

**State Lottery Commission of Indiana
THANK YOU FOR JOINING
OUR MEETING IS SCHEDULED TO BEGIN AT 10:30am**



August 15, 2024 Meeting

Preliminary Matters

- Call to Order
- Compliance with Open Door Law
- Roll Call
- Approval of Minutes
- Director Reports

Commission Roll Call

| | Present | Absent |
|-----------------------------|-----------------------|-----------------------|
| Chairman William Zielke | <input type="radio"/> | <input type="radio"/> |
| Commissioner Luke Bosso | <input type="radio"/> | <input type="radio"/> |
| Commissioner Norman Gurwitz | <input type="radio"/> | <input type="radio"/> |
| Commissioner Andrew Mallon | <input type="radio"/> | <input type="radio"/> |
| Commissioner Roger Utzinger | <input type="radio"/> | <input type="radio"/> |



Commission Vote to Approve Minutes

| | Yea | Nay |
|-----------------------------|-----------------------|-----------------------|
| Chairman William Zielke | <input type="radio"/> | <input type="radio"/> |
| Commissioner Luke Bosso | <input type="radio"/> | <input type="radio"/> |
| Commissioner Norman Gurwitz | <input type="radio"/> | <input type="radio"/> |
| Commissioner Andrew Mallon | <input type="radio"/> | <input type="radio"/> |
| Commissioner Roger Utzinger | <input type="radio"/> | <input type="radio"/> |





IMAGINE THAT.

Director's Report

Sarah M. Taylor

Executive Director

August 15, 2024

STRATEGICALLY RESPONDING TO THE CONTINUALLY EVOLVING MEDIA LANDSCAPE



August 15, 2024



August 15, 2024

INTROS



JOE CONRAD
FOUNDER & CEO



CHRIS SHEWMAKE
VP, COMMS STRATEGY & MEDIA

August 15, 2024



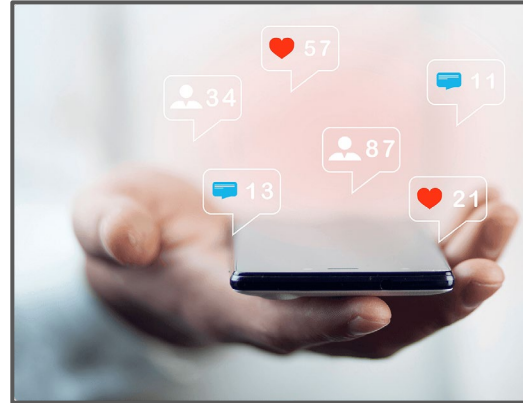
2024 MEDIA TRENDS

Most Impactful Changes in Media Landscape

Today's Focus



**Data Privacy is Taking
Center Stage in 2024 - 2025**



**Digital Gains Mean Overall
Time Spent with Media
Continues to Grow**

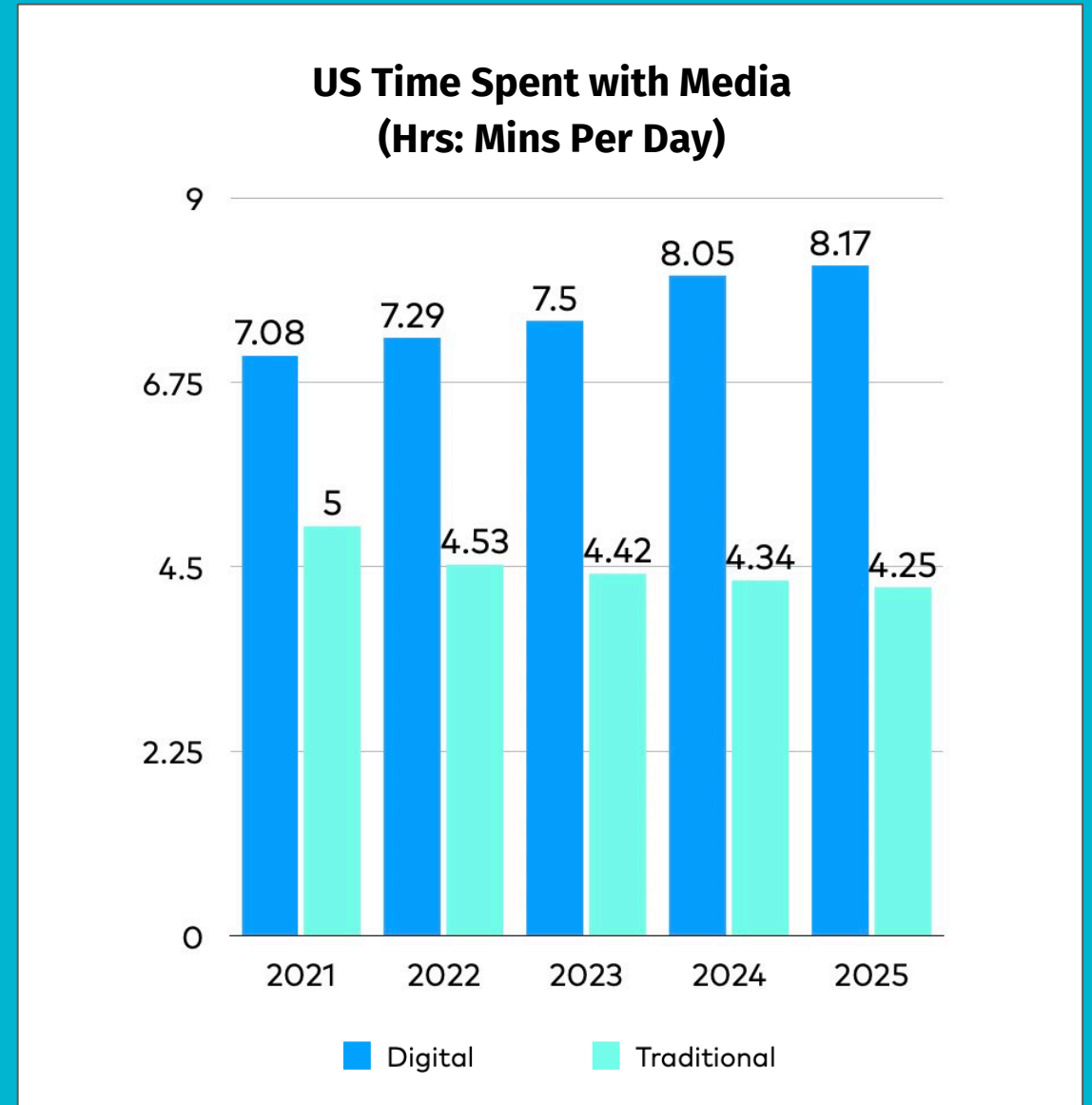


**Streaming and Retail
Media Are Booming, While
Traditional TV Endures**



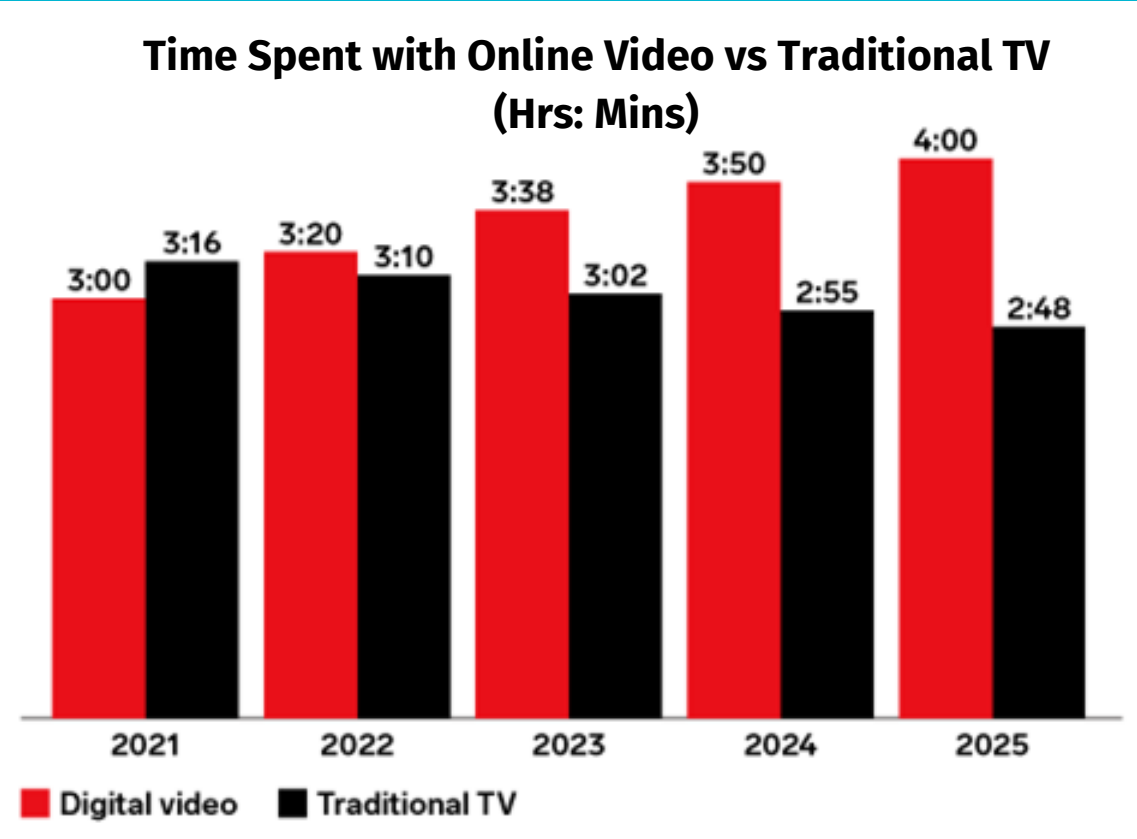
**AI is Taking Changing
Content, Buying and
Optimization**

We're spending more time than ever with media.



Source: Emarketer, 2024 Media Forecast

While digital channels are fueling growth, traditional TV still endures.



Source: Emarketer, 2024 Media Forecast

| | Hoosier Lottery Players 18+ |
|----------------------------|-----------------------------|
| Use Traditional Television | 76% |
| Pay for Cable/Satellite TV | 42% (-10% YoY) |
| Use Streaming Television | 88% |

Source: Resonate, August 2024

The “television” landscape is more fragmented than ever.



August 15, 2024

Our Challenge:

**Generate effective
“living room reach”
by avoiding
oversaturation
while overcoming
fragmentation.**



Responding to Trends:

Our media mix is consistently evolving.

% of Annual Media Spend

| Media Channel | FY22 | FY23 | FY24 | FY25 | FY24 - FY25 Change |
|--------------------------|------|------|------|------|--------------------|
| Social | 6% | 8% | 15% | 16% | +1% |
| Digital: Display | 15% | 20% | 16% | 12% | -4% |
| OOH / Retail | 5% | 10% | 10% | 15% | +3% |
| Streaming TV | 5% | 10% | 10% | 15% | +5% |
| Broadcast / Cable | 42% | 30% | 32% | 27% | -5% |

For comparison, in FY 2013 media channel spending was made up of the following mix:

TV (23%), Radio (31%), Print (8%), Digital (11%) and Out-of-Home (26%)

Overcoming Fragmentation:

We take an “integrated video” buying approach.

BROADCAST

Efficiently generates simultaneous reach across most of the state

Strong Reach (76%)

Strong Programming

Least Fragmented

Higher Carry Through to Streaming



CABLE

Allows efficient localized and audience-based heavy ups

Less Total Reach (42%)

More Programming Alignment

Allows County-Level Buying Along State Border



STREAMING TV

Expands reach to cord-cutters and specific audiences

Highest Potential Reach

Most Fragmented

Least Programming Control

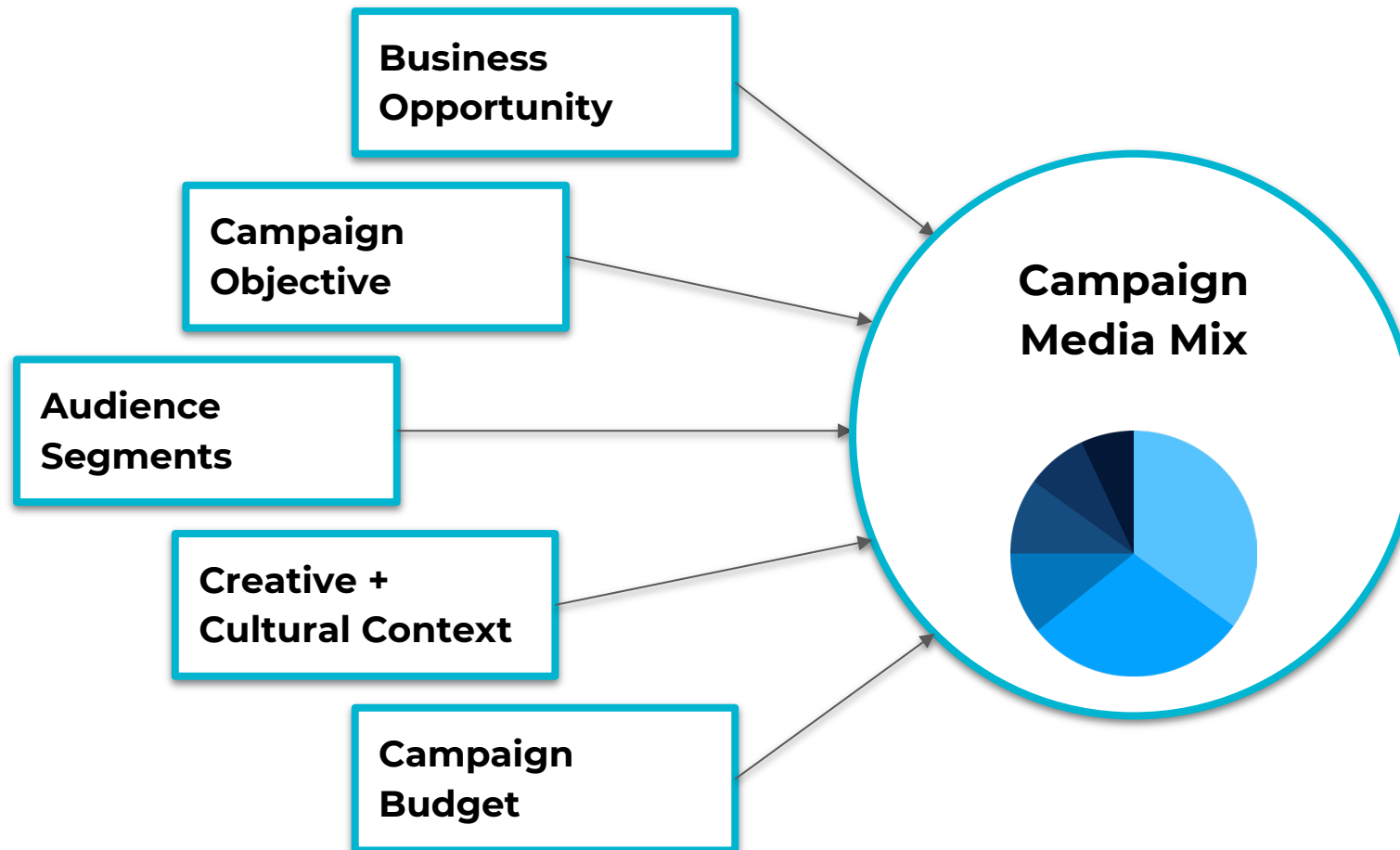
Ability to Target Beyond Network/Program

CROSS-CHANNEL MEASUREMENT

Traditional TV delivery metrics (household ratings) + incremental reach metrics of streaming (iSpot, etc)

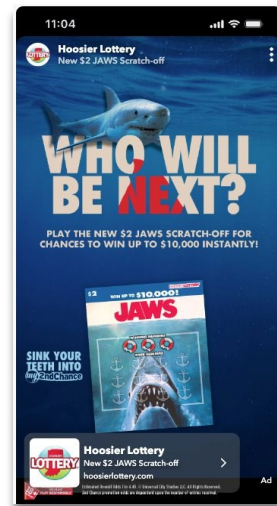
Campaign Planning Approach:

Each buy is unique, with its own integrated media mix.



JAWS \$2 TICKET LAUNCH

PROXIMITY-BASED TARGETED CAMPAIGN



August 15, 2024

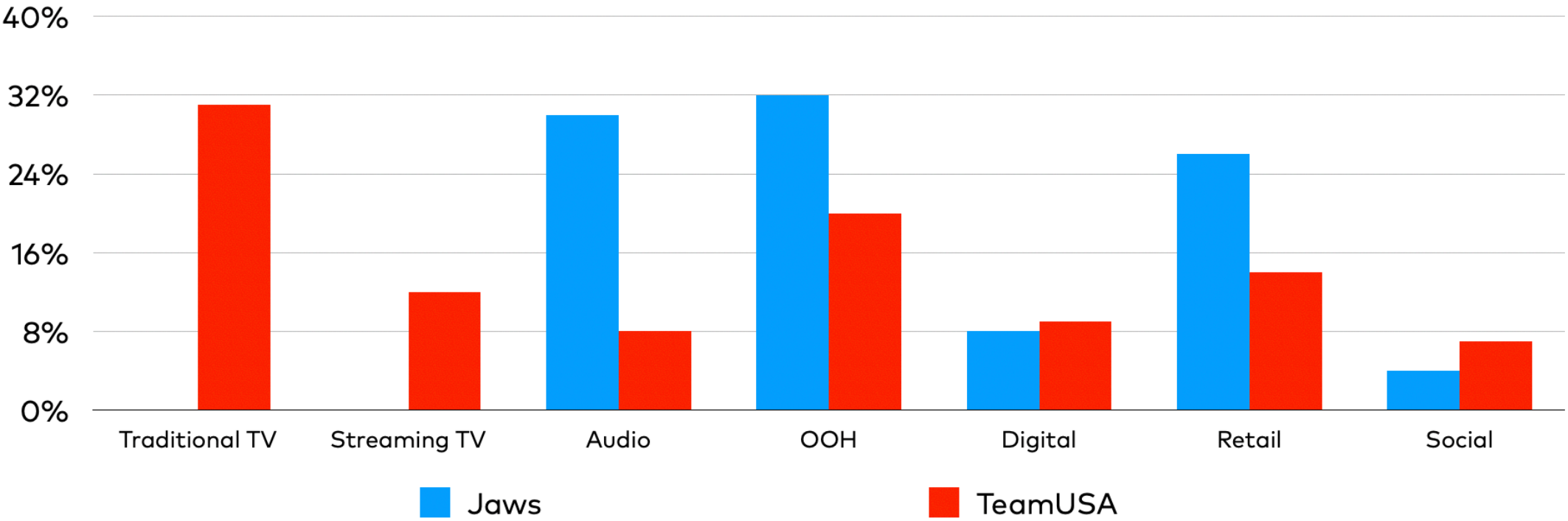
TEAM USA \$2 SCRATCH-OFF + \$5 FAST PLAY

MASS CAMPAIGN ANCHORED IN A CULTURAL MOMENT



MEDIA MIX COMPARISON

% OF CAMPAIGN SPEND



Moving Forward:

As the landscape evolves, so do we.

Focus on impactful reach, without over or under-saturating.

Unique, integrated media mixes for each campaign initiative

Consistent cross-channel presence through annual media.

**THANK
YOU**



CACTUS

August 15, 2024



IMAGINE THAT.

Director's Report

Sarah M. Taylor

Executive Director

Olympic Swim Trials



August 15, 2024



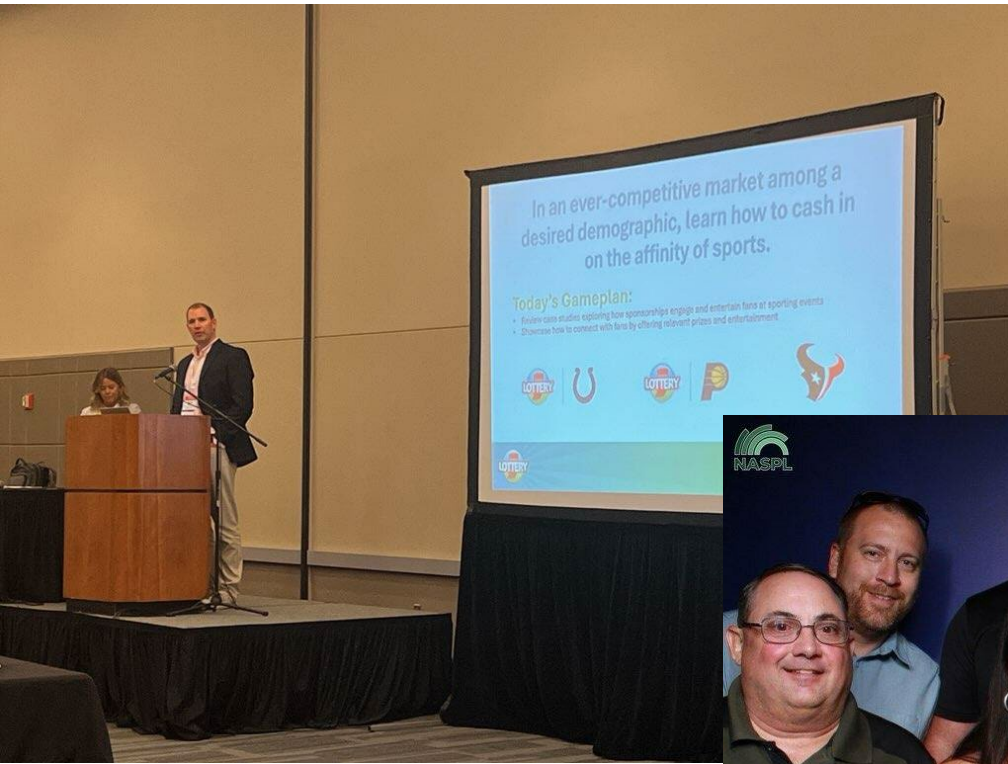
Team USA Interviews



Other Visits Around the State



NASPL Professional Development Seminar



In an ever-competitive market among a desired demographic, learn how to cash in on the affinity of sports.

Today's Gameplan:

- Review case studies exploring how sponsorships engage and entertain fans at sporting events
- Showcase how to connect with fans by offering relevant prizes and entertainment

LOTTERY U LOTTERY P

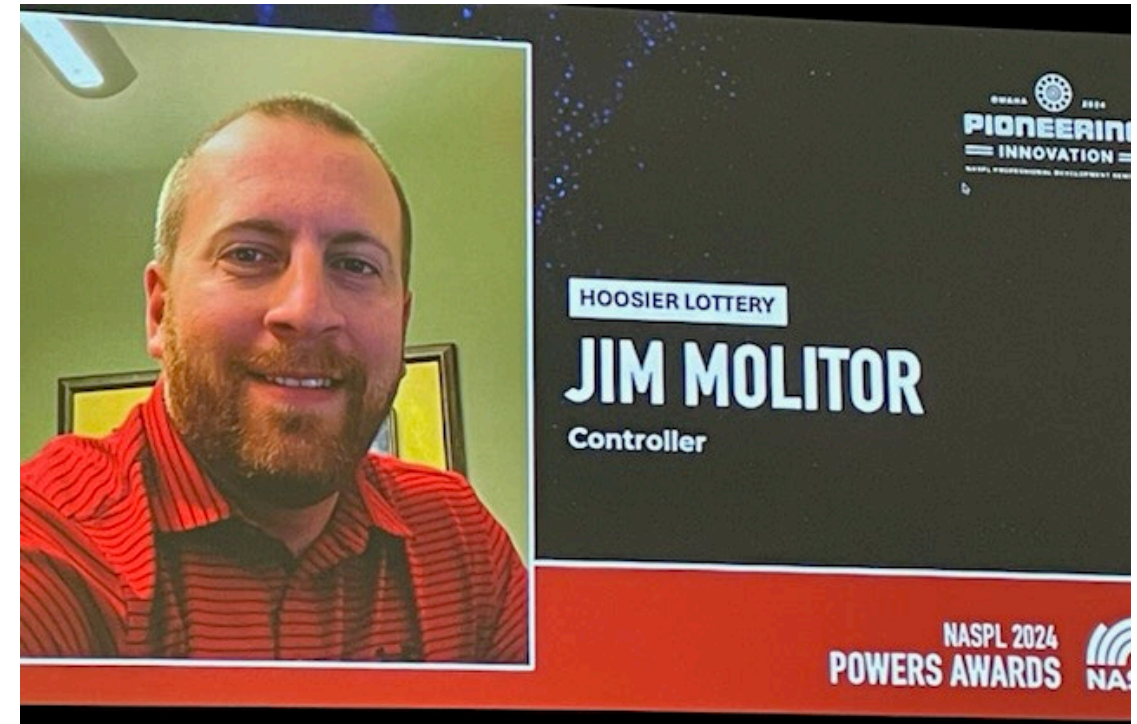


August 15, 2024



NASPL 2024 Powers Awards

- CONGRATULATIONS TRACY BUTLER AND JIM MOLITOR



ISO/IEC 27001:2022 Certification



35th anniversary year



1989-2002



2002-2010



2013-Present



2010-2013



2019



35th Anniversary Year



HOOSIER  LOTTERY



August 15, 2024





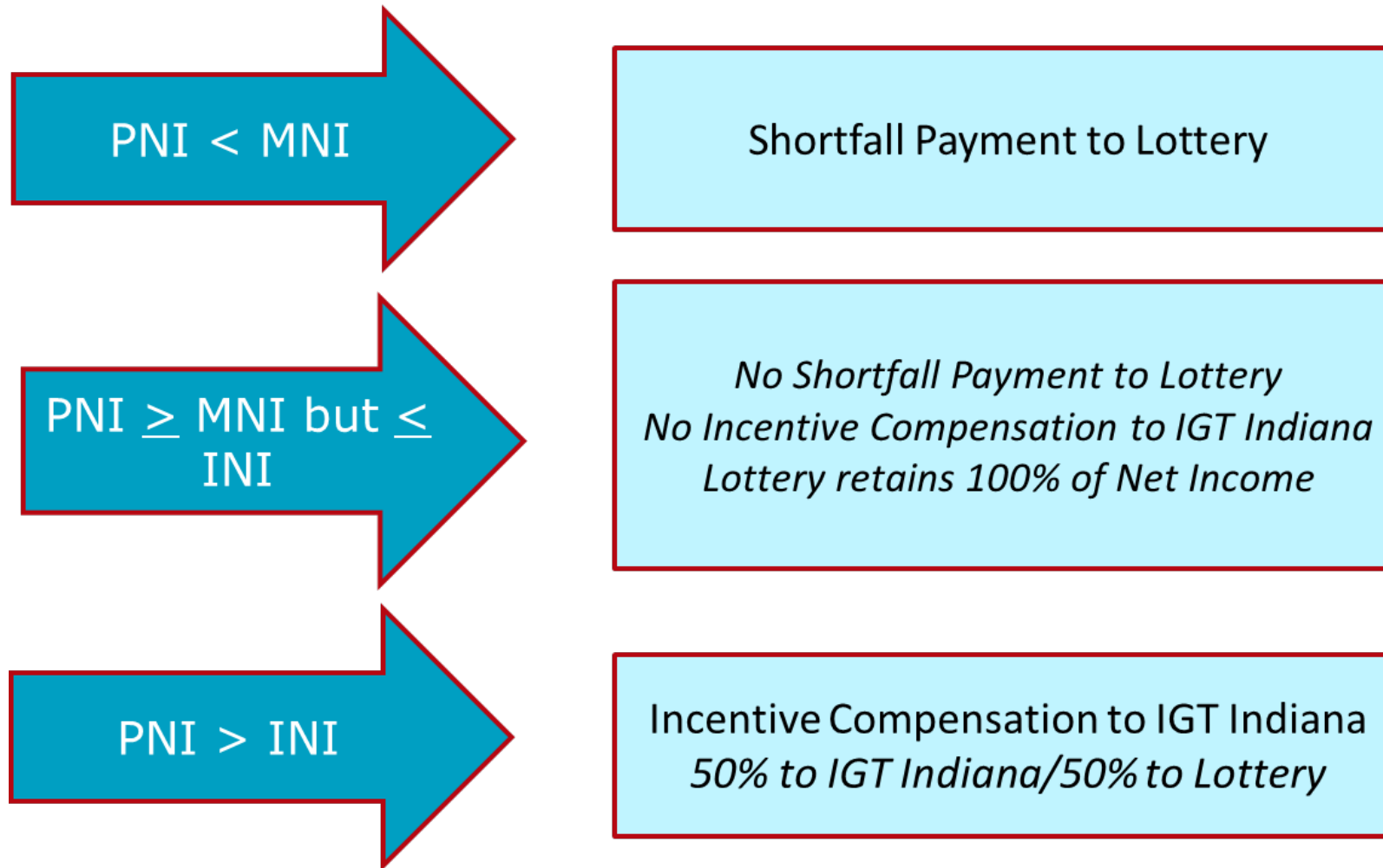
IMAGINE THAT.

FY24 Financial Report

Carrie Stroud

Chief of Staff

FY24 Net Income Thresholds



PNI = Provider Net Income
MNI = Minimum Net Income (\$316M – FY 24)
INI = Incentive Net Income (\$336M – FY 24)

Financial Report - FY24

Income Statement

For the Year Ending June 30
(In Thousands)

PRELIMINARY & UNAUDITED

| | FY24 Actual | FY24 Budget | Percentage Variance | FY23 Actual | Percentage Variance |
|--|----------------|----------------|------------------------|----------------|------------------------|
| Revenues | \$ 1,744,213 | \$ 1,696,633 | 2.8% | \$ 1,746,297 | -0.1% |
| Prize Expense | 1,141,692 | 1,132,551 | 0.8% | 1,146,132 | -0.4% |
| Game and Provider Expenses | 205,364 | 208,615 | -1.6% | 204,657 | 0.3% |
| Provider Net Income (PNI) | 397,157 | 355,467 | 11.7% | 395,508 | 0.4% |
| General and Administrative Expenses | 8,578 | 10,448 | -17.9% | 7,601 | 12.9% |
| Operating Profit | 388,579 | 345,019 | 12.6% | 387,907 | 0.2% |
| Other Income | 4,359 | 989 | 340.7% | 2,115 | 106.1% |
| Provider (Incentive)/Shortfall Payment | (19,858) | (9,733) | 104.0% | (19,775) | 0.4% |
| Net Operating Income | 373,080 | 336,275 | 10.9% | 370,247 | 0.8% |
| Fair Market Value Adjustment | (978) | - | 0.0% | (5,017) | 0.0% |
| Net Pension Obligation Adjustment | 625 | - | 0.0% | 515 | 21.4% |
| Net Income | \$ 372,727 | \$ 336,275 | 10.8% | \$ 365,745 | 1.9% |

Notes:

1) Revenues are \$47.5M (2.8%) greater than Budget and \$2.0M (0.1%) less than prior year

2) Prize Expense is 65.4% of Revenues, compared to 66.7% budgeted and 65.6% in prior year

3) Game and Provider Expenses are in-line with Budget and prior year as a percentage of Revenues (11.7%-12.3%)

4) General & Administrative Expenses are \$1.8M (17.7%) less than Budget and \$977k (12.8%) greater than

5) Net Operating Income is \$36.8M (10.9%) greater than Budget and \$2.8M (0.8%) greater than prior year

6) During FY 2024 Hoosier Lottery purchased its HQ building for \$9.1M, impacting Transfer to the State during the month of purchase. Total Transfers to the State during FY2024 equal \$364M (preliminary & unaudited).



Financial Report - FY24

Revenue Breakdown

For the Year Ending June 30

(In Thousands)

PRELIMINARY & UNAUDITED

Revenues

Instant Tickets

Scratch

Total Instant Tickets

Big Jackpot Draw Games

Powerball (w/Double Play)

Hoosier Lotto (w/+PLUS)

Mega Millions

Total Big Jackpot Draw Games

Non-Jackpot Draw Games

Daily 3

Daily 4

Quick Draw (w/Bullseye)

Cash 5

EZ Match

SUPERBALL

Cash4Life

Cash POP

Fast Play

Total Non-Jackpot Draw Games

Total Revenues

| | FY24 Actual | FY24 Budget | FY23 Actual |
|-------------------------------------|---------------------|---------------------|---------------------|
| Scratch | \$ 1,279,506 | \$ 1,310,000 | \$ 1,306,695 |
| Total Instant Tickets | 1,279,506 | 1,310,000 | 1,306,695 |
| Big Jackpot Draw Games | | | |
| Powerball (w/Double Play) | 144,181 | 119,751 | 129,284 |
| Hoosier Lotto (w/+PLUS) | 53,854 | 39,440 | 45,507 |
| Mega Millions | 73,325 | 46,452 | 85,099 |
| Total Big Jackpot Draw Games | 271,360 | 205,643 | 259,890 |
| Non-Jackpot Draw Games | | | |
| Daily 3 | 48,723 | 46,000 | 48,914 |
| Daily 4 | 46,958 | 43,500 | 47,549 |
| Quick Draw (w/Bullseye) | 17,420 | 17,433 | 18,412 |
| Cash 5 | 17,854 | 14,500 | 15,286 |
| EZ Match | 3,790 | 3,288 | 3,483 |
| SUPERBALL | 7,345 | 5,713 | 7,172 |
| Cash4Life | 7,288 | 6,900 | 7,034 |
| Cash POP | 11,587 | 14,156 | 2,318 |
| Fast Play | 32,382 | 29,500 | 29,544 |
| Total Non-Jackpot Draw Games | 193,347 | 180,990 | 179,712 |
| Total Revenues | \$ 1,744,213 | \$ 1,696,633 | \$ 1,746,297 |

Notes:

1) Scratch Revenue is \$30.5M (2.3%) less than Budget and \$27.1M (2.1%) less than prior year

2) Powerball Revenue is \$24.4M (16.9%) greater than Budget and \$14.M (10.3%) greater than prior year

3) Hoosier Lotto Revenue is \$14.4M (26.8%) greater than Budget and \$8.3M (15.5%) greater than prior year

4) Mega Millions Revenue is \$26.8M (15.9%) greater than Budget and \$11.7M (13.8%) less than prior year

5) Non-Jackpot Draw Games are \$12.3M (6.4%) greater than Budget and \$13.6M (7.1%) greater than prior year





IMAGINE THAT.

FY24 Business Plan Review

Chuck Taylor

Director of Legal Affairs & Compliance

BP24 Key Pillar

As part of the enhanced District Manager scorecard process, Business Reviews with top independent retailers was a key measure, supported by Sales Wizard. Based on positive results, a quarterly process will be formalized with the top 10 percent of independent retailers.

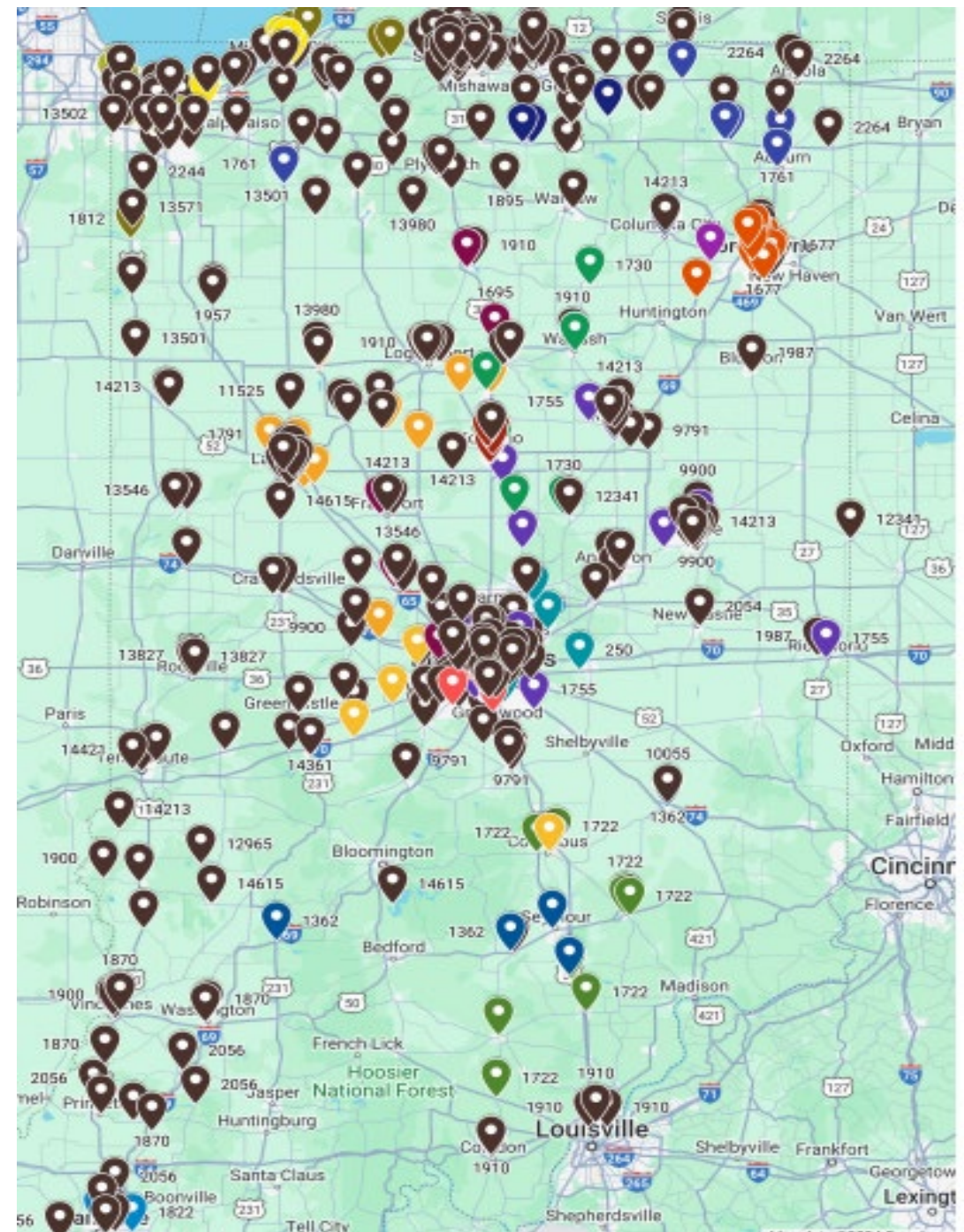
In the development of this process, we identified a significant number of multi-store owners not currently classified as a chain.

The universe consists of:

- 105 owners with 545 locations, averaging eight stores per owner.
- These locations represent \$209 million in sales.
- An additional Key Account position has been added to coordinate and manage this untapped potential which will be a catalyst for growth.
- Our plan for FY 2024 is a coordinated approach to multi-store licensed independent retailers and an incremental full-time-employee to continue this effort.

Multi-Store Owner Target List

- 69 Multi-Store Owners with more than five stores
 - 523 retailers

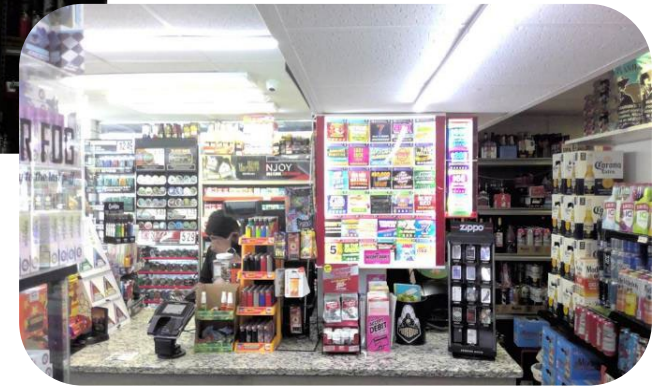


August 15, 2024

Multi-Store Owner Accomplishments

• Friendly Market

- Converted 18 locations to a consistent display
 - Increased 80 access points at the counter
 - Added ten towers
 - Committed to adding Self-Service
 - Two approved locations in FY24
 - Six locations scoped and waiting on final approval



• Discount Tobacco

- Increased access points by 28
- Added debit acceptance at all locations
- Added large digital jackpot sign at one location
- Gained first position at two locations
- FY24 sales growth +1.99%



Multi-Store Owner Accomplishments

- **Leo's Market and Eatery**
 - Completed chaining locations
 - Sold in their first ever loyalty promotion including pump advertising and fountain screen digital presence
 - FY24 sales +47.37%
- **Jewel Osco**
 - Completed Counter Bin Test
 - Scratch-off Sales increased by 13% since adding bins at Chesterton Customer Service
- **Mac Food Mart**
 - Sold in first ever promotion in August 2024 with robust point of sale support
 - Chaining all locations in FY25
- **RaceTrac**
 - New Key Account in Indiana
 - Quickly established cadence of communication locally and at corporate
 - Second location opened June 13



Multi-Store Owner Accomplishments

- **Mega Liquor & Smoke**
 - Completed resets at 27 locations
 - Increased Counter access points by 78
 - Added two towers
 - Relocated seven towers to primary transaction area
 - Added one Self-Service machine
- **Xpress Mart**
 - Increased access points by 120
 - Added Self Service at all five locations
 - FY24 sales up 16.5%
- **BONKERS Evansville**
 - Added Self-Service
 - Average Scratch-off Sales up \$1,424 per week
- **University Food Mart Evansville**
 - Added Self-Service
 - Average Scratch-off Sales up \$328 per week
- **Fast Stop Evansville**
 - Saved first position from e-cigarettes





IMAGINE THAT.

FY24 Business Plan Review

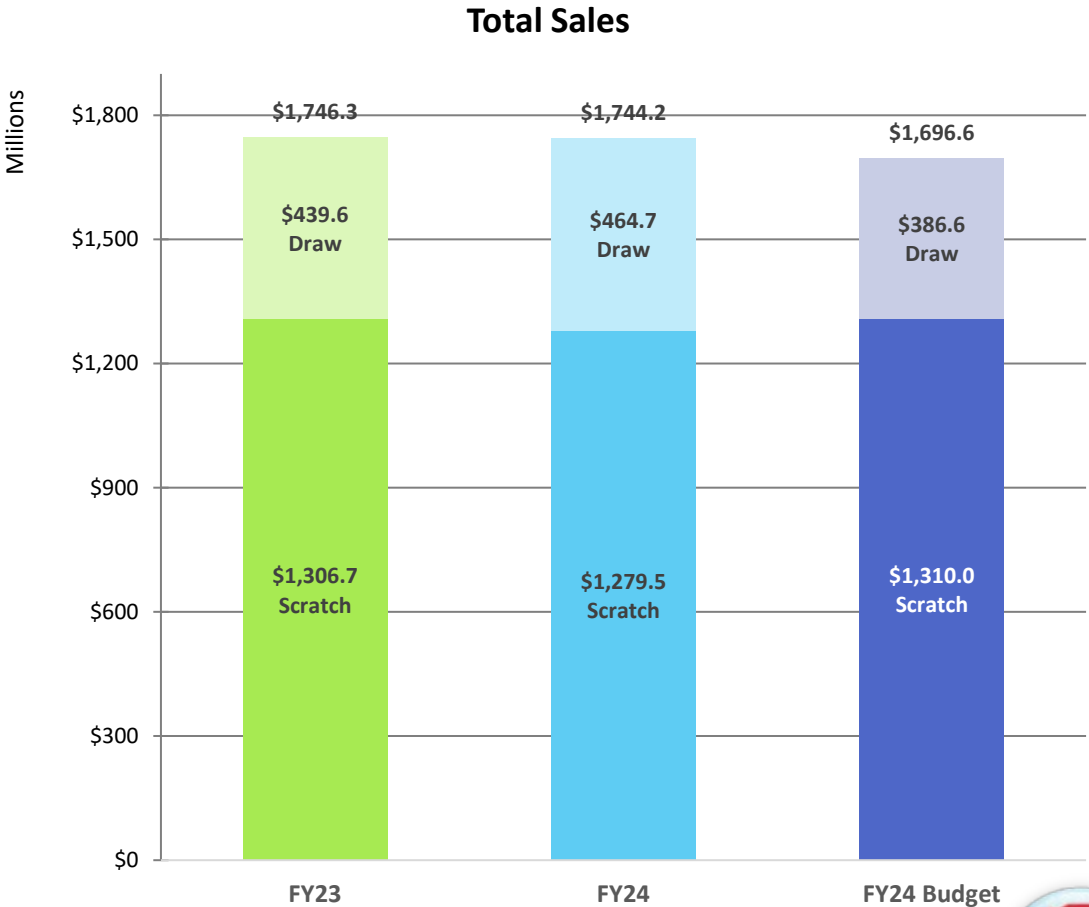
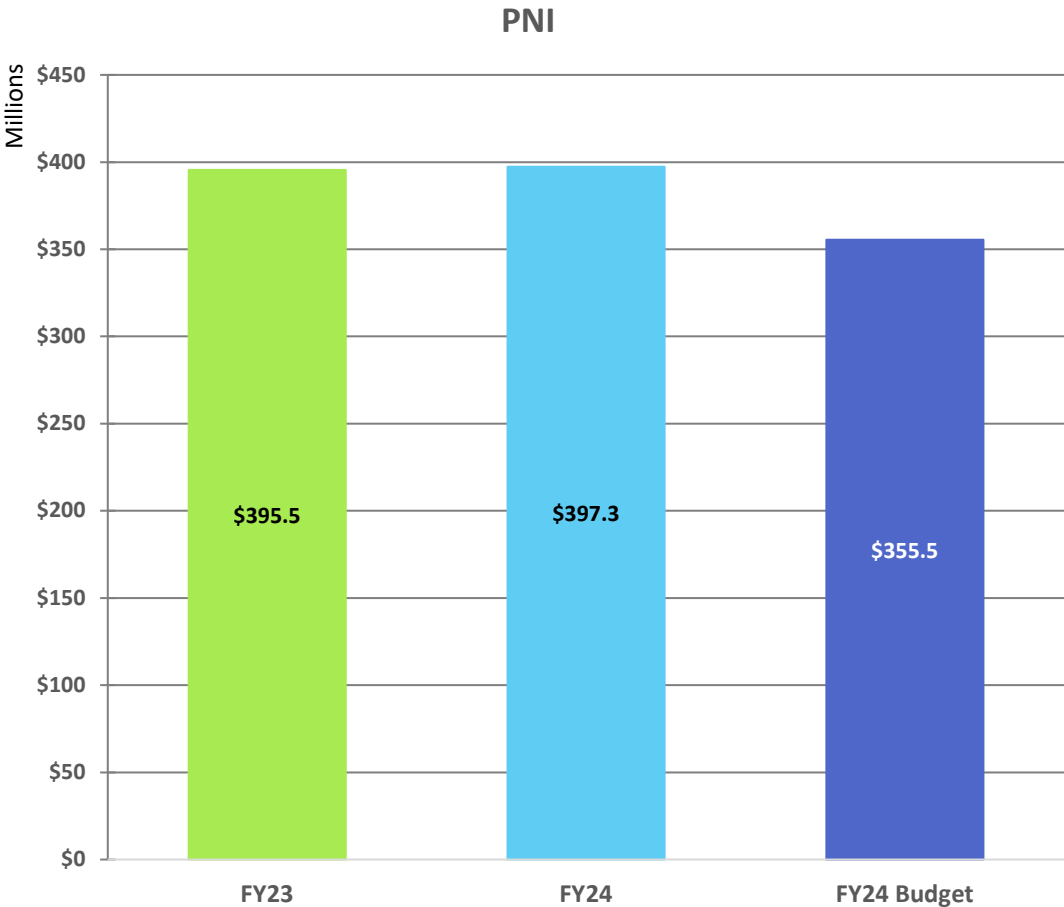
Chuck Taylor

Director of Legal Affairs & Compliance

August 15, 2024

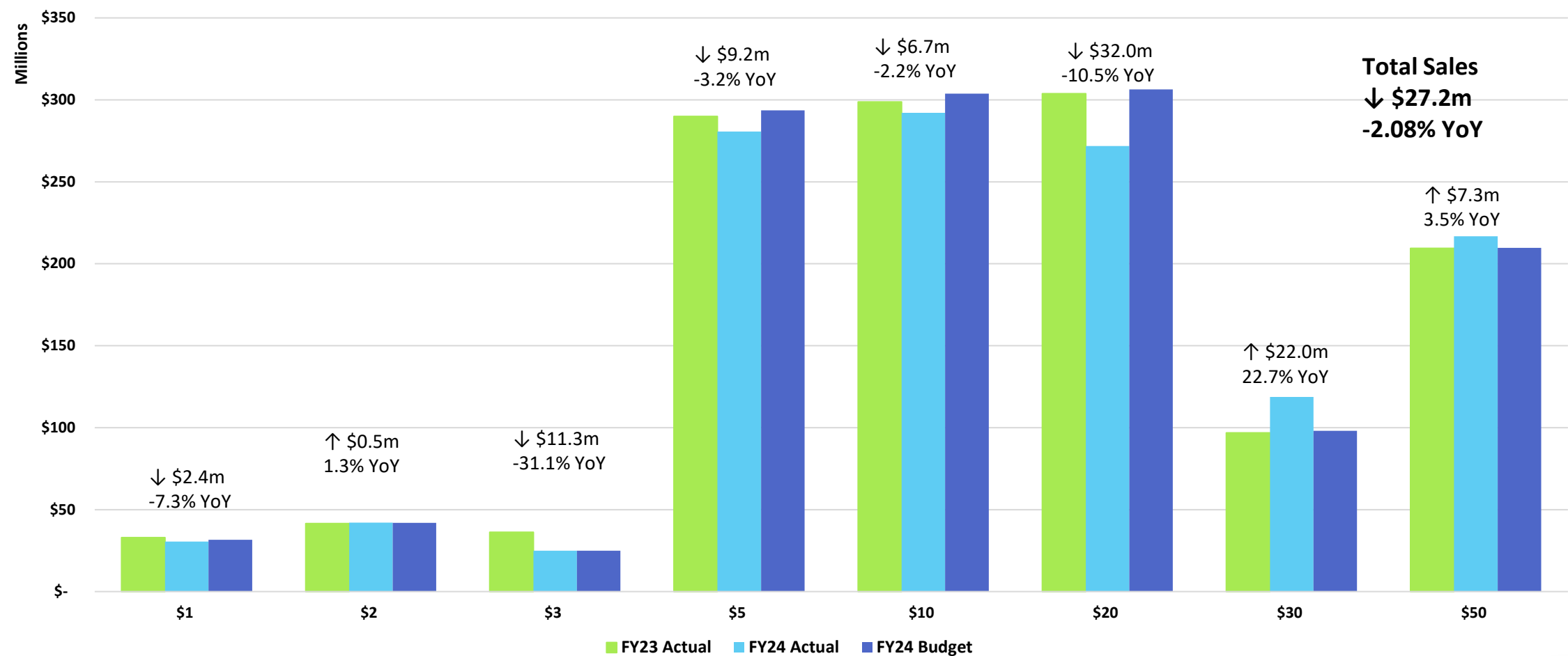
FY24 Total Sales and PNI

Preliminary & Unaudited



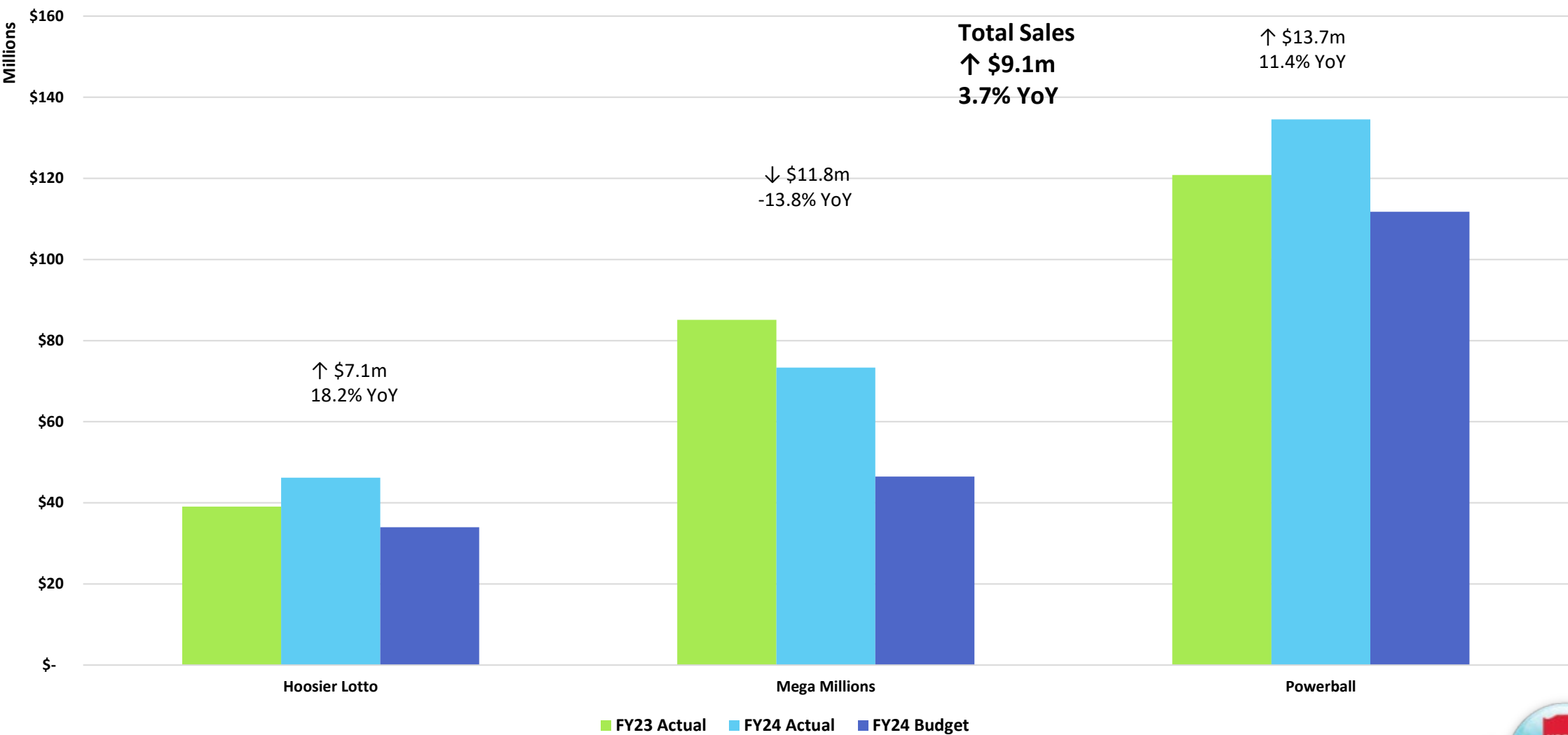
FY24 Scratch-off Sales YoY

Preliminary & Unaudited



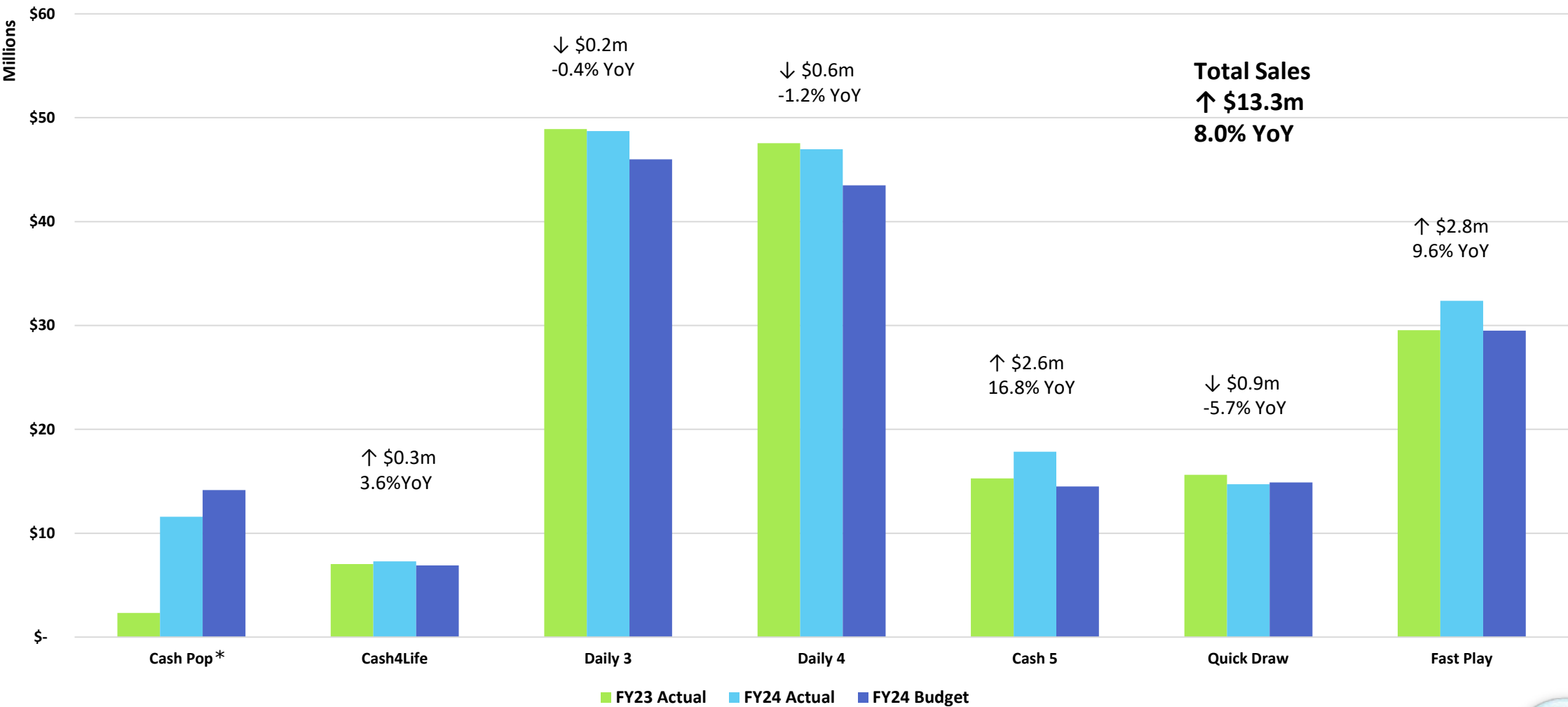
FY24 Jackpot Sales YoY

Preliminary & Unaudited



FY24 Non-Jackpot Sales YoY

Preliminary & Unaudited

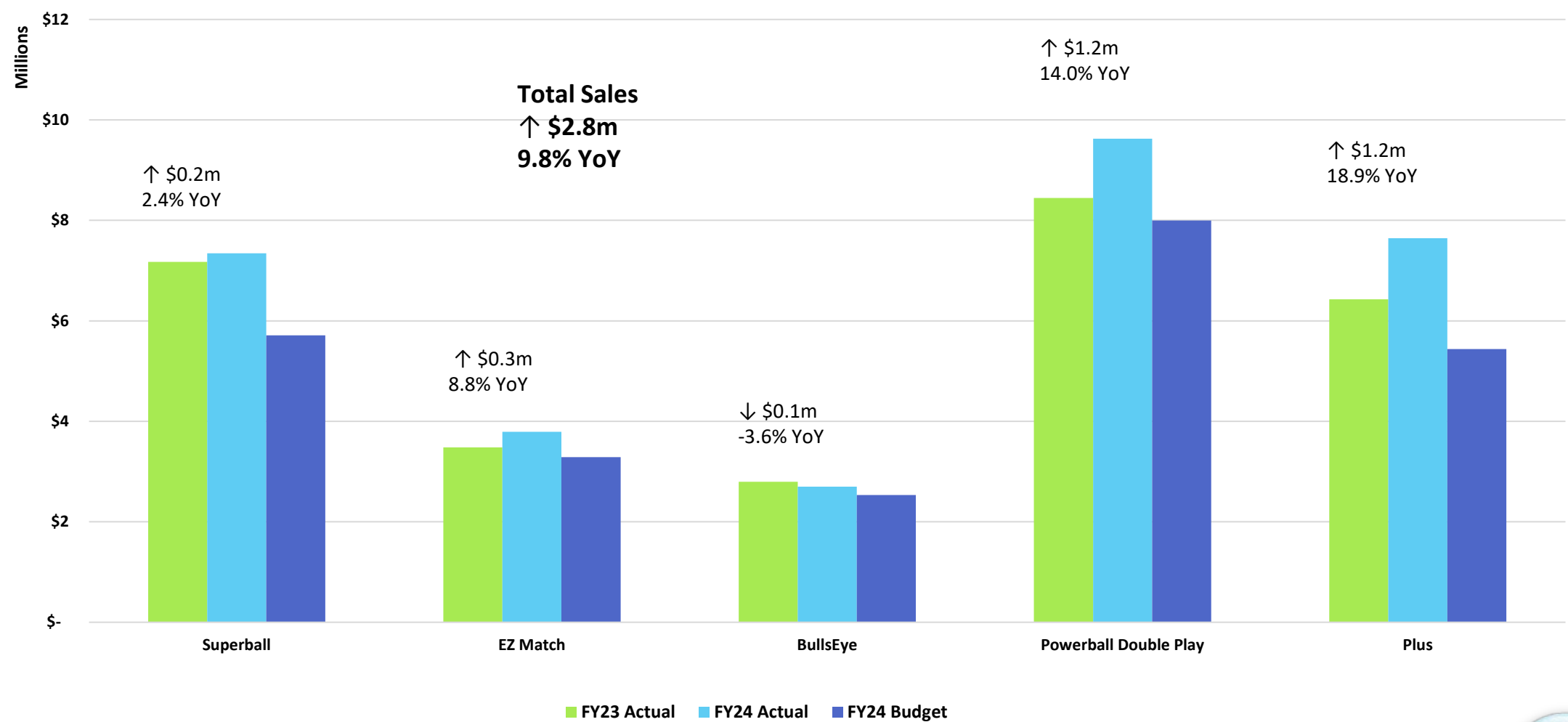


* Cash Pop launched 4/23/23



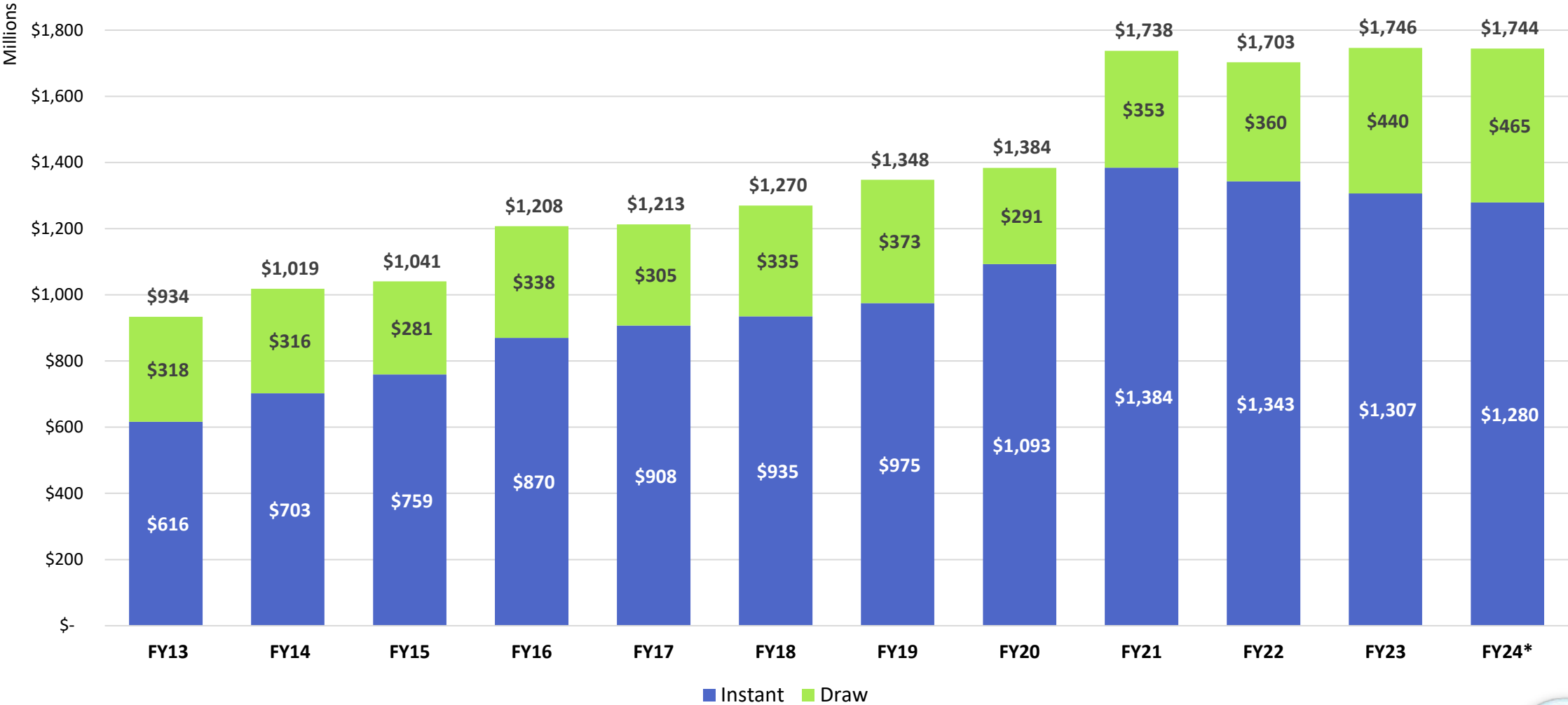
FY24 Draw Add-on Sales YoY

Preliminary & Unaudited



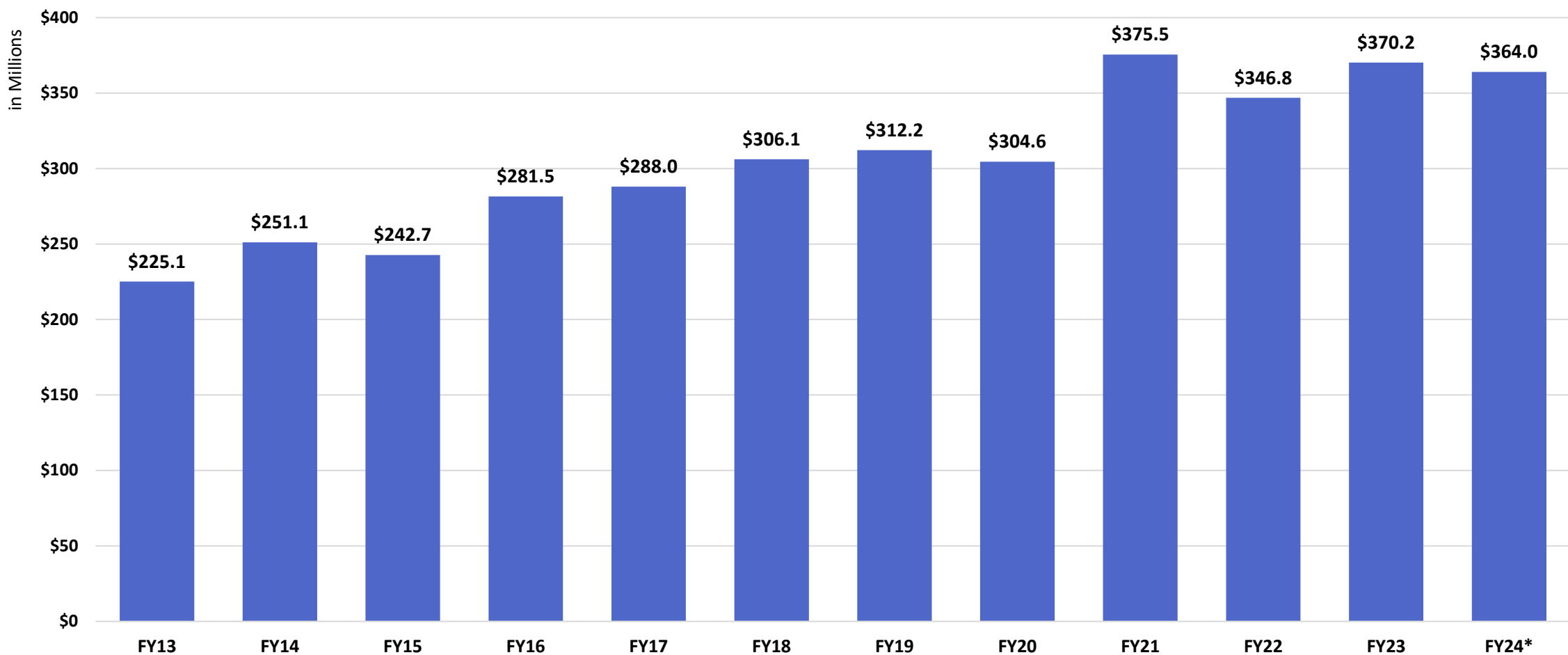
Lottery Sales Revenue-12 Year Period

* Preliminary & Unaudited



Surplus Revenue to the State-12 Year Period

* Preliminary & Unaudited





IMAGINE THAT.

Disparity Study

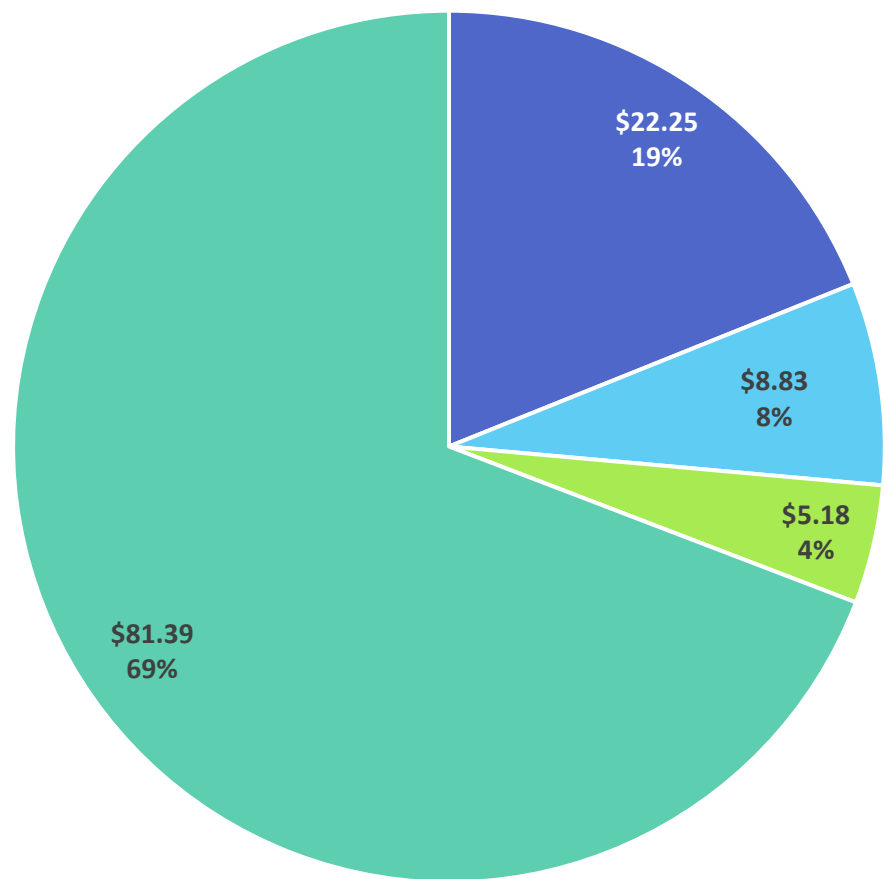
Chuck Taylor

Director of Legal Affairs & Compliance

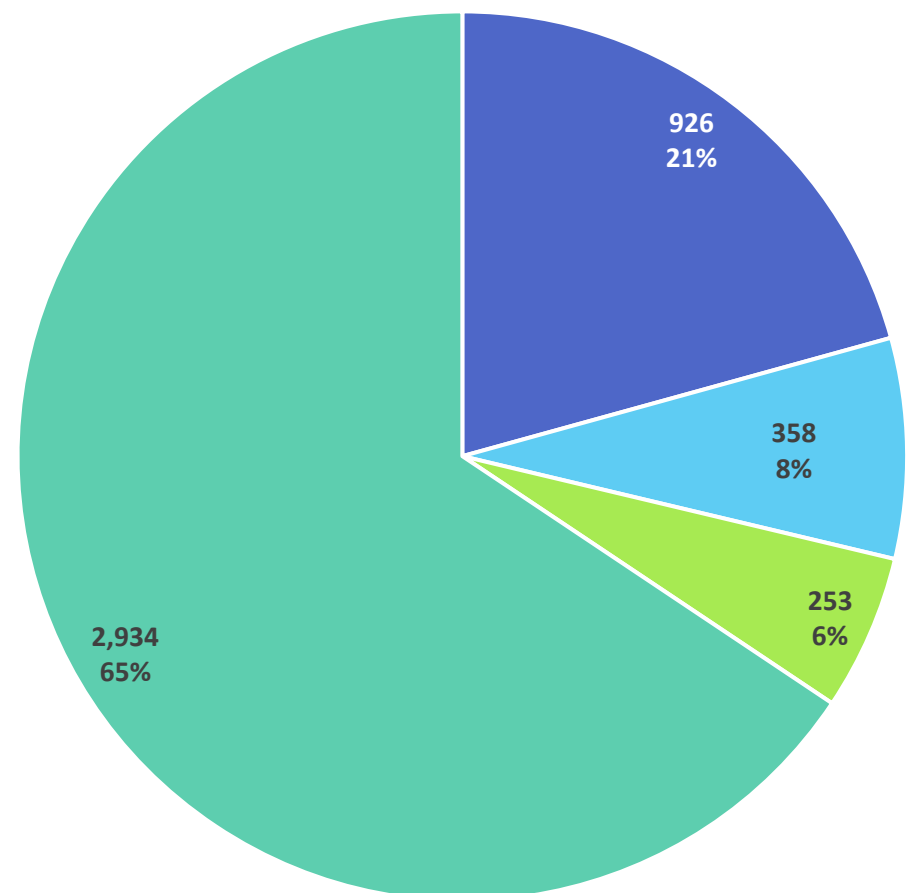
August 15, 2024

Retailer MBE/WBE

FY24 Commissions
In millions



FY24 Retailer Count



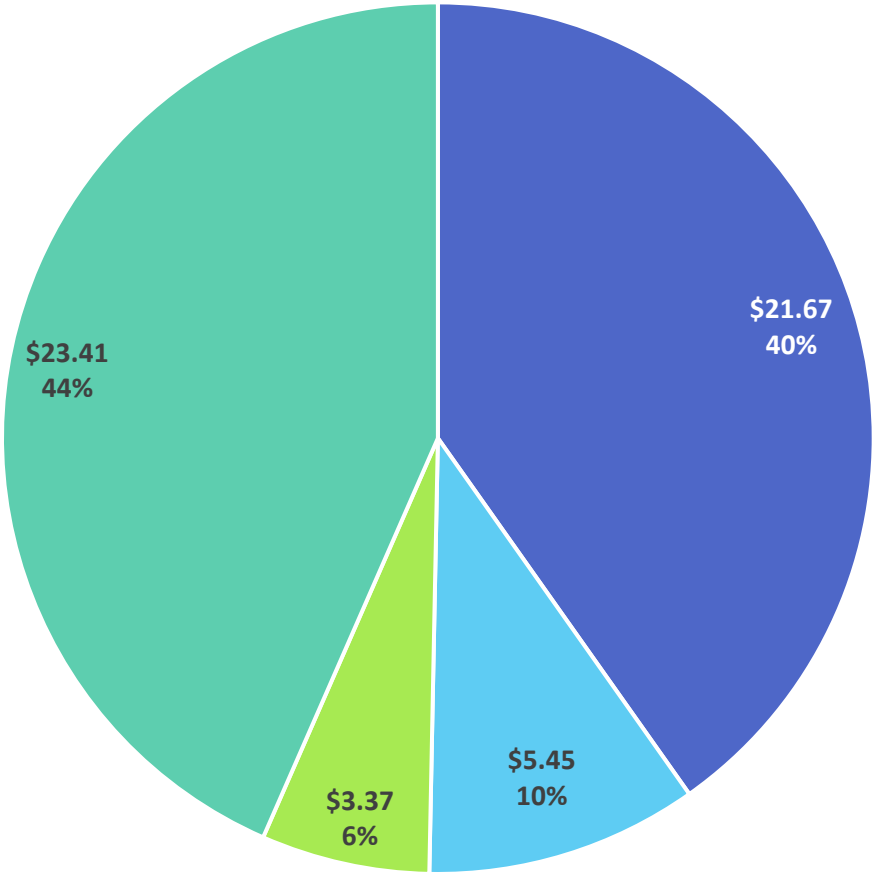
■ Minority Owned ■ Minority Woman Owned ■ Woman Owned ■ Majority Owned



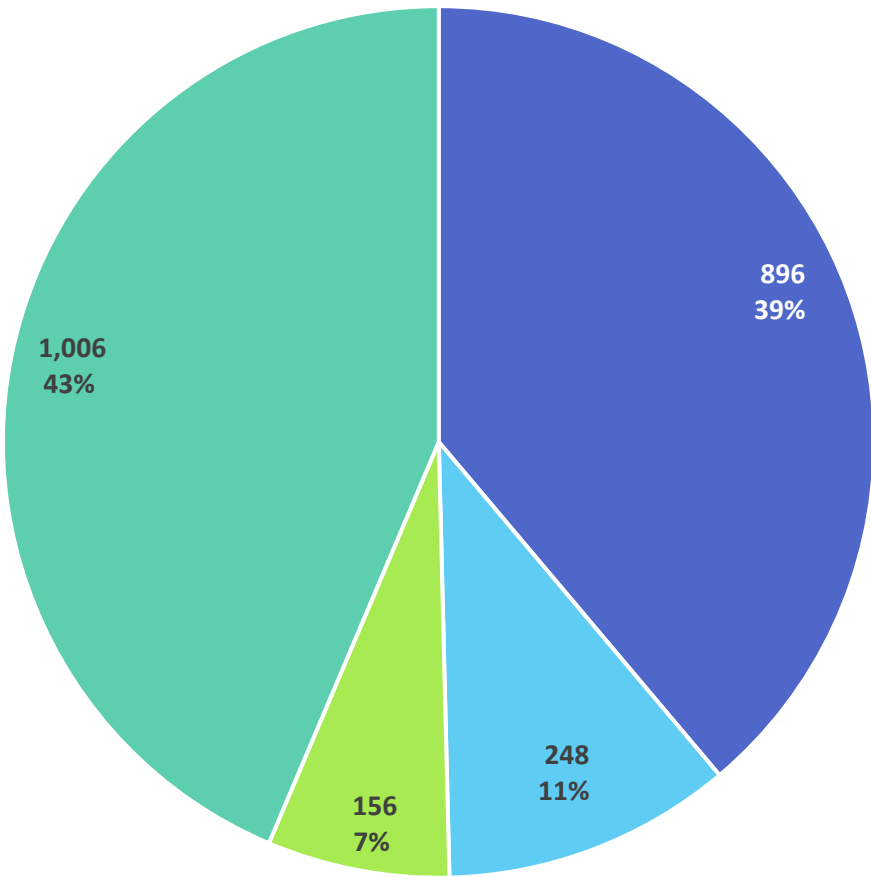
*Data Effective Date 6/30/24

Independent Retailer MBE/WBE

FY24 Commissions
In Millions



FY24 Retailer Count

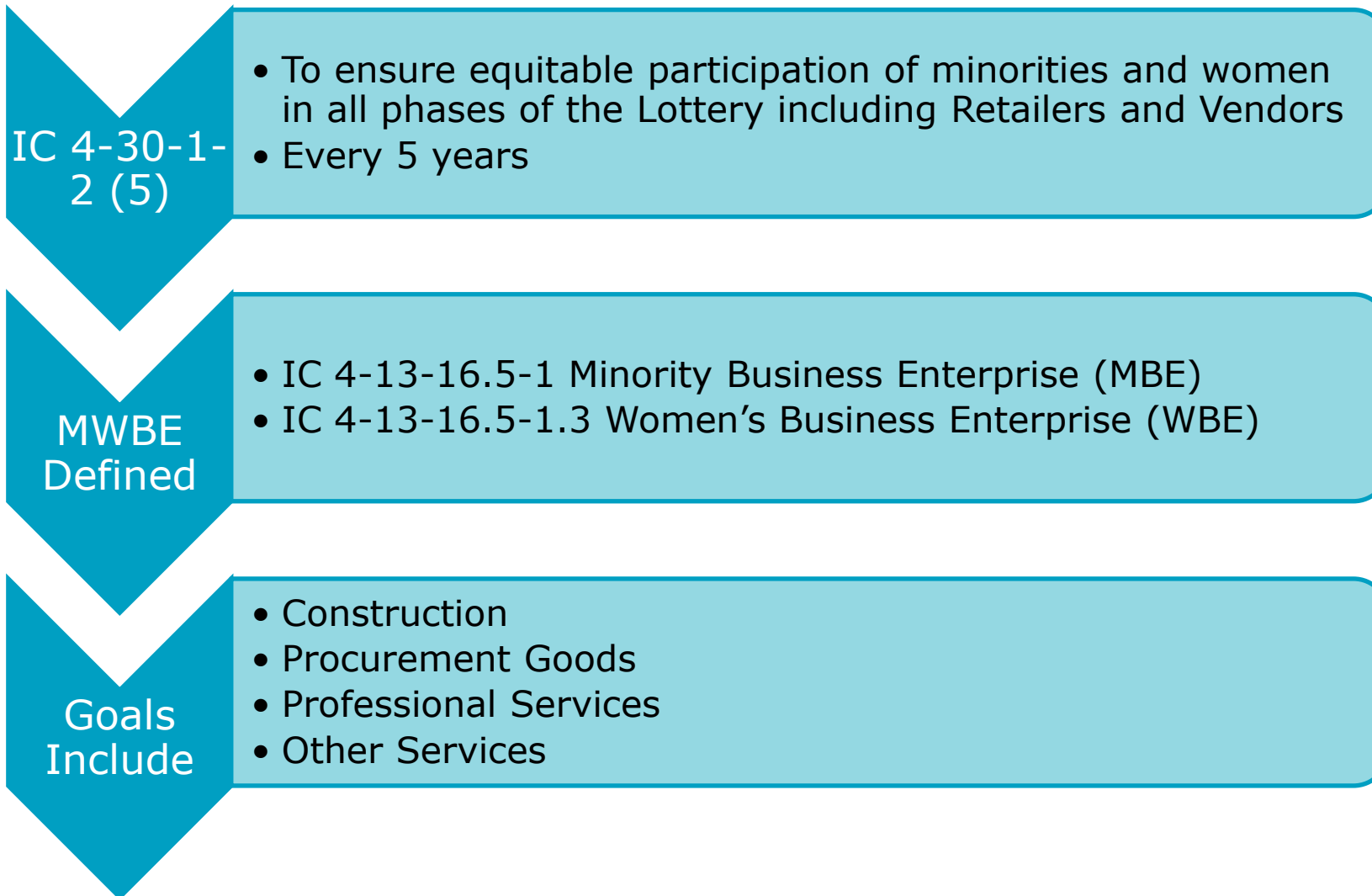


■ Minority Owned ■ Minority Woman Owned ■ Woman Owned ■ Majority Owned

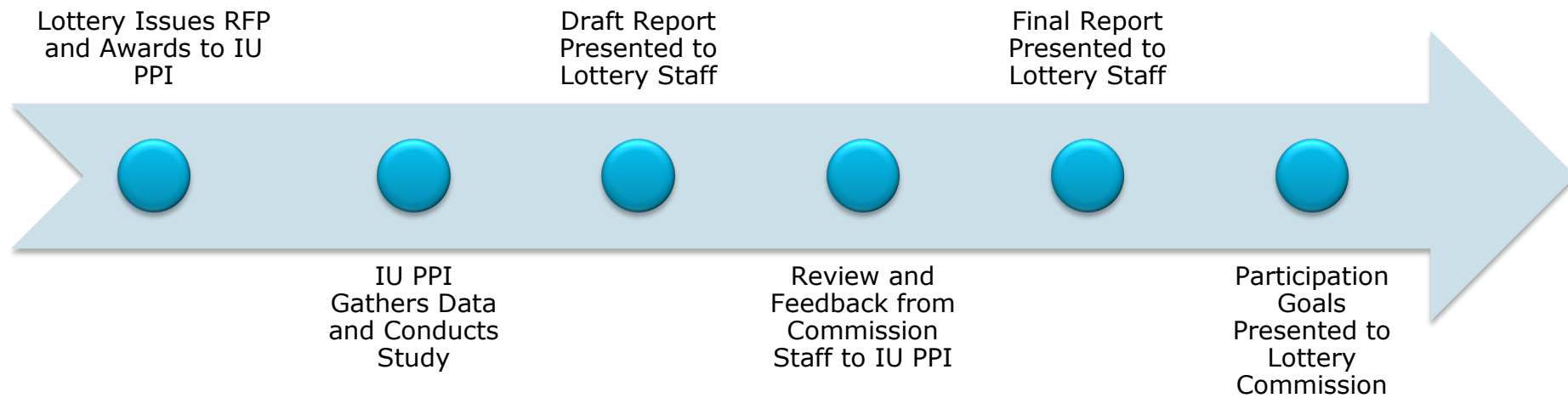
*Data Effective Date 6/30/24



Disparity Study



Disparity Study Timeline



Contracts Not Included in Disparity Study

- Industries Dominated by Large National Markets or located outside of Indiana
- Government Agencies or Non-profit Organizations
- Property Related
- Various Subindustries not typically included in a disparity Study

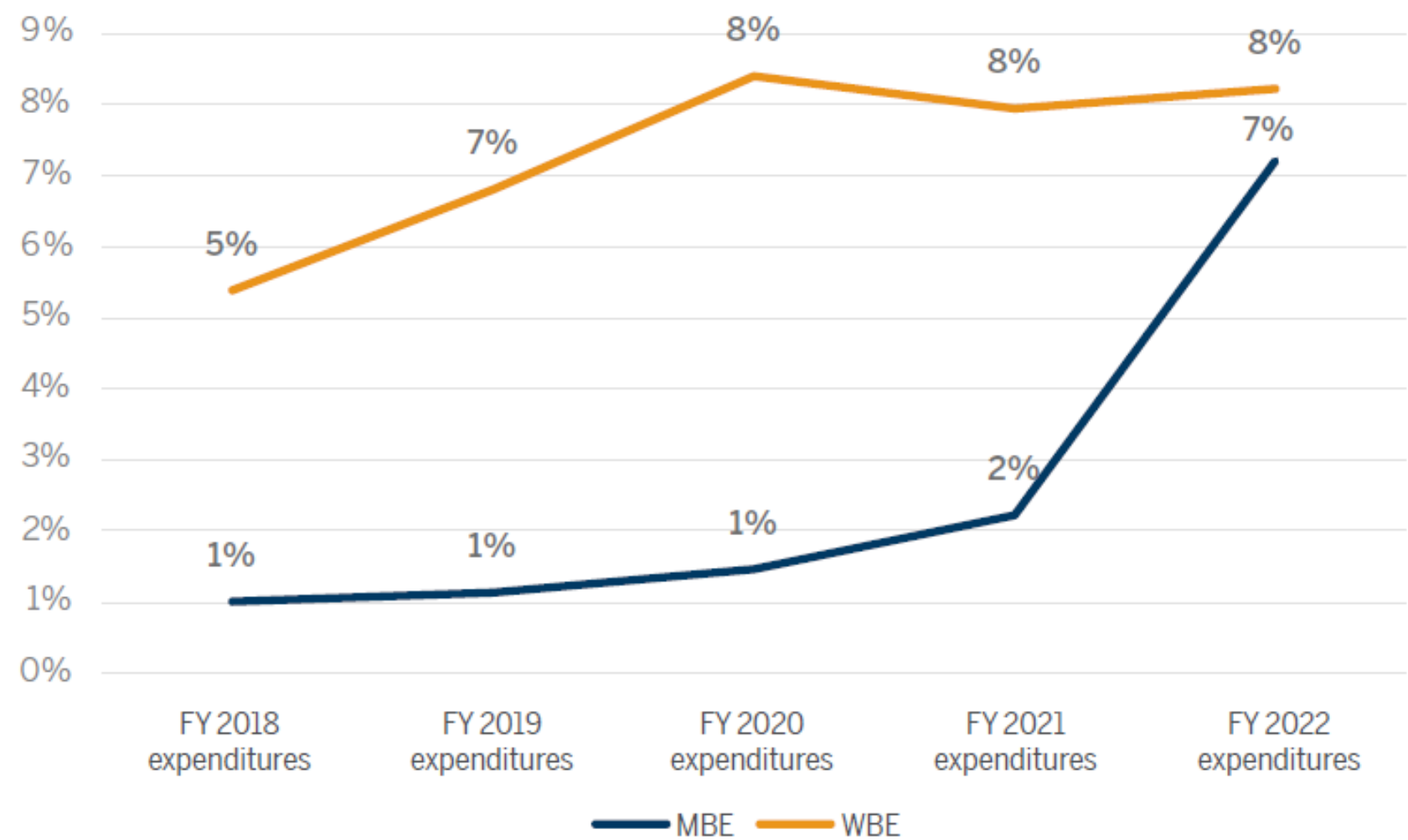


Previous Contract Participation Goals

| Construction | Professional Services | Goods and Support Services | Weighted Average Goal |
|--------------|-----------------------|-----------------------------------|-----------------------|
| MBE 11% | MBE 10% | *Maintain Race Neutral Measures | MBE 10% |
| WBE 15% | WBE 10% | *Maintain Gender Neutral Measures | WBE 10% |



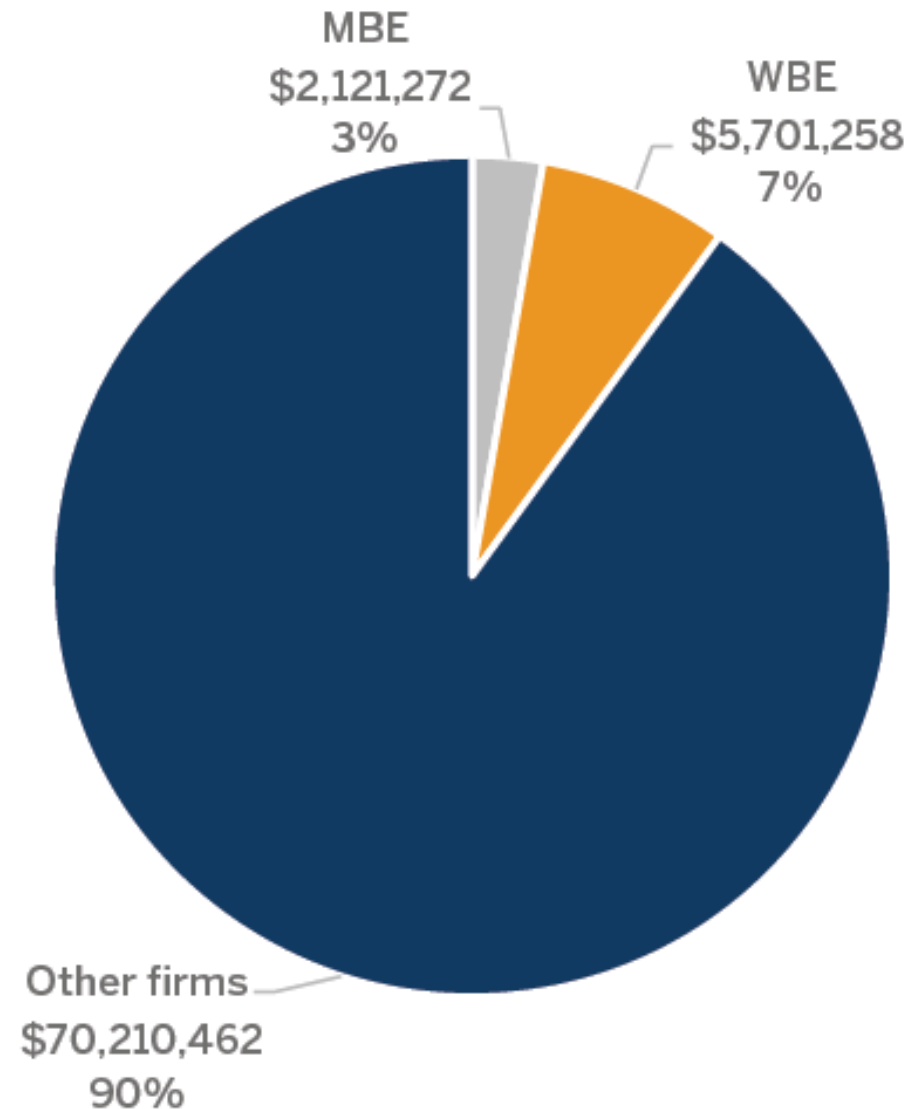
MBE and WBE Expenditures as share of total expenditures FY18-FY22*



*Out of \$78M in relevant spend



Total Expenditures by type of firm FY18-FY22*



*Out of \$78M in relevant spend

August 15, 2024



Disparity by industry category FY18-FY22

CONSTRUCTION

| | ESTIMATED CAPACITY | ACTUAL UTILIZATION | DISPARITY AMOUNT | ESTIMATED CAPACITY (%) | ACTUAL UTILIZATION (%) |
|-------------|-----------------------|-----------------------|---------------------|---------------------------|---------------------------|
| MBE | \$2,206 | \$0 | -\$2,206 | 2% | 0% |
| WBE | \$6,134 | \$0 | -\$6,134 | 7% | 0% |
| Other firms | \$83,742 | \$92,083 | \$8,340 | 91% | 100% |

PROCUREMENT GOODS

| | ESTIMATED CAPACITY | ACTUAL UTILIZATION | DISPARITY AMOUNT | ESTIMATED CAPACITY (%) | ACTUAL UTILIZATION (%) |
|-------------|-----------------------|-----------------------|---------------------|---------------------------|---------------------------|
| MBE | \$316,039 | \$99,291 | -\$216,748 | 3% | 1% |
| WBE | \$1,701,485 | \$3,565,918 | \$1,864,432 | 16% | 33% |
| Other firms | \$8,792,418 | \$7,165,451 | -\$1,626,967 | 81% | 66% |



Disparity by industry category FY18-FY22

PROFESSIONAL SERVICES

| | ESTIMATED CAPACITY | ACTUAL UTILIZATION | DISPARITY AMOUNT | ESTIMATED CAPACITY (%) | ACTUAL UTILIZATION (%) |
|-------------|-----------------------|-----------------------|---------------------|---------------------------|---------------------------|
| MBE | \$2,848,702 | \$2,021,981 | -\$826,721 | 4% | 3% |
| WBE | \$9,942,765 | \$2,046,921 | -\$7,895,845 | 16% | 3% |
| Other firms | \$50,630,153 | \$59,352,718 | -\$8,722,565 | 80% | 94% |

OTHER SERVICES

| | ESTIMATED CAPACITY | ACTUAL UTILIZATION | DISPARITY AMOUNT | ESTIMATED CAPACITY (%) | ACTUAL UTILIZATION (%) |
|-------------|-----------------------|-----------------------|---------------------|---------------------------|---------------------------|
| MBE | \$20,101 | \$0 | -\$20,101 | 1% | 0% |
| WBE | \$166,605 | \$88,420 | -\$78,185 | 7% | 4% |
| Other firms | \$2,079,866 | \$2,178,152 | -\$98,286 | 92% | 96% |



Recommended Contract Participation Goals Based on Results of Disparity Study

| Construction | Procurement Goods | Professional Services | Other Services |
|------------------|-------------------|-----------------------|------------------|
| MBE 2% | MBE 3% | MBE 5% | MBE 1% |
| WBE 7% | WBE 16% | WBE 16% | WBE 7% |



Other Recommended Measures

- Increase Utilization of MBE & WBE Vendors by contacting vendors directly using the survey conducted by PPI.
- Increase Utilization of MBE & WBE Vendors by contacting vendors directly from the Office of Supplier Diversity.
- Encourage vendors to complete the state certification process through the Office of Supplier Diversity.



Recommended Contract Participation Goals Based on Results of Disparity Study

| Construction | Procurement Goods | Professional Services | Other Services |
|--------------|-------------------|-----------------------|----------------|
| MBE 2% | MBE 3% | MBE 5% | MBE 1% |
| WBE 7% | WBE 16% | WBE 16% | WBE 7% |



Commission Vote to Approve MBE/WBE Contract Goals

| | Yea | Nay |
|-----------------------------|-----------------------|-----------------------|
| Chairman William Zielke | <input type="radio"/> | <input type="radio"/> |
| Commissioner Luke Bosso | <input type="radio"/> | <input type="radio"/> |
| Commissioner Norman Gurwitz | <input type="radio"/> | <input type="radio"/> |
| Commissioner Andrew Mallon | <input type="radio"/> | <input type="radio"/> |
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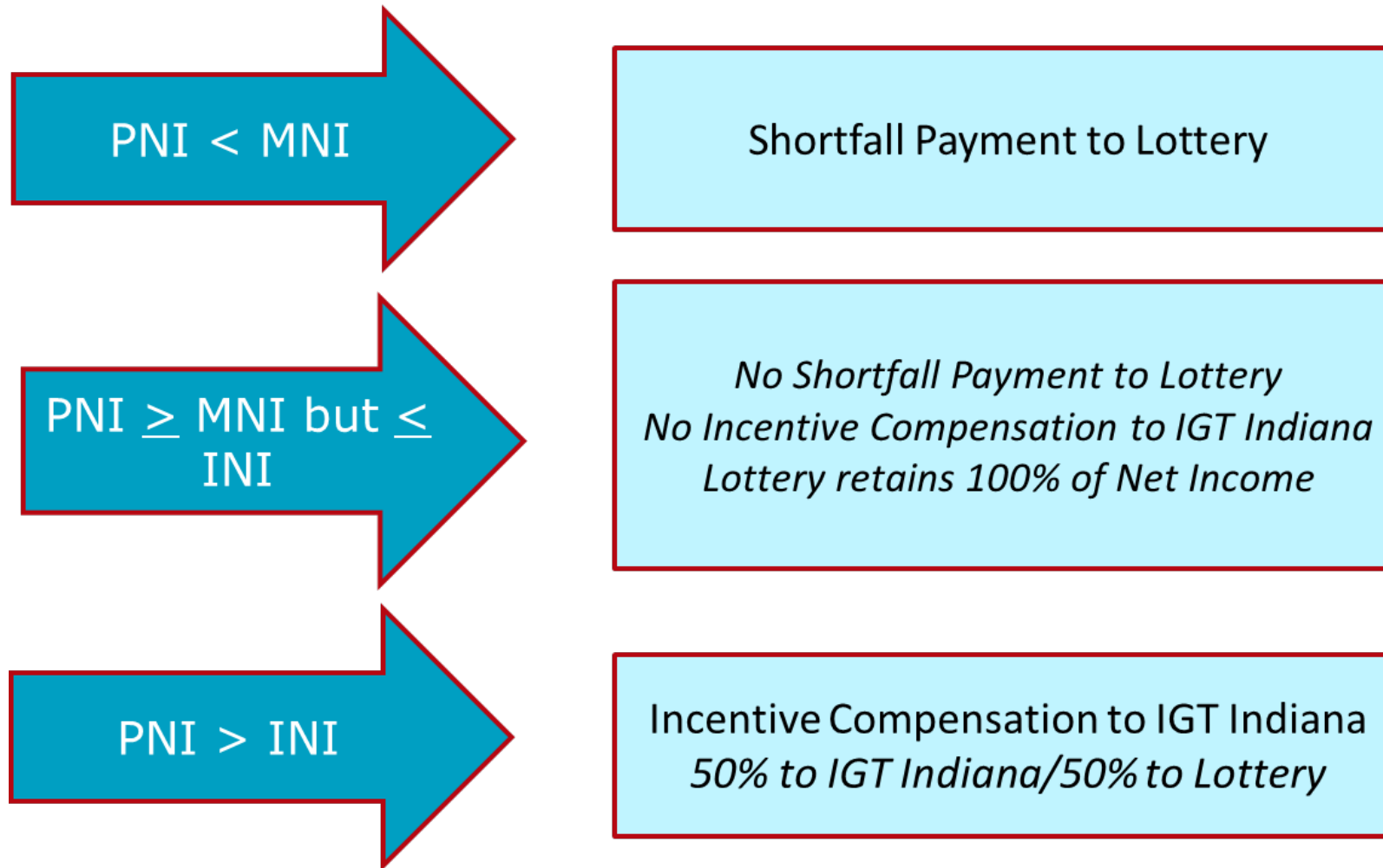
IMAGINE THAT.

FY25 Financial Report

Carrie Stroud

Chief of Staff

FY25 Net Income Thresholds



PNI = Provider Net Income
MNI = Minimum Net Income (\$322M – FY 25)
INI = Incentive Net Income (\$342M – FY 25)

Financial Report - FY25 YTD

Income Statement

For the One Month ending July 31

(In Thousands)

PRELIMINARY & UNAUDITED

| | FY25 Actual | FY25 Budget | Percentage Variance | FY24 Actual | Percentage Variance |
|--|----------------|----------------|------------------------|----------------|------------------------|
| Revenues | \$ 133,796 | \$ 134,553 | -0.6% | \$ 165,549 | -19.2% |
| Prize Expense | 87,533 | 89,492 | -2.2% | 106,798 | -18.0% |
| Game and Provider Expenses | 16,105 | 16,663 | -3.3% | 18,312 | -12.1% |
| Provider Net Income (PNI) | 30,158 | 28,398 | 6.2% | 40,439 | -25.4% |
| General and Administrative Expenses | 718 | 884 | -18.8% | 650 | 10.5% |
| Operating Profit | 29,440 | 27,514 | 7.0% | 39,789 | -26.0% |
| Other Income | 293 | 189 | 55.0% | 277 | 5.8% |
| Provider (Incentive)/Shortfall Payment | (608) | (608) | 0.0% | (811) | -25.0% |
| Net Operating Income | 29,125 | 27,095 | 7.5% | 39,255 | -25.8% |
| Fair Market Value Adjustment | - | - | 0.0% | - | 0.0% |
| Net Income | \$ 29,125 | \$ 27,095 | 7.5% | \$ 39,255 | -25.8% |

Notes:

1) Revenues are \$756k (0.6%) less than Budget and \$31.7M (19.2%) less than prior year

2) Prize Expense is 65.4% of Revenues, compared to 66.5% budgeted and 64.5% in prior year

3) Game and Provider Expenses are in-line with Budget and prior year as a percentage of Revenues (11.0%-12.3%)

4) General & Administrative Expenses are \$166k (18.8%) less than Budget and \$68k (10.5%) greater than prior year

5) Net Operating Income is \$2.0M (7.5%) greater than Budget and \$10.1M (25.8%) less than prior year



Financial Report - FY25 YTD

Revenue Breakdown

For the One Month ending July 31

(In Thousands)

PRELIMINARY & UNAUDITED

Revenues

Instant Tickets

Scratch

Total Instant Tickets

Big Jackpot Draw Games

Powerball (w/Double Play)

Hoosier Lotto (w/+PLUS)

Mega Millions

Total Big Jackpot Draw Games

Non-Jackpot Draw Games

Daily 3

Daily 4

Quick Draw (w/Bullseye)

Cash 5

EZ Match

SUPERBALL

Cash4Life

Cash POP

Fast Play

Total Non-Jackpot Draw Games

Total Revenues

| | FY25 Actual | FY25 Budget | FY24 Actual |
|-------------------------------------|-------------------|-------------------|-------------------|
| Scratch | \$ 104,178 | \$ 102,544 | \$ 110,797 |
| Total Instant Tickets | 104,178 | 102,544 | 110,797 |
| Big Jackpot Draw Games | | | |
| Powerball (w/Double Play) | 5,719 | 8,828 | 21,635 |
| Hoosier Lotto (w/+PLUS) | 4,166 | 3,304 | 5,468 |
| Mega Millions | 4,006 | 4,319 | 11,796 |
| Total Big Jackpot Draw Games | 13,891 | 16,451 | 38,899 |
| Non-Jackpot Draw Games | | | |
| Daily 3 | 4,051 | 4,025 | 3,999 |
| Daily 4 | 3,947 | 3,874 | 3,814 |
| Quick Draw (w/Bullseye) | 1,423 | 1,425 | 1,477 |
| Cash 5 | 1,059 | 1,232 | 1,595 |
| EZ Match | 267 | 277 | 323 |
| SUPERBALL | 651 | 516 | 576 |
| Cash4Life | 620 | 605 | 613 |
| Cash POP | 972 | 974 | 867 |
| Fast Play | 2,737 | 2,630 | 2,589 |
| Total Non-Jackpot Draw Games | 15,727 | 15,558 | 15,853 |
| Total Revenues | \$ 133,796 | \$ 134,553 | \$ 165,549 |

Notes:

1) Scratch Revenue is \$1.6M (1.6%) greater than Budget and \$6.6M (6.0%) less than prior year

2) Powerball Revenue is \$3.1M (35.2%) less than Budget and \$15.9M (6.0%) less than prior year

3) Hoosier Lotto Revenue is \$862k (26.1%) greater than Budget and \$1.3M (23.8%) less than prior year

4) Mega Millions Revenue is \$313k (7.2%) less than Budget and \$7.8M (66.0%) less than prior year

5) Non-Jackpot Draw Games are \$169k (1.1%) greater than Budget and \$126k (0.8%) less than prior year



Financial Report - FY25 Forecast

Income Statement

For the Twelve Month Period ending June 30

(In Thousands)

PRELIMINARY & UNAUDITED

| | FY24 Forecast | FY24 Budget | Percentage Variance | FY23 Actual | Percentage Variance |
|---|--------------------------|------------------------|--------------------------------|------------------------|--------------------------------|
| Revenues | \$ 1,692,089 | \$ 1,692,089 | 0.0% | \$ 1,744,212 | -3.0% |
| Prize Expense | 1,127,862 | 1,127,862 | 0.0% | 1,141,692 | -1.2% |
| Game and Provider Expenses | 207,627 | 207,627 | 0.0% | 205,200 | 1.2% |
| Provider Net Income (PNI) | 356,600 | 356,600 | 0.0% | 397,320 | -10.2% |
| General and Administrative Expenses | 11,140 | 11,574 | -3.7% | 8,603 | 29.5% |
| Operating Profit | 345,460 | 345,026 | 0.1% | 388,717 | -11.1% |
| Other Income | 2,398 | 2,294 | 4.5% | 4,217 | -43.1% |
| Provider (Incentive)/Shortfall Payment | (7,300) | (7,300) | 0.0% | (19,866) | -63.3% |
| Surplus Revenue to the State | 340,558 | 340,020 | 0.2% | 373,068 | -8.7% |
| Fair Market Value Adjustment | - | - | 0.0% | - | 0.0% |
| Net Pension Obligation Adjustment | - | - | 0.0% | - | 0.0% |
| Net Income | <u>\$ 340,558</u> | <u>\$ 340,020</u> | <u>0.2%</u> | <u>\$ 373,068</u> | <u>-8.7%</u> |



IMAGINE THAT.

Sponsorship Update

Jared Bond

Director of External Affairs

Community Engagement

Key Sponsorships



August 15, 2024

Retailer Events



Team USA

MEET HOOSIER OLYMPIANS IN HOOSIER LOTTERY TOWN



Mary Beth Feichter (Dunnichay)

David Boudia

August 3 and August 17
from 3:00-4:30 p.m. EST

1-800-994-9448
PROBLEM GAMBLING
HELPLINE
PLAY RESPONSIBLY

36 USC 220506 all rights reserved



August 15, 2024

Team USA



Hoosier Lottery Day



August 15, 2024



IMAGINE THAT.

Around The Corner

Tara Williamson

Director of Operations

On Sale Now:



August 15, 2024

Launching September 3rd



Must be 18 or older to play. Please play responsibly.

\$30

MAX WIN

WIN UP TO \$25,000!

PRIZES START AT \$40!

3 WAYS TO PLAY – 3 WAYS TO WIN

WINNING NUMBERS

52 28 64 35
46 75 4 27

YOUR NUMBERS

| | | | |
|----------|----------|---------|-------|
| 80 | 2 | 23 | 8 |
| \$100 | \$25,000 | \$300 | \$100 |
| 6 | 39 | 73 | 22 |
| \$2,500 | \$50 | \$500 | \$500 |
| 57 | 21 | 40 | 68 |
| \$200 | \$250 | \$75 | \$40 |
| 60 | 51 | 17 | 24 |
| \$50 | \$125 | \$2,000 | \$150 |
| 52 | 41 | 32 | 48 |
| \$25,000 | \$300 | \$1,000 | \$400 |
| 77 | 7 | 43 | 39 |
| \$2,500 | \$250 | \$2,000 | \$125 |
| 17 | 16 | 10 | 8 |
| \$400 | \$40 | \$150 | \$200 |

HOW TO WIN

- 1 MATCH ANY OF YOUR NUMBERS TO ANY OF THE WINNING NUMBERS, WIN PRIZE SHOWN FOR THAT NUMBER.
- 2 MATCH 3 LINE PRIZE AMOUNTS, WIN THAT AMOUNT.
- 3 MATCH 3 LIKE YOUR NUMBERS, WIN \$50 INSTANTLY!

Fast Play Overall Odds: 1 in 3.39
DO NOT MARK BELOW THIS LINE

Launching September 15th

Must be 18 or older to play. Please play responsibly.

\$10

10X THE CASH

WIN UP TO \$20,000

HOW TO PLAY

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win the PRIZE shown. If you win, multiply your PRIZE by the MULTIPLIER level for that PRIZE for a chance to win 2X, 5X, or 10X your PRIZE.

YOUR NUMBERS

1X

| | | | | |
|---------|------|----------|-------|-------|
| 12 | 28 | 13 | 16 | 47 |
| \$2,000 | \$20 | \$20,000 | \$100 | \$250 |

2X

| | | | | |
|------|------|------|-------|------|
| 36 | 08 | 24 | 60 | 44 |
| \$50 | \$10 | \$50 | \$100 | \$15 |

5X

| | | | |
|------|------|-------|------|
| 03 | 07 | 55 | 22 |
| \$50 | \$15 | \$100 | \$10 |

10X

| | | |
|-------|------|------|
| 58 | 60 | 52 |
| \$200 | \$50 | \$20 |

WINNING NUMBERS

19 6 51 45
29 11 17 13

Fast Play Overall Odds: 1 in 3.31
DO NOT MARK BELOW THIS LINE

Must be 18 or older to play. Please play responsibly.

\$5

CASH LINES

PRIZES START AT \$10

WIN UP TO \$10,000!

HOW TO PLAY

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown for that number. When any of YOUR NUMBERS in any CASH LINE match the CASH LINE NUMBER above, win prize shown for that CASH LINE. Each CASH LINE is played separately.

Fast Play Overall Odds: 1 in XXXX
DO NOT MARK BELOW THIS LINE



Relaunch

Must be 18 or older to play.

\$5

WILD «CASH» Multiplier

TOP PRIZE \$15,000!

| LINE | GAME 1 | PRIZE | MULTIPLIER |
|---------------|--------|----------|------------|
| 1X | U | \$15,000 | 2X |
| 2X | ★ | \$250 | |
| GAME 2 | | | |
| 1X | 7 | \$20 | |
| 2X | ★ | \$25 | 3X |
| 3X | ★ | \$10 | |
| GAME 3 | | | |
| 1X | 7 | \$20 | |
| 2X | 7 | \$5,000 | 5X |
| 3X | ★ | \$5 | |
| 4X | ★ | \$1,000 | |

WINNING SYMBOLS

★ ★ ★ ★ ★

HOW TO WIN

Match the symbols in each LINE to the WINNING SYMBOLS. If you match 3 symbols to the WINNING SYMBOLS in one LINE, win the PRIZE shown for that line. If you win ALL LINES in one GAME, multiply your total PRIZE by the MULTIPLIER shown for that game. Each LINE is played separately.



Launching October 1st



2nd Chance/myLOTTERY Promotions



Jaws Scratch-off 2nd Chance
April 2 – August 26
Four (4) Grand Prize winners
receive \$10k towards vacation.



Team USA 2nd Chance
May 19 – September 18
\$2 Scratch-off & \$5 Fast Play
Grand Prize (1): \$5,000 – GOLD
Second Prize (1): \$2,500 – SILVER
Third Prize (1): \$1,000 – BRONZE



Team USA Digital Activation
June 4 – September 18
myLOTTERY members can
play weekly to earn entries
to win a prize pack.



The Mill
June 2 – October 1
myLOTTERY members can
enter to win season tickets
to The Mill in Terre Haute.



Colts
July 24 – November 24
Enter to win 2025 season
tickets & chance to win up
to \$250,000 during on field
promotion.



CSR RGEM Promotion
September 1-30
Complete the Positive Play Quiz
for a chance to win a prize pack.



Pacers
October - December
myLOTTERY promotion



Holiday 2nd Chance
October 1, 2024 – January 13, 2025
Grand Prize (1): \$10,000
Secondary Prizes (4): \$5,000
Third Prizes (20): \$500
+ No Purchase Digital Activation
+ Social Promotion





End of Presentation

August 15, 2024

Commission Vote to Adjourn

| | Yea | Nay |
|-----------------------------|-----------------------|-----------------------|
| Chairman William Zielke | <input type="radio"/> | <input type="radio"/> |
| Commissioner Luke Bosso | <input type="radio"/> | <input type="radio"/> |
| Commissioner Norman Gurwitz | <input type="radio"/> | <input type="radio"/> |
| Commissioner Andrew Mallon | <input type="radio"/> | <input type="radio"/> |
| Commissioner Roger Utzinger | <input type="radio"/> | <input type="radio"/> |

Questions?



All media requests may be forwarded to:

Jared Bond
Director of External Affairs
jbond@hoosierlottery.in.gov