



Product Updates
Commission Meeting
June 26, 2020



Video Lottery Re-opening The Numbers



Last Weekend – Entire State Re-Opened
Friday, June 19th – Sunday, June 21st

89%

% of Pre-COVID
Revenue

\$7.3M

Revenue

\$8.2M

Pre-COVID Revenue

87%

% of Retailers
Reporting Revenue

1,910

Distinct Active Retailers

2,188

Available Retailers



Re-opening Overview

Friday, May 15th – Sunday, June 21st

36

Counties

35 with VLTs

1,910

Active Retailers

Across counties

8,714

VLTs Reporting

To allow for distancing

\$62.8M

VL Revenue

87%

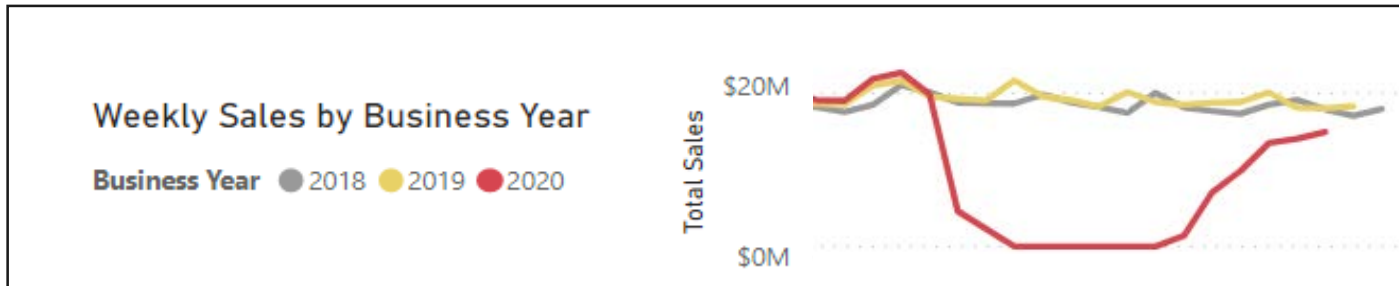
% Retailers

Active

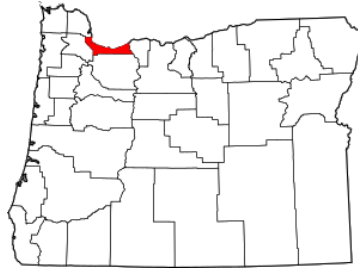
77%

VLTs reporting

revenue



Together, we do good things.



Multnomah County

Phase 1 - Friday, June 19th

2,184
VLTs Enabled

83%
Of All VLTs Enabled

Best % Yet at
Initial Phase 1 Opening

492
Video Lottery Accounts



Re-opening Status - VLTs

Friday, May 15th – Sunday, June 21st

VLT Model	Active VLTs
E20	2,663
Oxygen	2,345
V32	1,847
prodiGi	1,464
CrystalDual	163
TrimLine	136
Helix	96
Total	8,714

77%

of pre-COVID VLTs
reporting revenue

\$289

Revenue per VLT per Day
pre-COVID ~ \$200-\$220



Impact of VLT Moves

As of Sunday, June 21st

1567 total move requests have been logged since April
1276 of the retailer requests have been completed

Phase 1 Group	Counties	Available Terminals	# Re-Enabled Day 1 of Re-Opening	% Re-Enabled Day 1 of Re-Opening	Reporting Revenue Day 1	Reporting Revenue Day 7	Reporting Revenue Day 14	Reporting Revenue Day 21	Reporting Revenue Day 28	Reporting Revenue Day 35
May 15th Cohort	31 Counties	5,363	3,193	60%	30%	54%	61%	72%	75%	75%
May 22nd Cohort	Marion, Polk	1,184	735	62%	43%	63%	75%	81%	81%	TBD
May 23rd Cohort	Clackamas	1,070	677	63%	25%	54%	68%	71%	73%	TBD
June 1st Cohort	Washington	1,031	687	67%	45%	67%	74%	74%	TBD	TBD
June 19th Cohort	Multnomah	2,640	2,184	83%	58%	TBD	TBD	TBD	TBD	TBD

Note: Approximately 13% of retailers in Phase 1 cohorts have yet to reopen and their terminal counts are included in the mix



Re-opening Status – Forecast vs. Actual Through Sunday, June 21st

OEA Forecast (Q4 FY20 through Yesterday)

\$24.4M

VL Actuals (Q4 FY20 through Yesterday)

\$62.8M

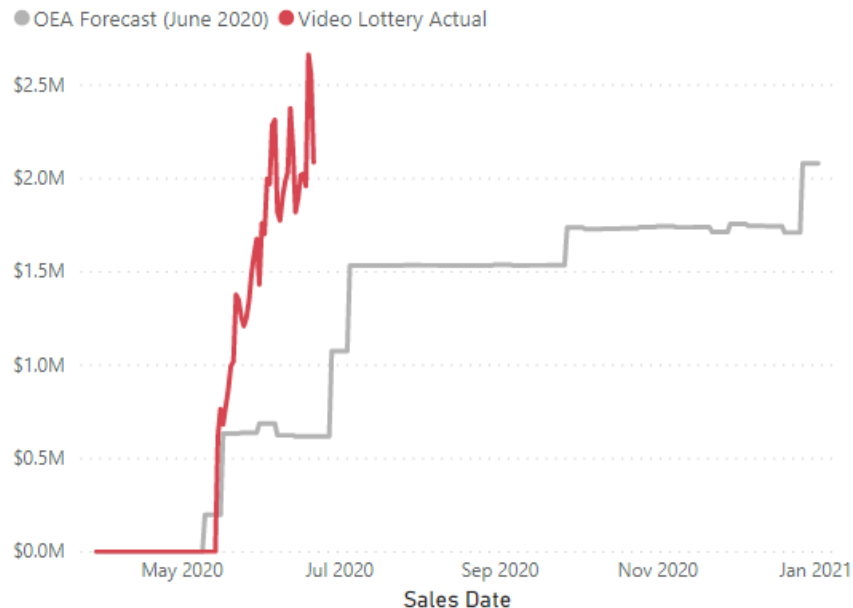
OEA Forecast (Q4 FY20 through Jan '21)

\$337M

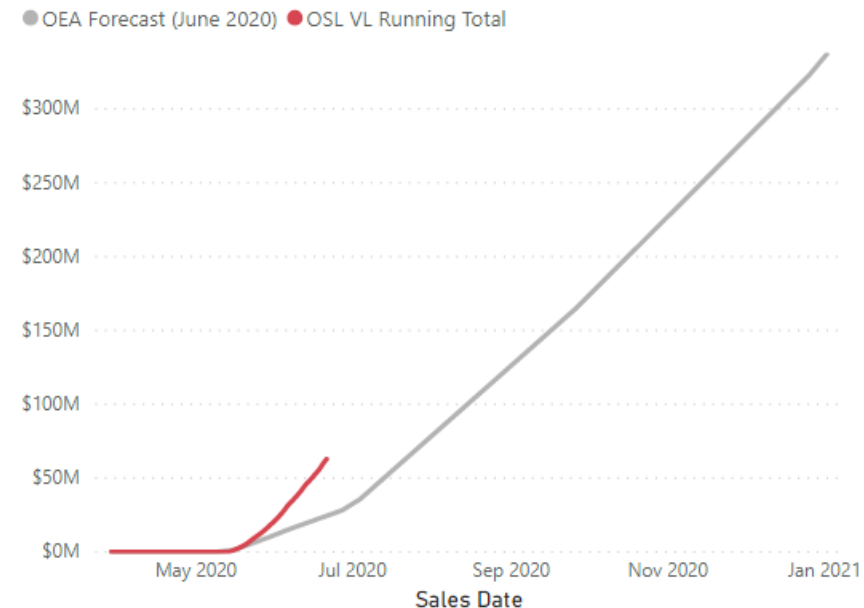
Current VL Run Rate (Q4 FY20 through Jan '21)

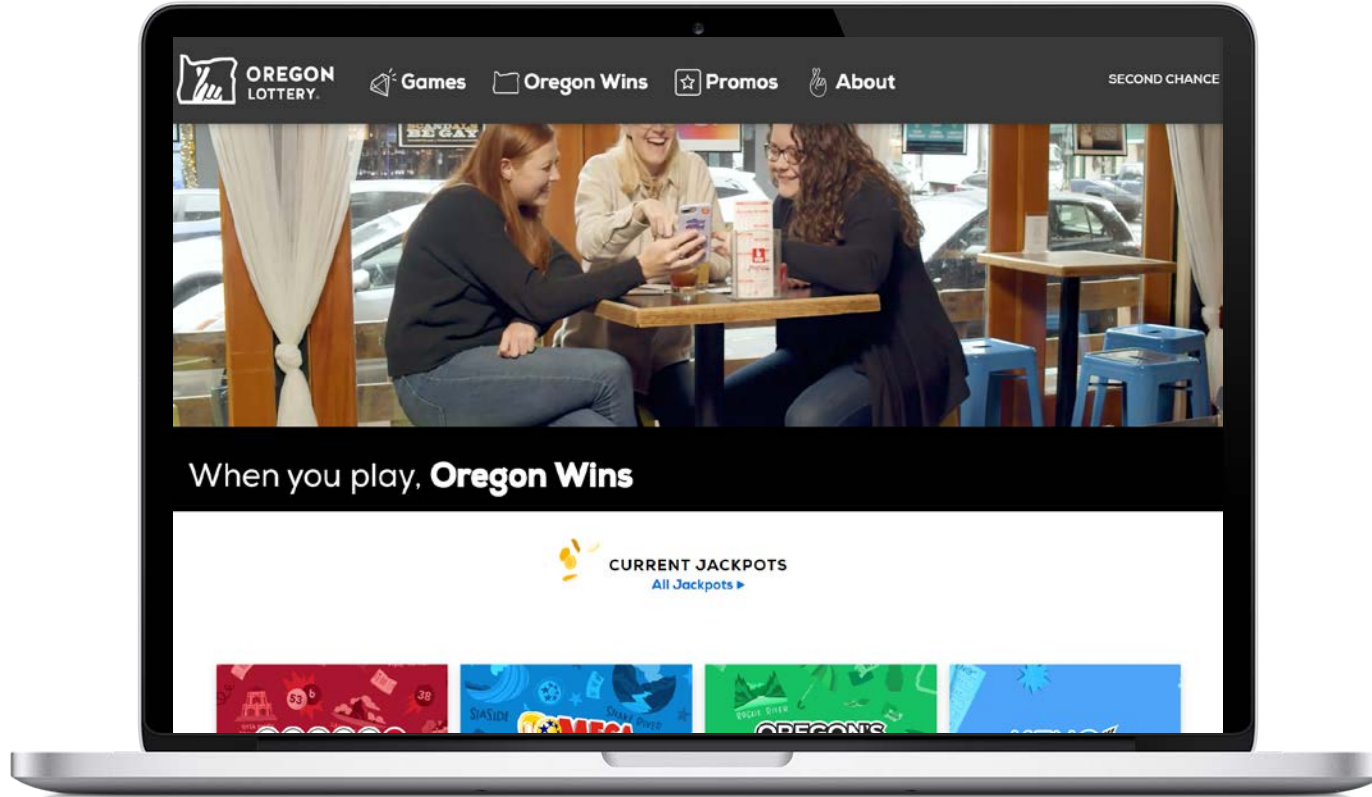
\$384M

OEA Forecast (June 2020) and Video Lottery Actuals



Running Totals: OEA Forecast (June 2020) vs. Video Lottery Actuals





THE NEW OREGONLOTTERY.ORG

MOBILE FIRST = CUSTOMER FIRST



More than 75% of Oregon Lottery site usage is via mobile device.

- Built for mobile, optimized for desktop
- Greatly simplified navigation
- Responsive design for any screen dimension
- Faster access to information and services

MORE CONTENT – LESS LABOR

Prior site architecture required extensive customization and work arounds.

- Flexible framework allows for efficient, consistent site adjustments
- New content management system opens the door to increased collaboration and self-service across the agency
- Utilization of API-based lottery data creates automated content offerings and adjustments
- Single-source asset management makes for fewer touchpoints and minimized points of revision or failure



YOUR LOTTERY STORY – NO MATTER WHERE YOU LIVE



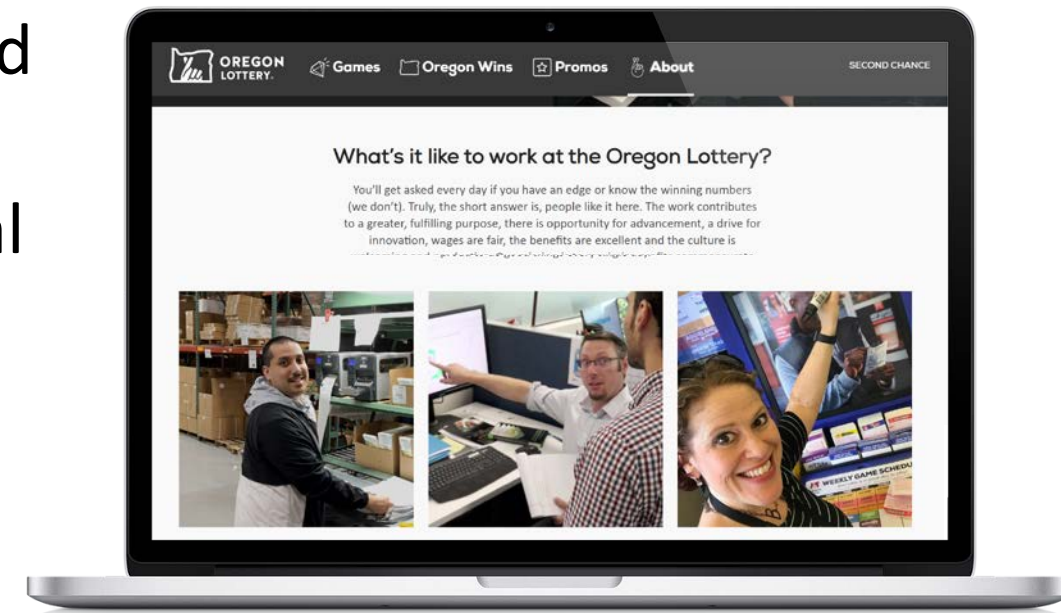
Investment in advanced technology allows for increased specificity and relativity for customers.

- Greatly enhanced geo-specific retailer profiles, driving foot traffic to our sales partners
- Zooming in on community-based narratives on “where the money goes”
- More game details than ever and a roadmap to continue to increase value-added information for customers over the next several months
- Community-centric highlights and celebration from players and beneficiaries of all the good things generated by Lottery funding

COLLABORATIVE SUCCESS FROM BRAINSTORM TO LAUNCH

This site is a hallmark of collaboration between every department inside the Oregon Lottery as well as valuable vendor partners.

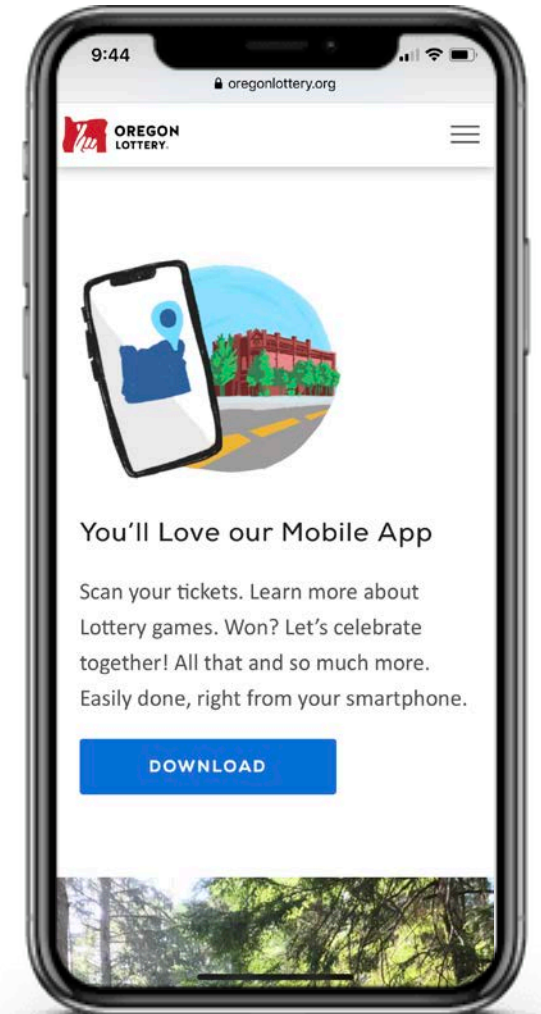
- Extensive organizational growth: Demolished silos, learned the value of healthy debate, strengthened trust, enhanced agility
- Created internal competency around cloud systems and architecture via training, applied knowledge and investment in staff
- Set the foundation to further innovate digital communications with retail partners
- Worked alongside vendors as partners, extending our workforce in a cost-effective manner



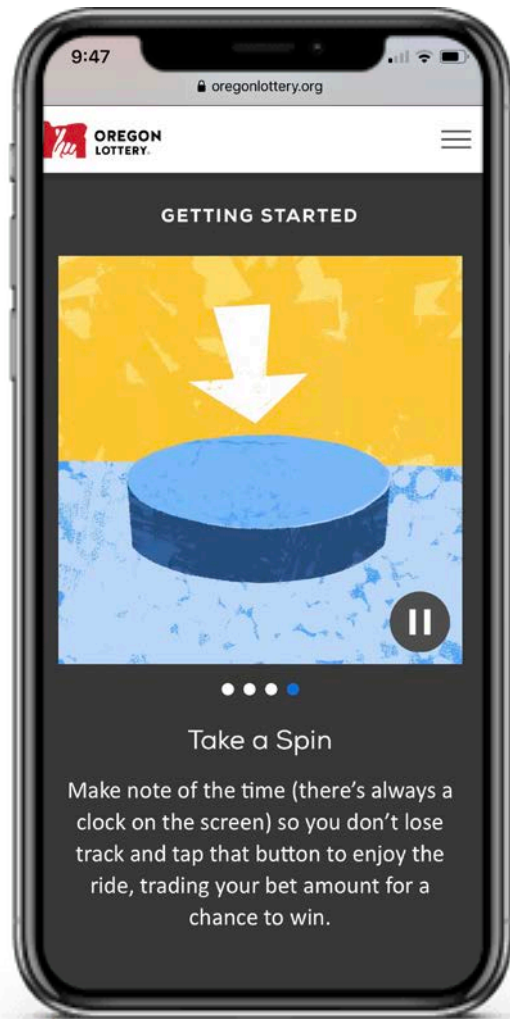
ENHANCED ANALYTICS AND COMMUNICATIONS

A modern site generates a new wealth of data insights and analytics to better serve and communicate with Oregonians.

- We'll learn from customer usage and quickly adjust the site to meet or exceed expectation, eventually providing a more personalized Lottery experience
- Increased data makes for more-informed decisions around product sales, customer interest and responsible gaming
- Seamless connection across Lottery communication channels (mobile app, email, social media, press, etc)
- Valuable, up-to-the-minute outreach and marketing across all Lottery audiences



RG EVERYWHERE



A modern “woven” approach to Responsible Gaming communication and practices.

- We are and always should be responsible in the way customers interact with our games and communication tools
- RG is now a part of nearly everything we say or do on the site including images, interactive modules, how-to-plays, copy, quizzes and so much more
- Simple, human and direct! Created in a very conversational, relatable manner and tone

TESTING, TESTING: 1-2-3-4

No stones left unturned in an effort to exceed site performance goals and customer expectations.

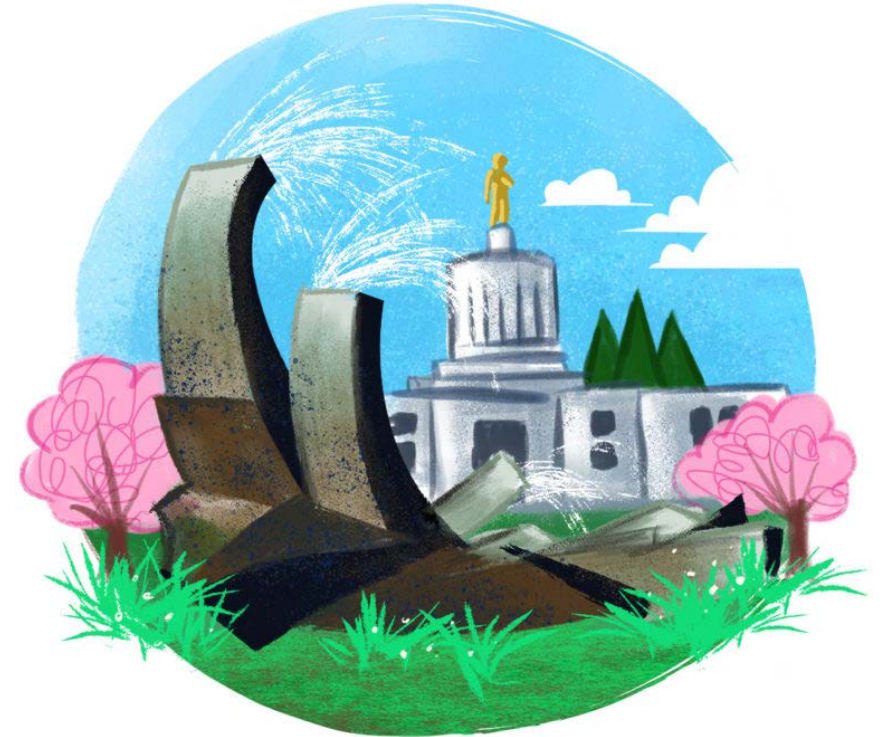
- User and message testing conducted along every step of the site building process
- Lab-conducted quality assurance to maximize performance and minimize bugs & defects
- Industry-leading data security and penetration testing
- Consultation and thought leadership provided by leading experts in user-experience, data architecture, problem & responsible gambling, cyber security, gaming and much more



WHAT'S NEXT?

In order to get to launch, we put some features on hold. Planning now for a rollout over the next year:

- “My Lottery” interface to integrate various Oregon Lottery digital offerings and communications
- Enhanced digital engagement including quizzes, demos, play for fun and interactive RG tips & tools
- Self-serve public records requests
- Retailer Portal





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Oregonians count on us to provide funding to state programs they care about.



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