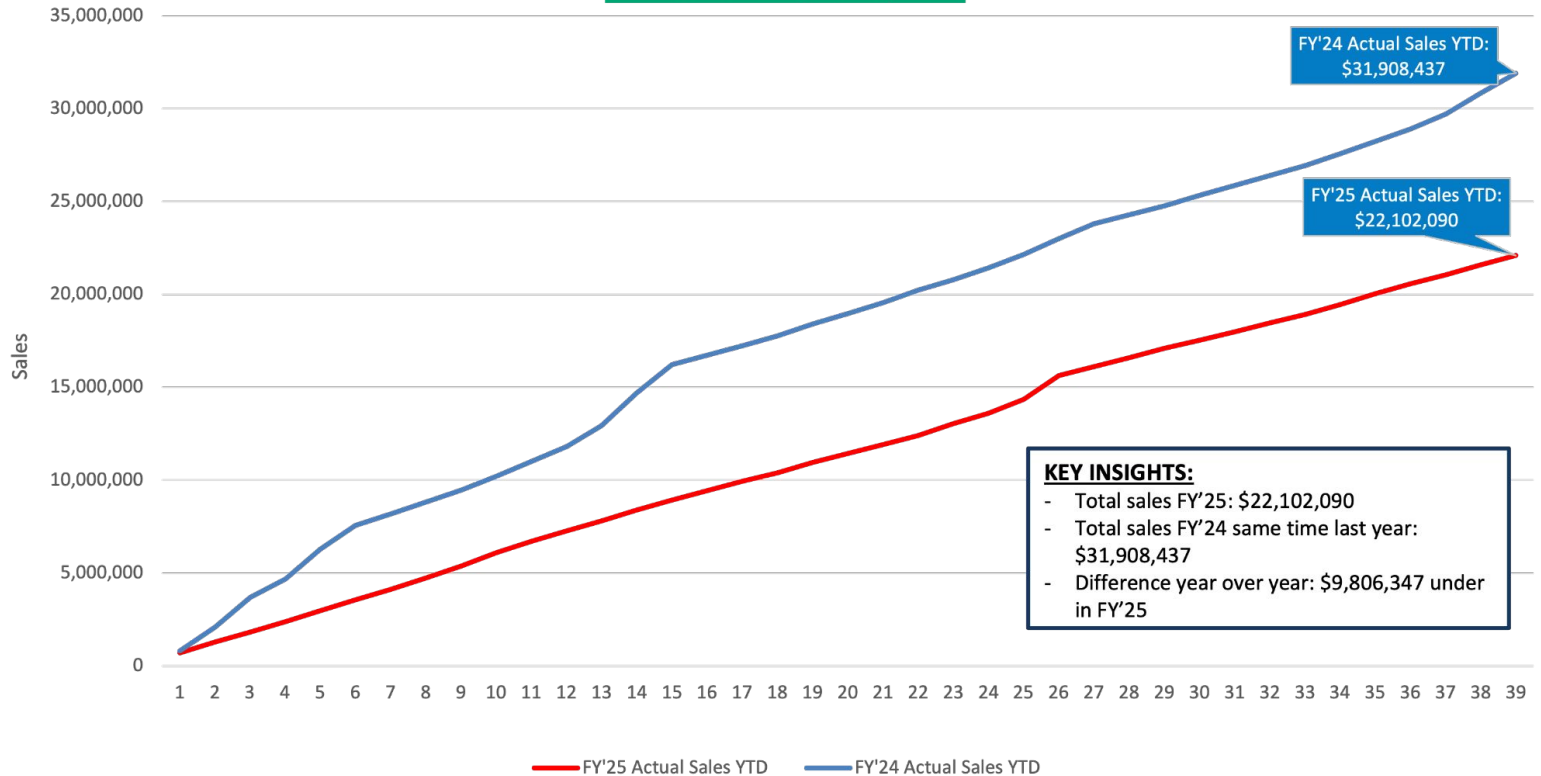
Sales Update

Total Sales - FY'25 Actual vs. Projection
Week ending: 3/29/25



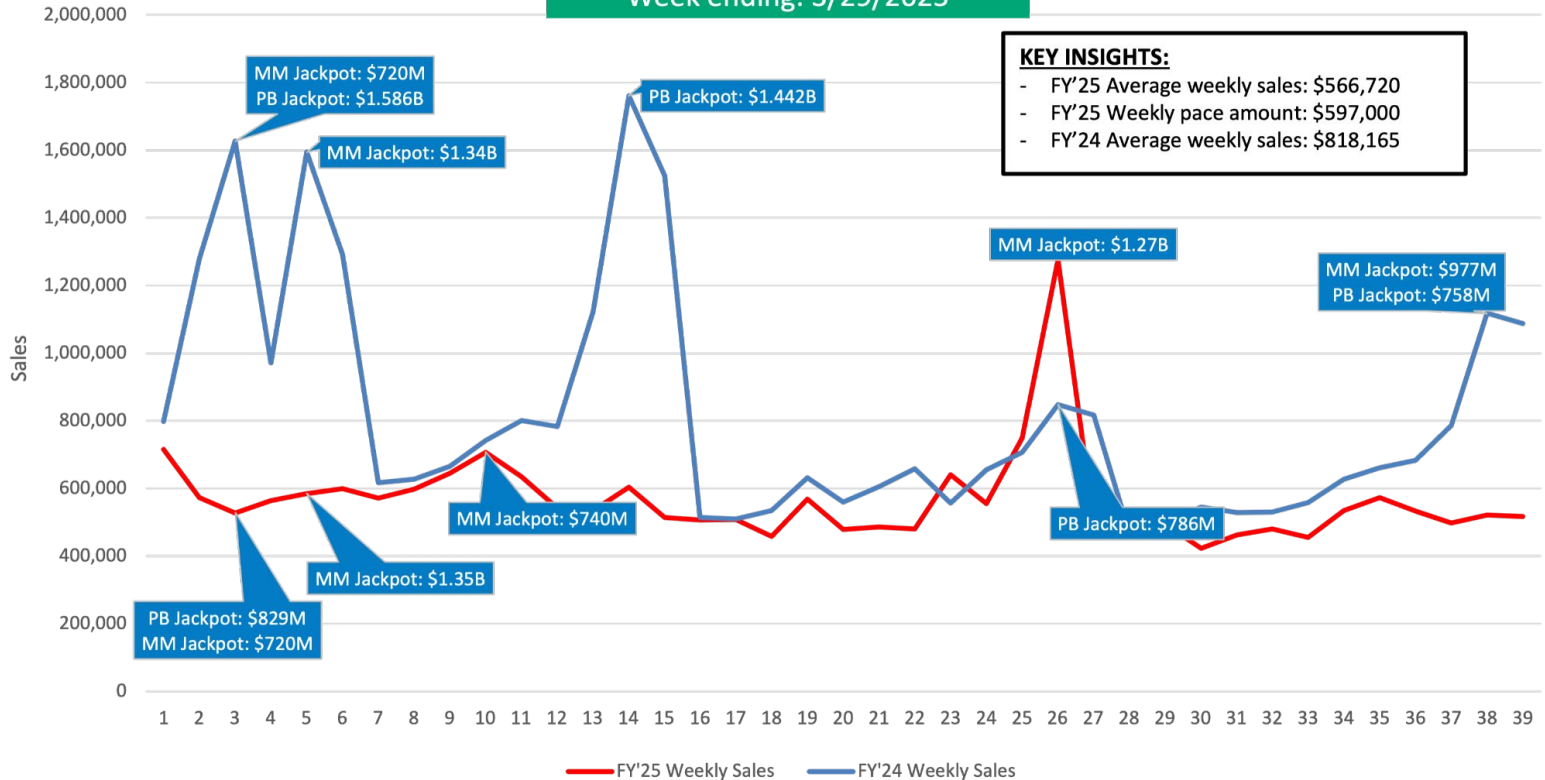
Sales Update

Total Sales - FY'25 vs. FY'24
Week ending: 3/29/25



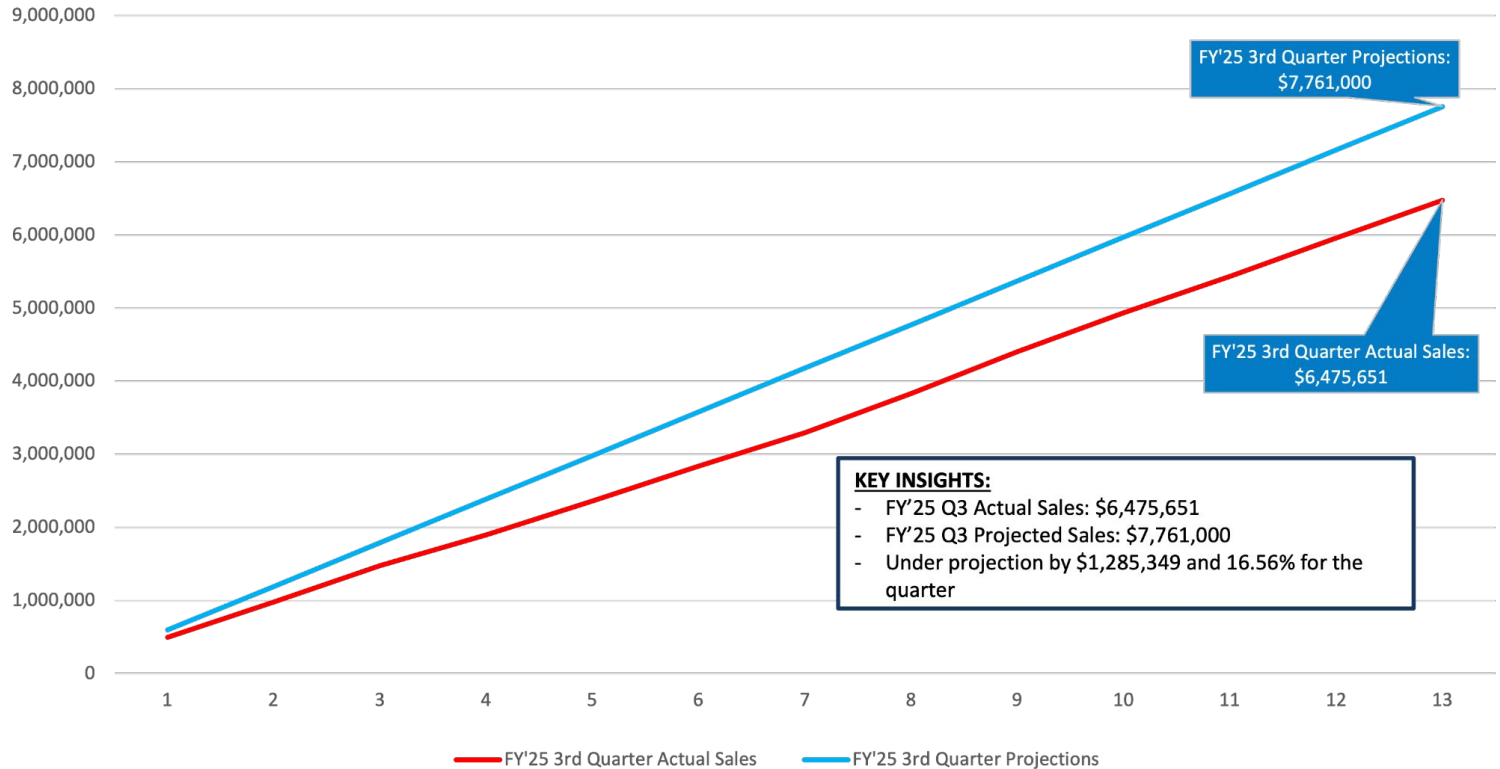
Sales Update

Actual Weekly Sales - FY'25 vs. FY'24
Week ending: 3/29/2025



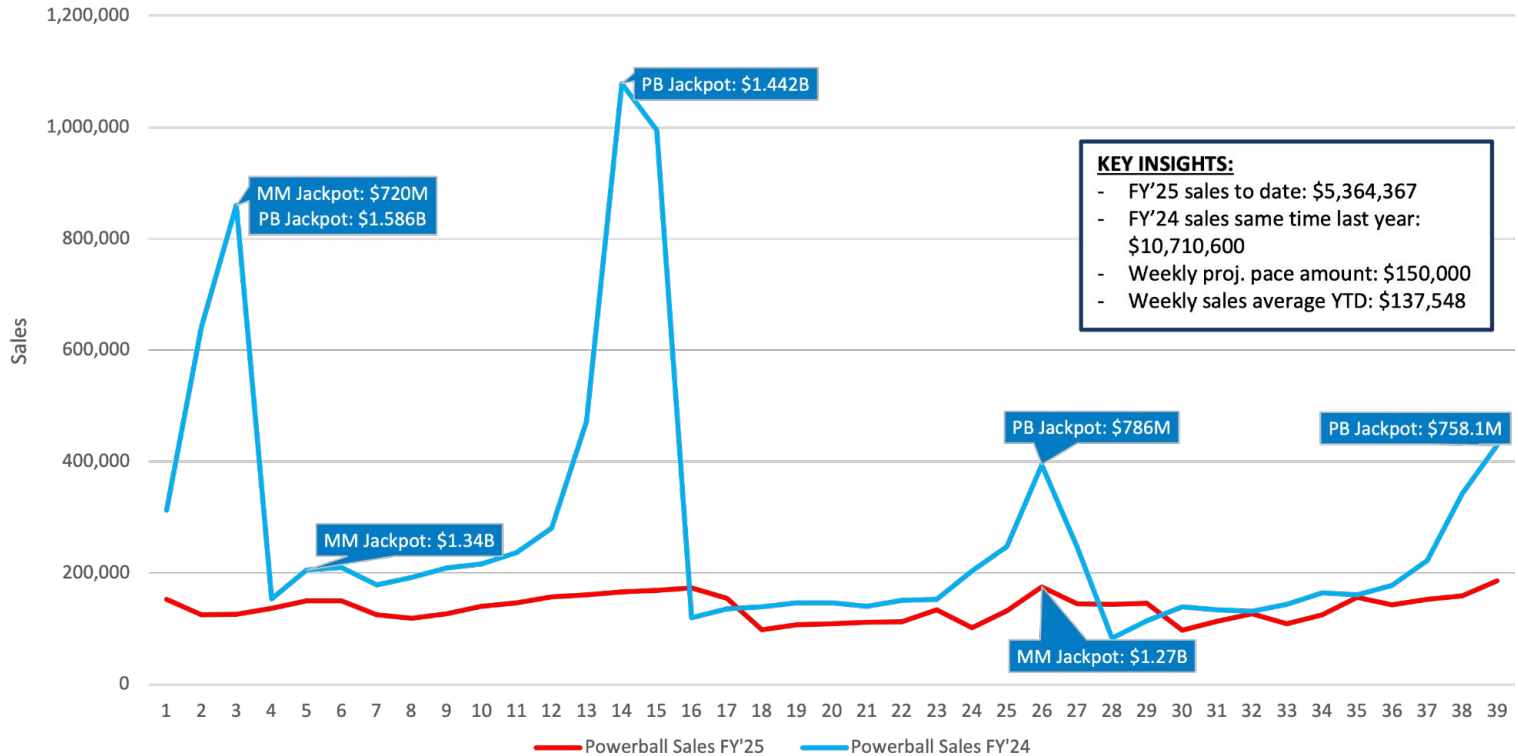
Sales Update

Total 3rd Quarter Sales - FY'25 Actual vs. Projections
Quarter Ending 3/29/25



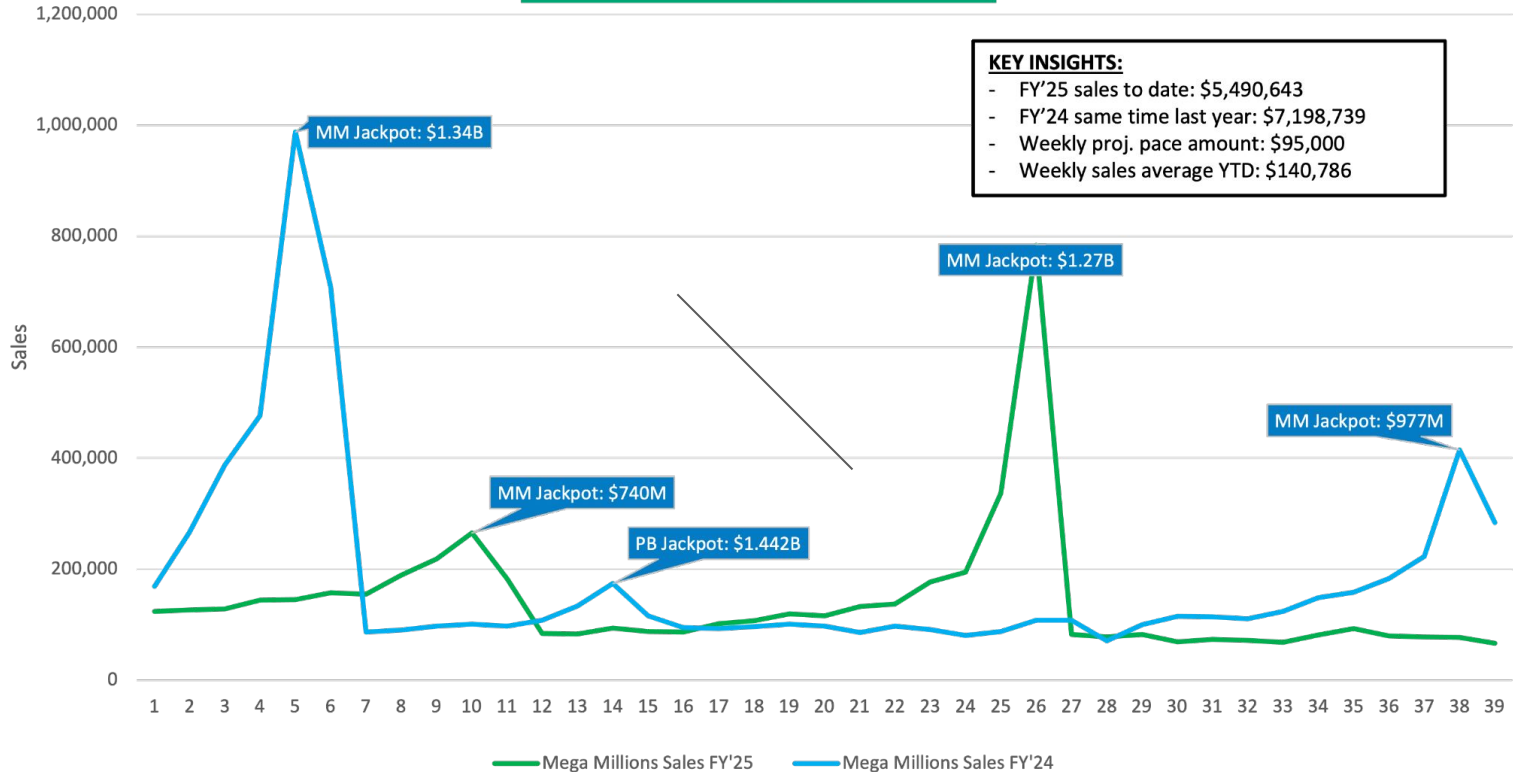
Sales Update

Powerball Sales - FY'25 vs. FY'24
Week Ending: 3/29/25



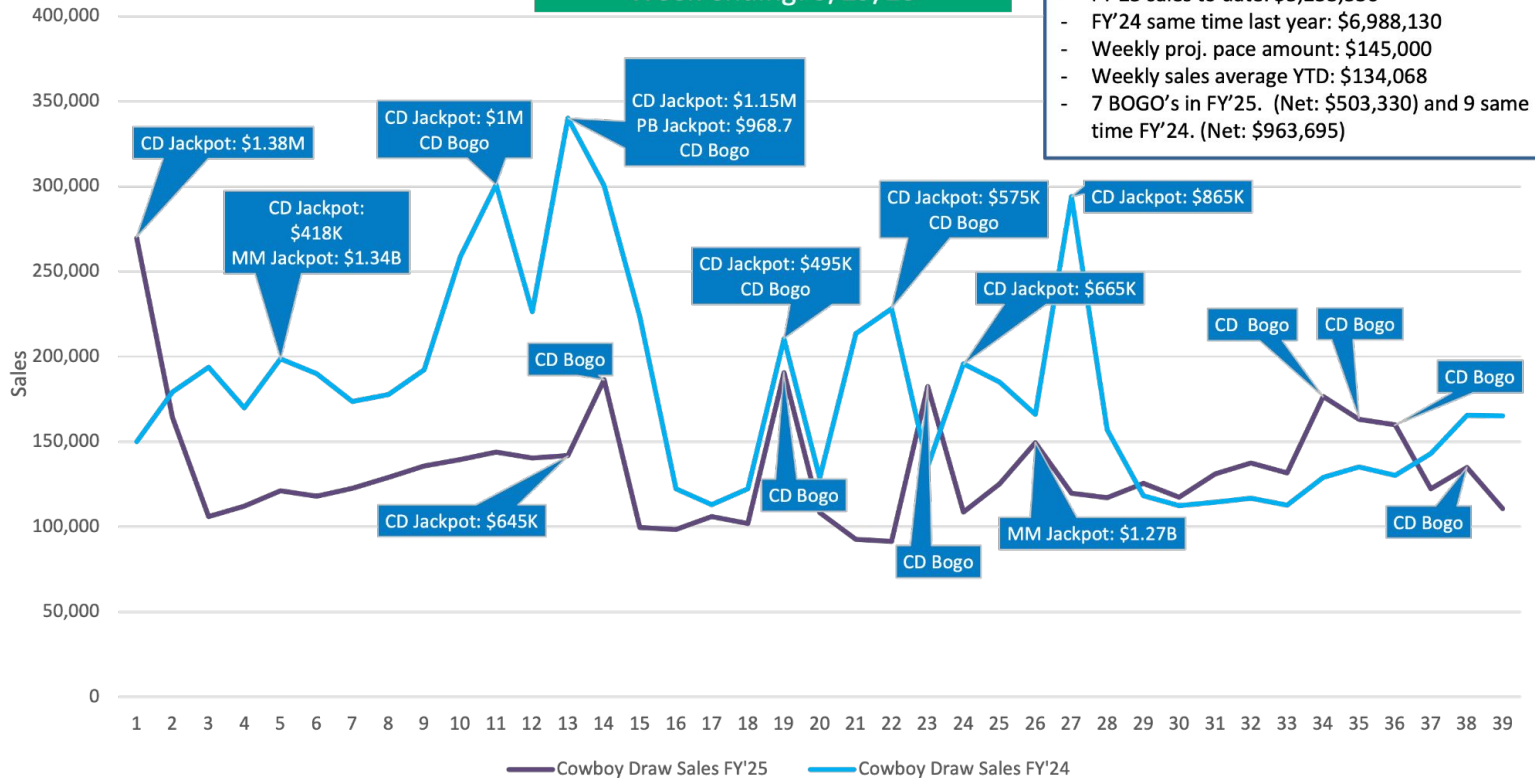
Sales Update

Mega Millions Sales - FY'25 vs. FY'24
Week Ending: 3/29/25



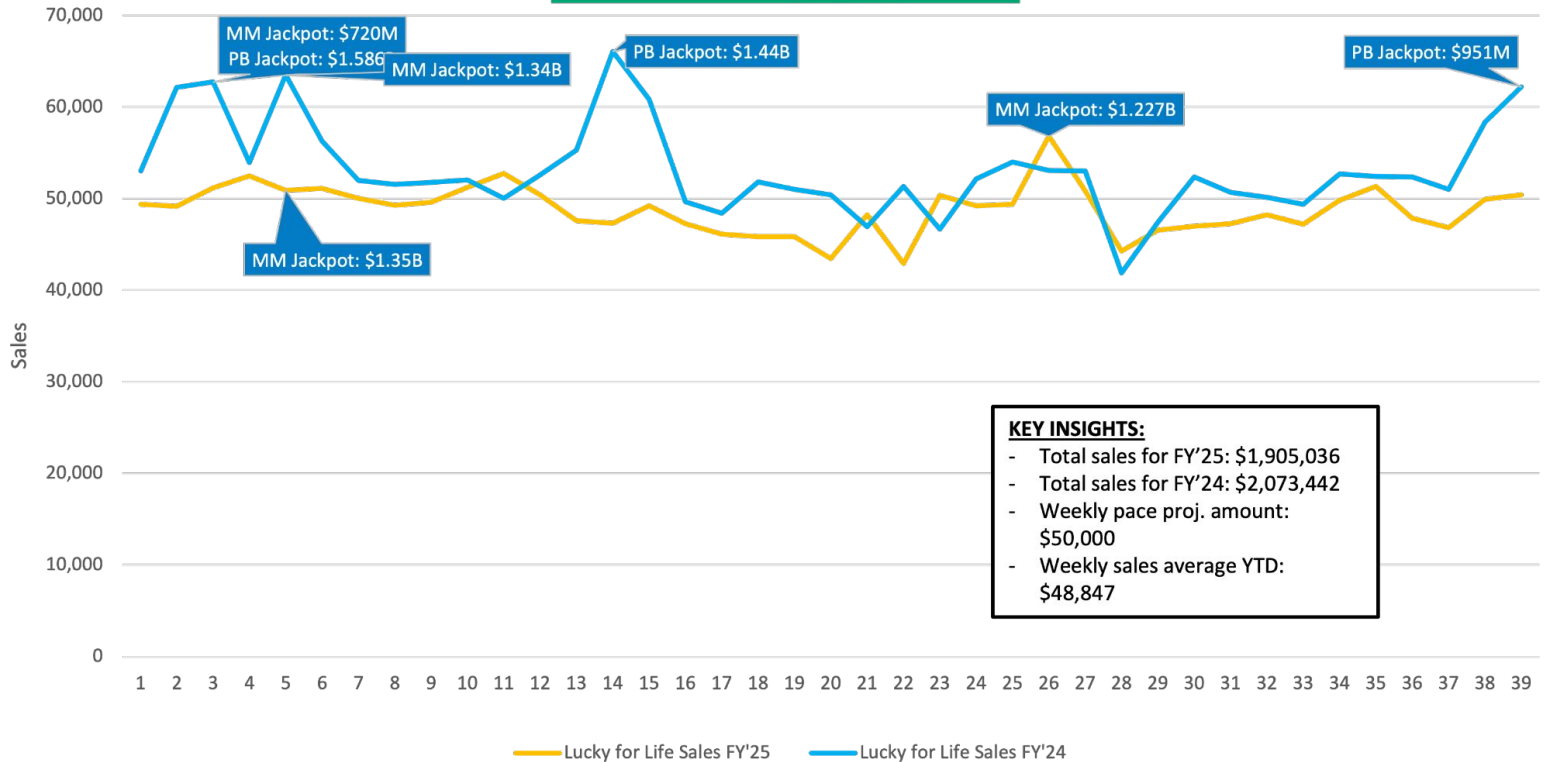
Sales Update

Cowboy Draw Sales - FY'25 vs. FY'24 Week ending: 3/29/25



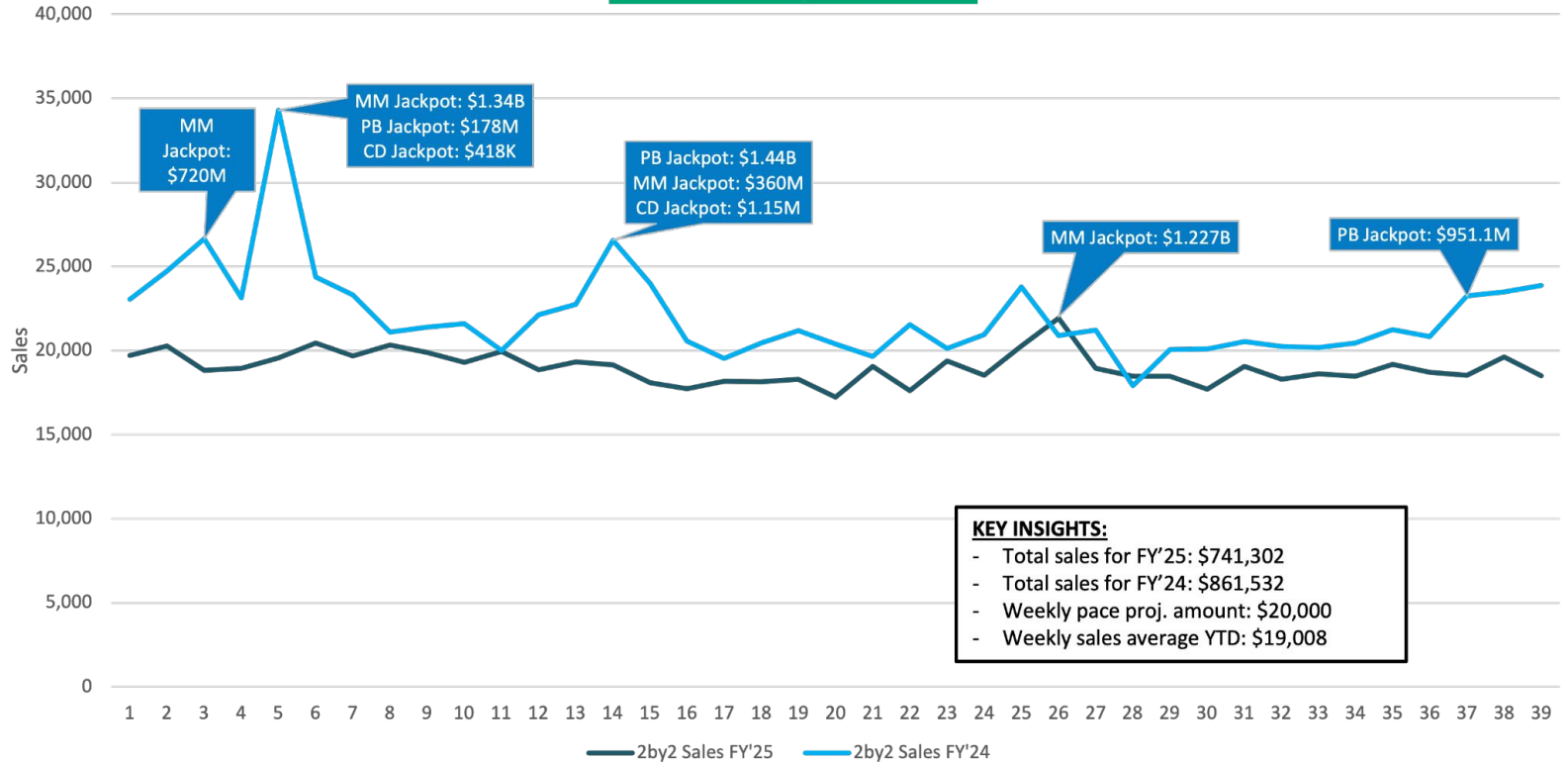
Sales Update

Lucky for Life Sales - FY'25 vs. FY'24 Week ending: 3/29/25



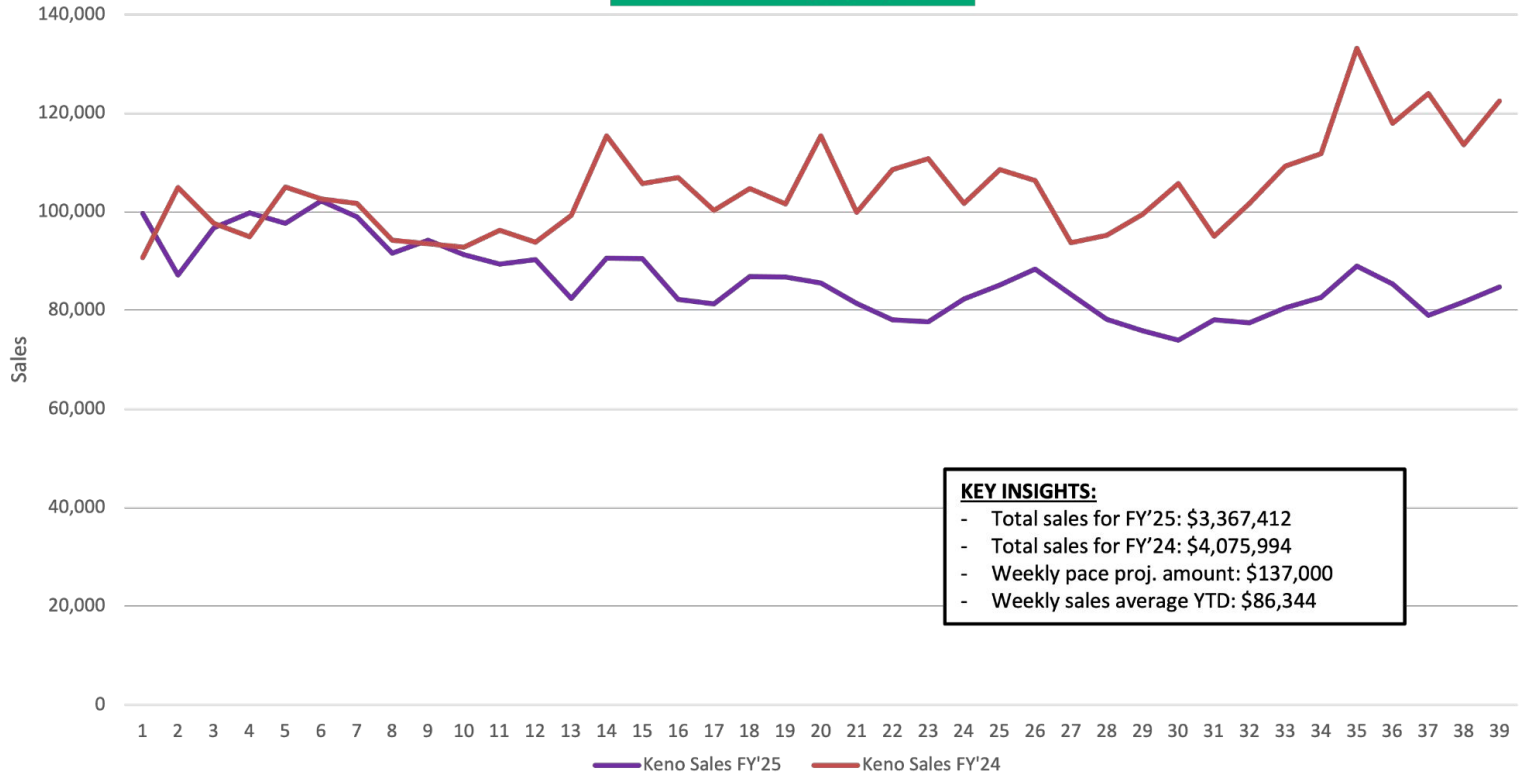
Sales Update

2by2 Sales - FY'25 vs. FY' 24
Week ending: 3/29/25



Sales Update

Keno Sales - FY'25 vs. FY'24
Week ending 3/29/25

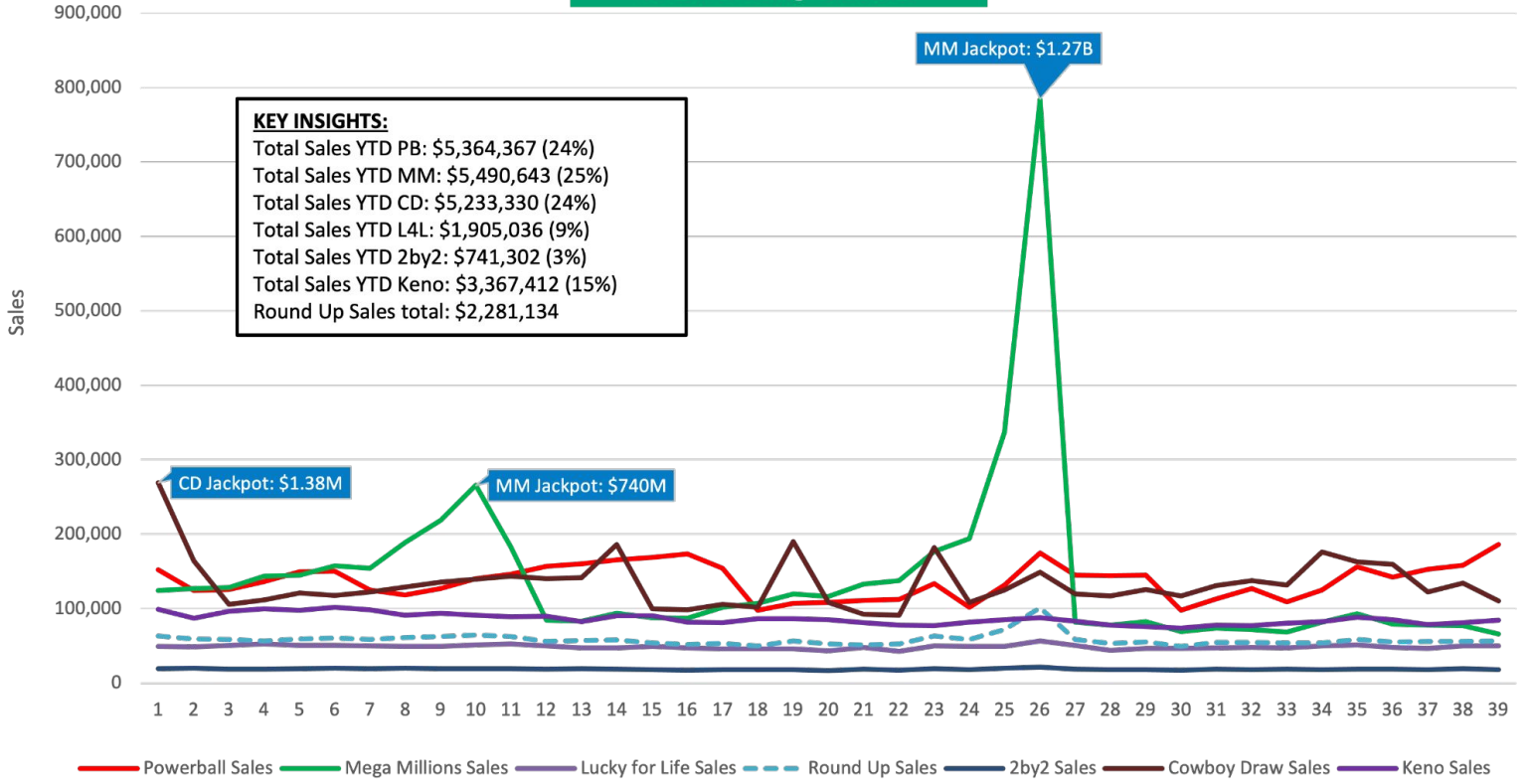


KEY INSIGHTS:

- Total sales for FY'25: \$3,367,412
- Total sales for FY'24: \$4,075,994
- Weekly pace proj. amount: \$137,000
- Weekly sales average YTD: \$86,344

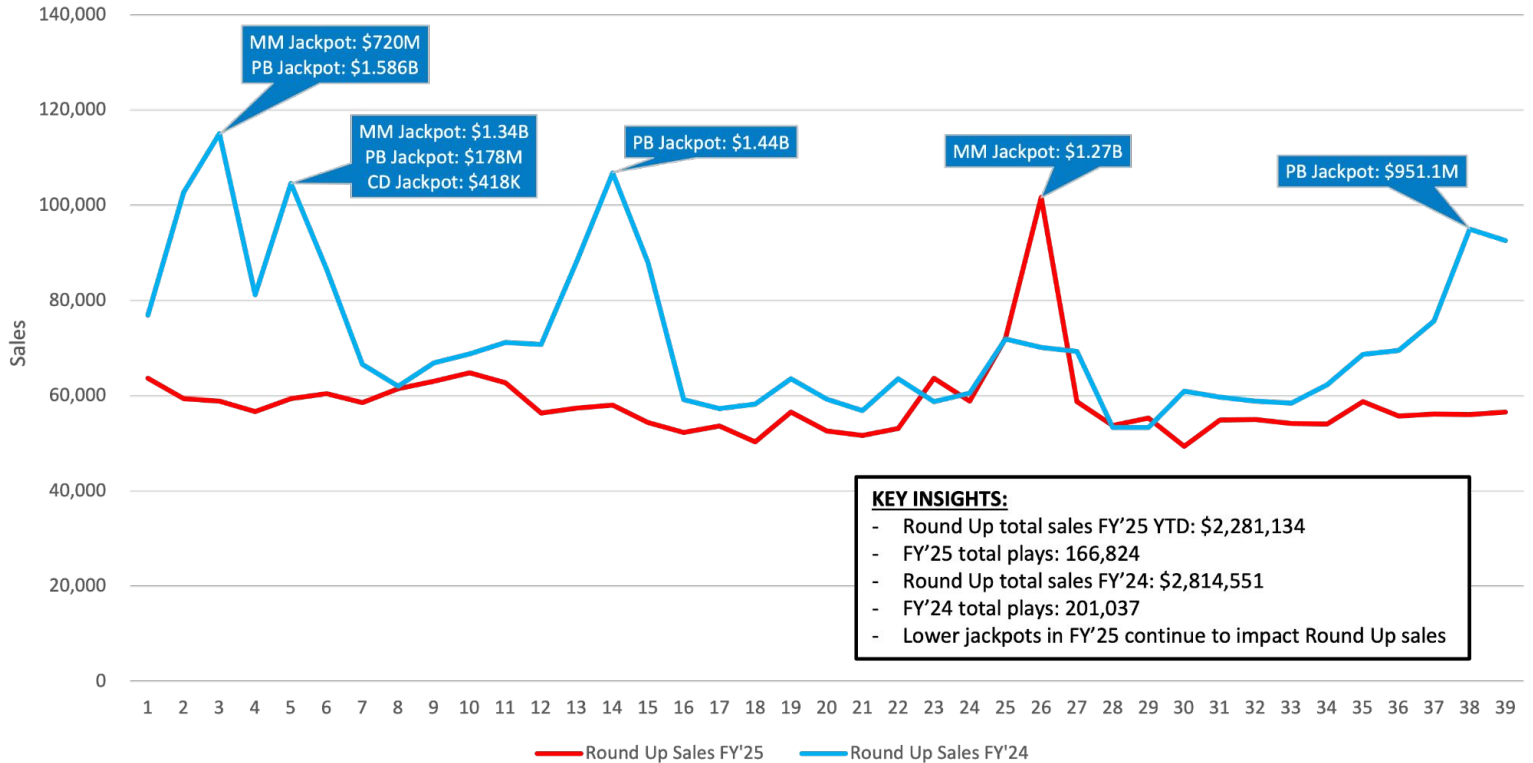
Sales Update

WyoLotto All Product Sales YTD Week ending 3/29/25



Sales Update

Round Up Sales - FY'25 vs. FY'24
Week ending: 3/29/25



Marketing Update

Mega Millions Game Change

Due to the decision made by Mega Millions consortium, we were required to update the game. Focus is on making the updates and communicating to existing players and creating new ones.

- Effective April 5, 2025
- Price point increase to \$5

Three phases of marketing the game change

1. **Logistics phase:** Jan. 27 - April 4
2. **Pre-Launch phase:** March 17 - April 4
3. **Launch phase:** April 5 - July 15



Cowboy Draw BOGOs

Basketball Border Wars & Cowboy Draw Anniversary

Using existing assets, we were able to execute promotions internally to generate sales. These were assets we have used in the past that we ran without a media buy.

- Ran 4 BOGOs
- Promoted through corporate communication channels
- Average Sunday net sales during non-BOGO: \$20,000
- Average Sunday net sales during BOGO: \$55,257
- Total Net: \$221,030



CO POKES!

B-BALL BORDER WAR

LET'S CELEBRATE THE BORDER WARS!

MARCH 2ND
11 AM - 2 PM

*Subject to change. Please see terms and conditions.

WyoLotto

COWBOY DRAW

BUY ONE

GET ONE FREE!

DOWNLOAD THE APP

FOR EASIER PLAY

FREE

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 \$787,864
- Powerball jackpot reached \$515 million
- Mega Millions jackpot reached \$344 million



Responsible and Problem Gambling

Executing our Responsible Gambling Program, we are working toward a study to measure responsible and problem gambling in Wyoming. We also are working to increase awareness about responsible gambling through a campaign with the Wyoming Responsible Gambling Coalition. This included:

- Player & retailer emails
- Retailer terminal messaging
- Social media
- Press release
- Media buy, including billboards, radio, newspaper, digital and social ads



MARCH IS

**PROBLEM
GAMBLING
AWARENESS
MONTH**

[Learn More](#)

#PGAM2025

Powerball NASCAR

- **Promote Powerball through NASCAR Powerball Playoff**
 - Players enter by purchasing Powerball tickets from **May 1 - June 1**
 - Each draw day will be a new code, with up to 14 chances per player to enter
 - 5 winners drawn on June 11
 - All 5 winners entered into national Powerball Playoff drawing for a chance to win \$1 million
 - 1 winner drawn from the 5 WyoLotto winners will go to Championship race in Phoenix
 - *Should a WyoLotto winner make it to the final four of the NASCAR Powerball Playoff, they will be eliminated from the drawing to go the Championship race
- **Goal: 20,000 entries**



Game Updates

Cowboy Draw

This Quarter:

- 68,149 Total Winners
- \$1,338,299 Total Won
- 134 that won \$1,000
- 1 Jackpots Won

Since Launch:

- 3,869,092 Total Winners
- \$70,420,493 Total Won
- 7,304 have won \$1,000
- 42 Jackpot Wins



Powerball

This Quarter:

- 28,912 Total Winners
- \$222,416 Total Won
- 0 that won \$1,000 or more
- 0 Jackpot Wins

Since Launch:

- 1,710,711 Total Winners
- \$21,921,436 Total Won
- 65 have won \$1,000 or more
- 0 Jackpot Wins



Mega Millions

This Quarter:

- 18,956 Total Winners
- \$140,410 Total Won
- 8 that won \$1,000 or more
- 0 Jackpot Wins

Since Launch:

- 1,553,829 Total Winners
- \$15,891,666 Total Won
- 237 have won \$1,000 or more
- 0 Jackpot Wins



Lucky for Life

This Quarter:

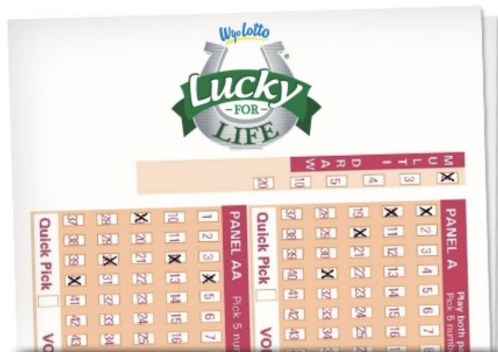
- 39,890 Total Winners
- \$229,150 Total Won
- 1 that won \$1,000 or more
- 0 Jackpot Wins

Since Launch:

- 1,372,583 Total Winners
- \$16,761,129 Total Won
- 81 have won \$1,000 or more
- 1 Jackpot Wins

You Could Win

\$1,000 EVERYDAY
FOR LIFE



2by2

This Quarter:

- 89,007 Total Winners
- \$121,027 Total Won
- 3 Jackpot Wins

Since Launch:

- 1,928,356 Total Winners
- \$2,724,945 Total Won
- 59 Jackpot Wins



KENO

This Quarter:

- \$664,125 Total Won
- 19 that won \$1,000 or more
- 0 Jackpot Wins

Since Launch:

- \$9,256,074.02 Total Won
- 307 have won \$1,000 or more
- 2 Jackpot Wins



What comes next...

- Continue Corporate Campaign through August 2025, media buys remaining are April 7-27 & July 7-27
- Continue progress on RG Verification, now 50% complete on 2-year plan
- Trigger to support low jackpots, April. - June 2025
- Mega Millions game change campaign, Jan. - July 2025
- KENO Freebie Fridays, June 2025
- Marketing Plan FY26
- Digital Services RFP