

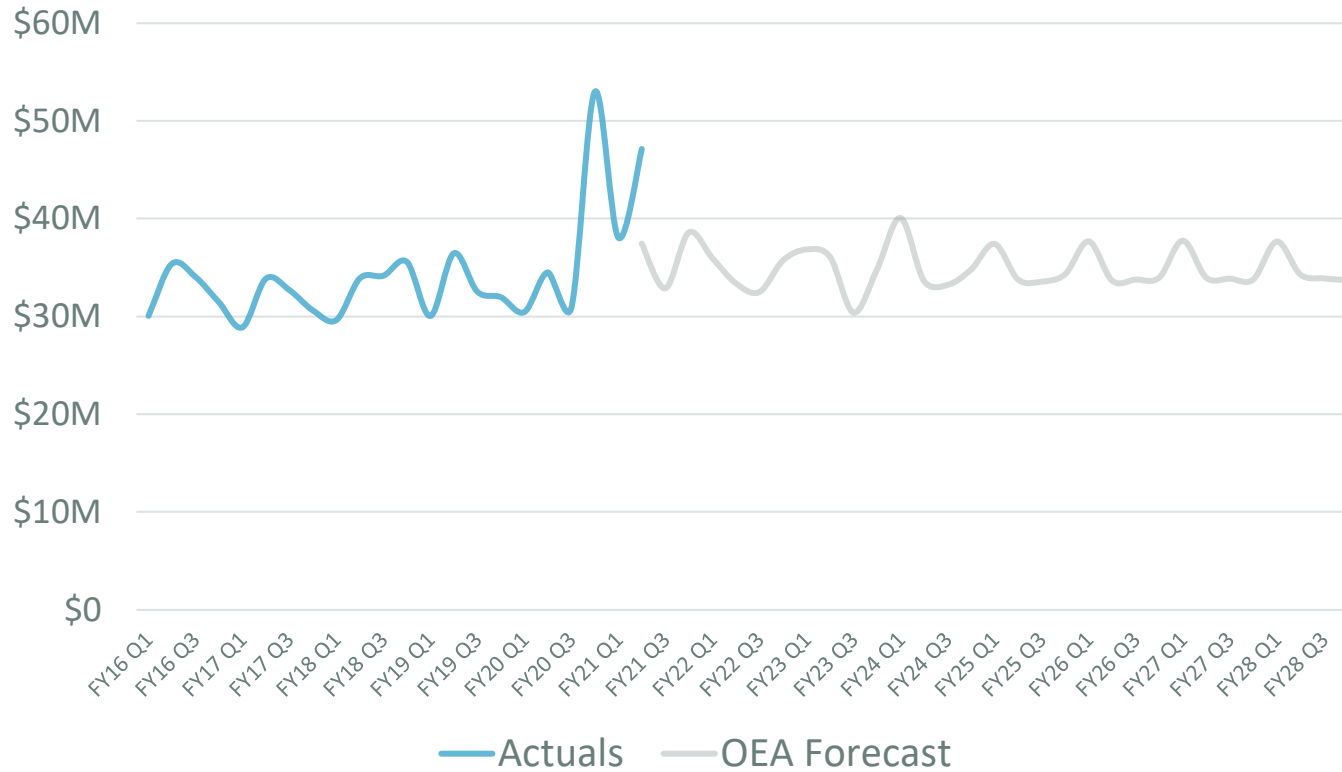


Together, we do good things.

January 2021 Commission Meeting  
Product Performance Update – Q2 of Business Year 2021

# Lottery Products Update

# Scratch-its



## Holiday Scratch-it highlights

- Record-breaking Christmas week sales of \$6.90 Million
- Total Scratch-it sales for the month of December were \$22.3 Million.
- Holiday games accounted for over 25% of overall Scratch-it sales.

## New Lottery player-operated kiosks

- Scratch-it sales are up 30.7% compared to last year.
- Equipment has been installed in all locations that were not impacted by COVID closures.
- Aurora Go Live is March 7.

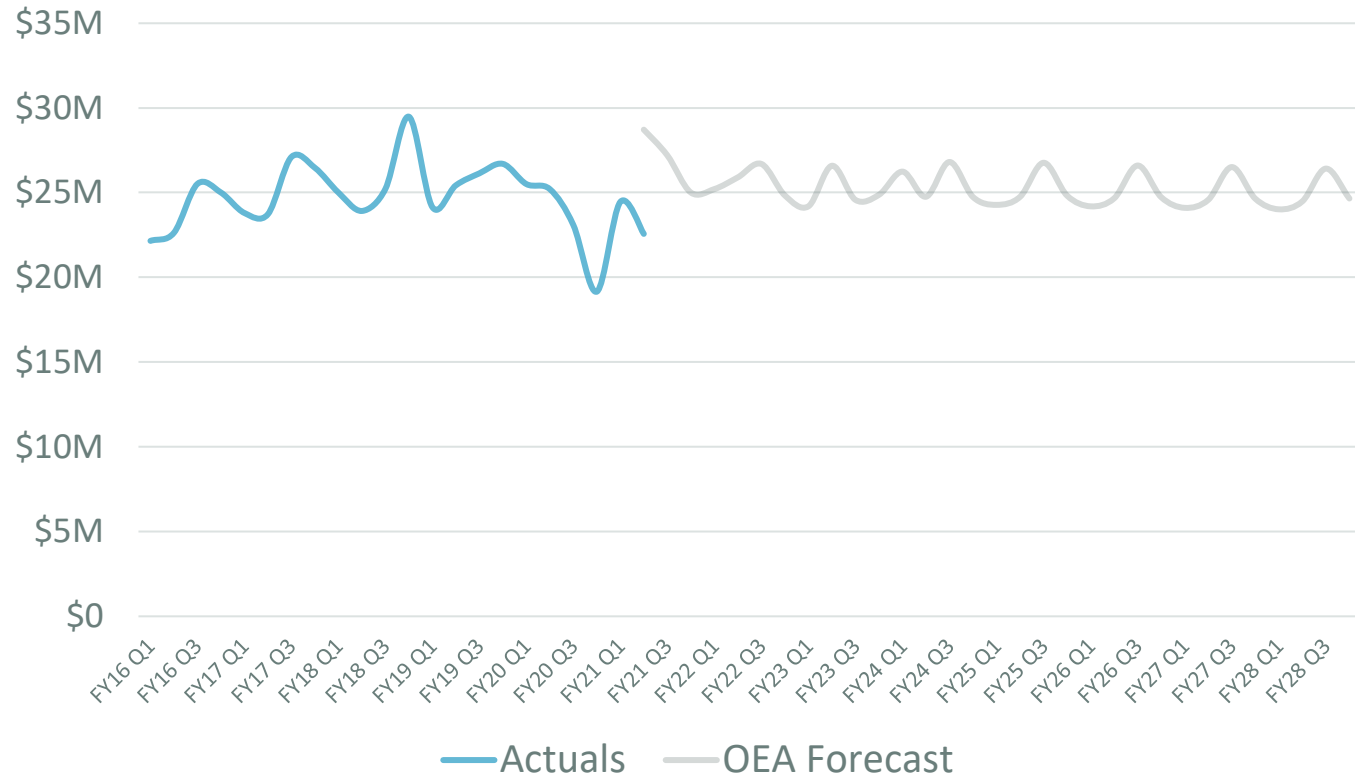
## Scratch-it 2<sup>nd</sup> Chance

- 2nd Chance entries are now accepted through our mobile app.

	Q2 Actual	Q2 Forecast*
Sales	\$47.1M	↑ \$37.4M
Transfer	\$8.2M	↑ \$6.4M

\* Dec 2020 OEA Forecast

# Keno



	Q2 Actual	Q2 Forecast*
Sales	\$22.6M	↓ \$28.7M
Transfer	\$4.0M	↓ \$4.5M

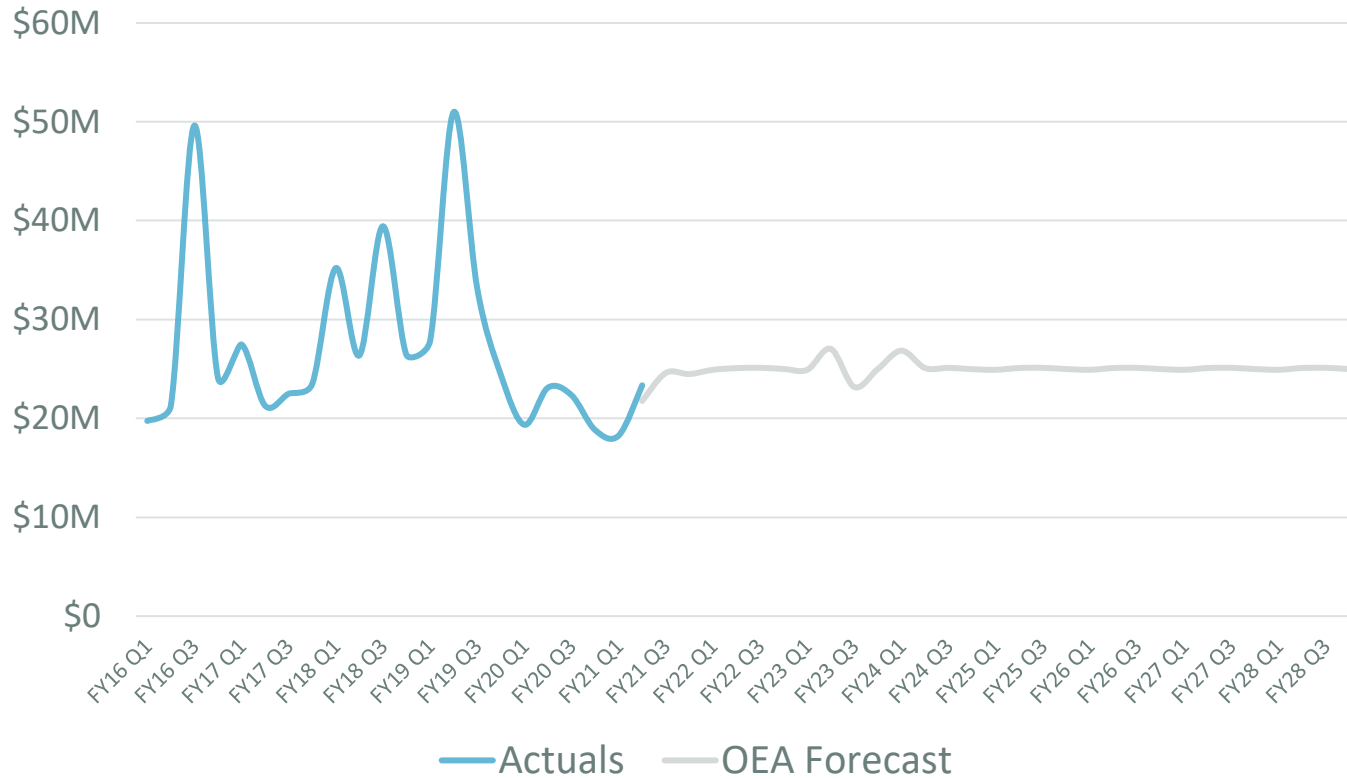
\* Dec 2020 OEA Forecast

Keno revenues heavily impacted by the temporary closures of Video Lottery sites

- Losses have been offset by high 8-spot jackpots.

Like the first COVID shutdown, there is increased Keno adoption at convenience and grocery stores.

# Jackpot Games (Powerball, Mega Millions, Megabucks)



Climbing jackpots are contributing to sales increase.

- Powerball and Mega Millions had combined jackpots over \$1 Billion.
- Oregon’s Game Megabucks jackpot of \$7.2 Million

## Powerball 3<sup>rd</sup> Drawing

- Drawings on Mon, Wed and Sat.
- Changes take effect August 22, 2021.
- First Monday draw on August 23.
- Project kicked off with team identifying updates for adding the 3<sup>rd</sup> drawing.

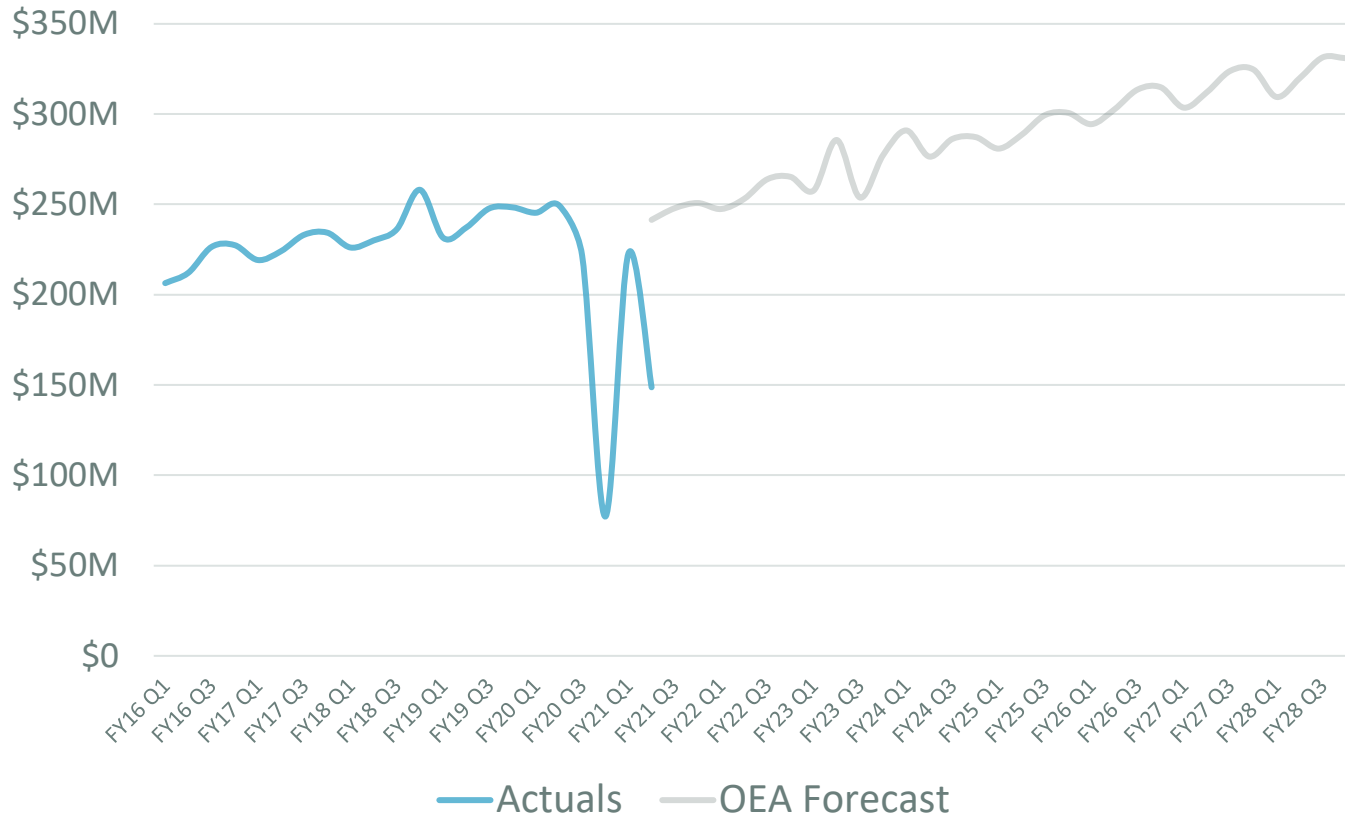
	Q2 Actual	Q2 Forecast*
Sales	\$23.4M	↑ \$21.8M
Transfer	\$7.4M	↑ \$6.9M

\* Dec 2020 OEA Forecast



# Video Products Update

# Video Lottery



	Q2 Actual	Q2 Forecast*
Sales	\$148.6M	↓ \$241.2M
Transfer	\$91.1M	↓ \$159.0M

\* Dec 2020 OEA Forecast



## Post-Freeze County Activity

### Counties Disabled

All Oregon Counties

Benton, Clatsop, Coos, Curry, Lincoln, Tillamook

Baker, Clatsop, Coos, Morrow

### Counties Enabled

Benton, Clatsop, Coos, Curry, Gilliam, Harney, Lincoln, Sherman, Tillamook, Wallowa, Wheeler

Lake, Grant

Baker, Clatsop, Douglas, Lincoln, Morrow

Curry

Nov. 18th

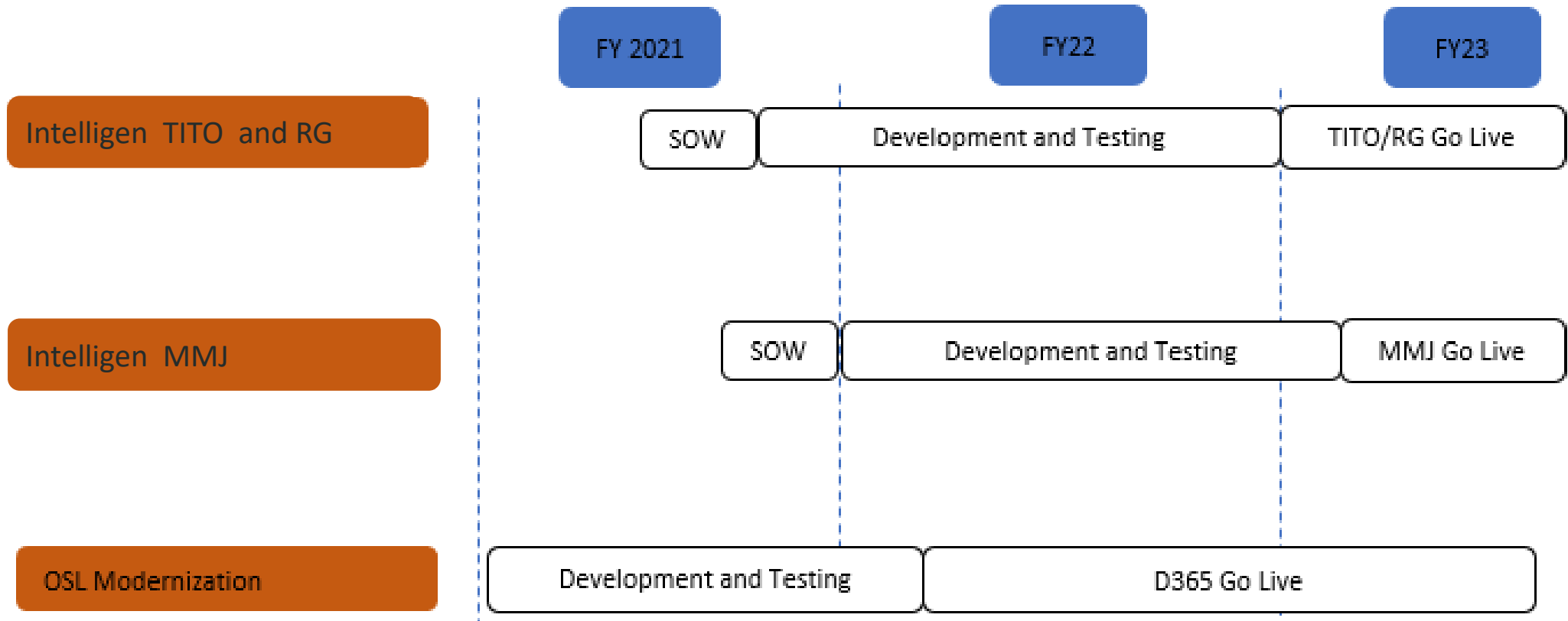
Dec. 3rd

Dec. 18th

Jan. 1st

Jan. 15th

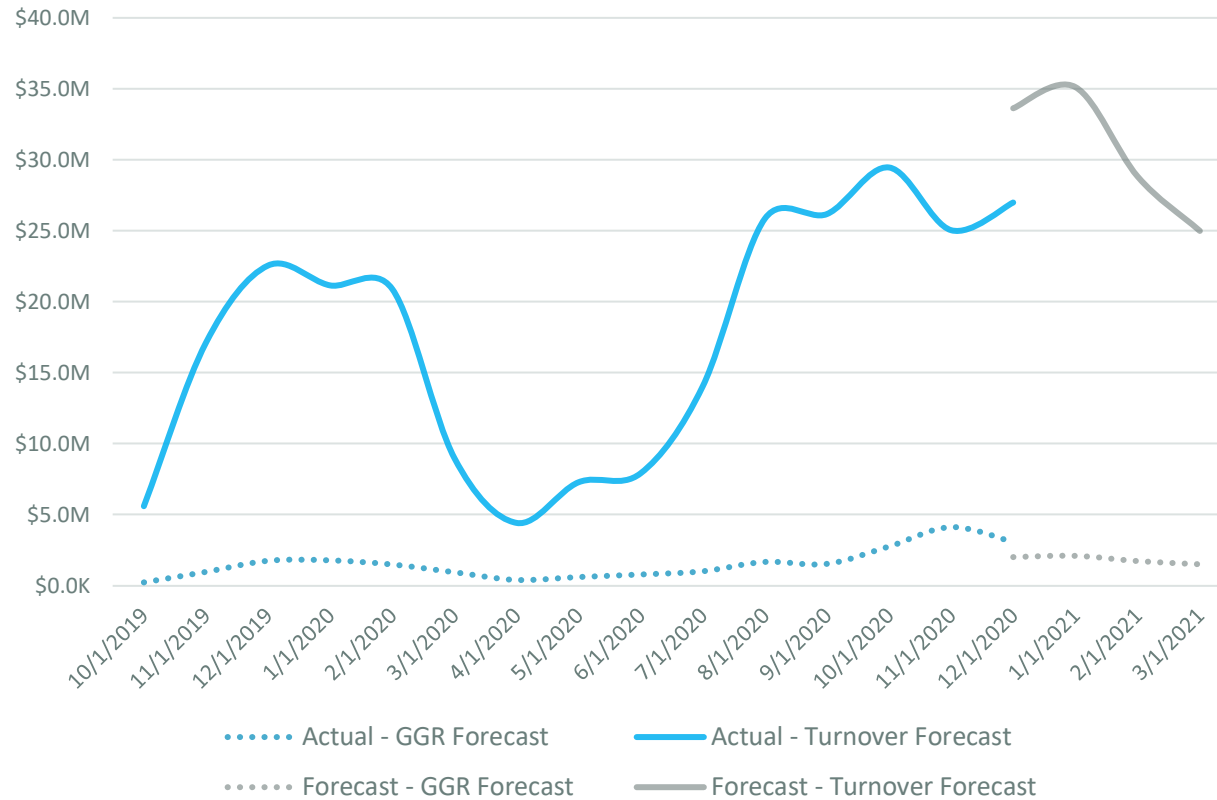
# Intelligen Next Steps





# Scoreboard Update

# Scoreboard Monthly Performance



	Q2 Actual	Q2 Forecast*
Turnover/Handle	\$80.6M	↓ \$94.9M
GGR	\$9.2M	↑ \$5.7M

\* Internal Forecast (Sep 2020)

- Scoreboard saw Q2 increases in:
  - # of bets (over 2.5M placed)
  - Turnover (over \$18M increase over Q1)
  - Margins
  - GGR
  - # of Unique Active Players (registered player placing a bet)
- Top Sports:
  - Football, Basketball, Soccer
- 11.4% Margin (8.7% since launch)
- 7,980 New Registrants (74,132 since launch)

Originally forecasted slightly higher turnover than actualized, largely in part due to shifting NBA seasonality and other COVID-related shifts in the availability of betting markets. The 11.4% margin took GGR well above the forecasted mark of \$5.7M.

**Every Scratch-it<sup>SM</sup>  
Has a **Second  
Chance to Win****

OREGON LOTTERY  
Ticket Scanner  
Center barcode to scan

**TOP PRIZE  
\$10,000**

OREGON LOTTERY  
\$2 TICKETS

SHOW HELP PLAY ON

Close Scanner

Lottery games should not be played for investment purposes

OREGON LOTTERY

## Second Chance Update

# Why Second Chance?

★★★★★ December 8, 2020

Can't scan "2nd chance tickets"!



johniboi01, 06/22/2020

## Second Chance

I'm having a hard time finding where to enter the second chance codes

Oregon Lottery January 15, 2020

Currently 2nd Chance is not available in the app, but we are working to add this! Thanks for the feedback!

★★★★★ August 21, 2020

Very helpful app, Helps choose the scratch ticket's with the most potentially for prizes. I would definitely recommend linking this app with 2nd chance drawings.



scorpiiaa, 10/15/2020

## Second chance entries

Why can't you be entered in the Second Chance Drawing when you scan your ticket?

Oregon Lottery August 25, 2020

Thanks Ryan for the feedback. We are working on adding Second Chance to the app soon! Thanks!



second chance game?, 04/02/2020

## Tell us how to play 2nd Chance games

How do play 2nd Chance , no one knows how



keygirl191, 04/12/2020

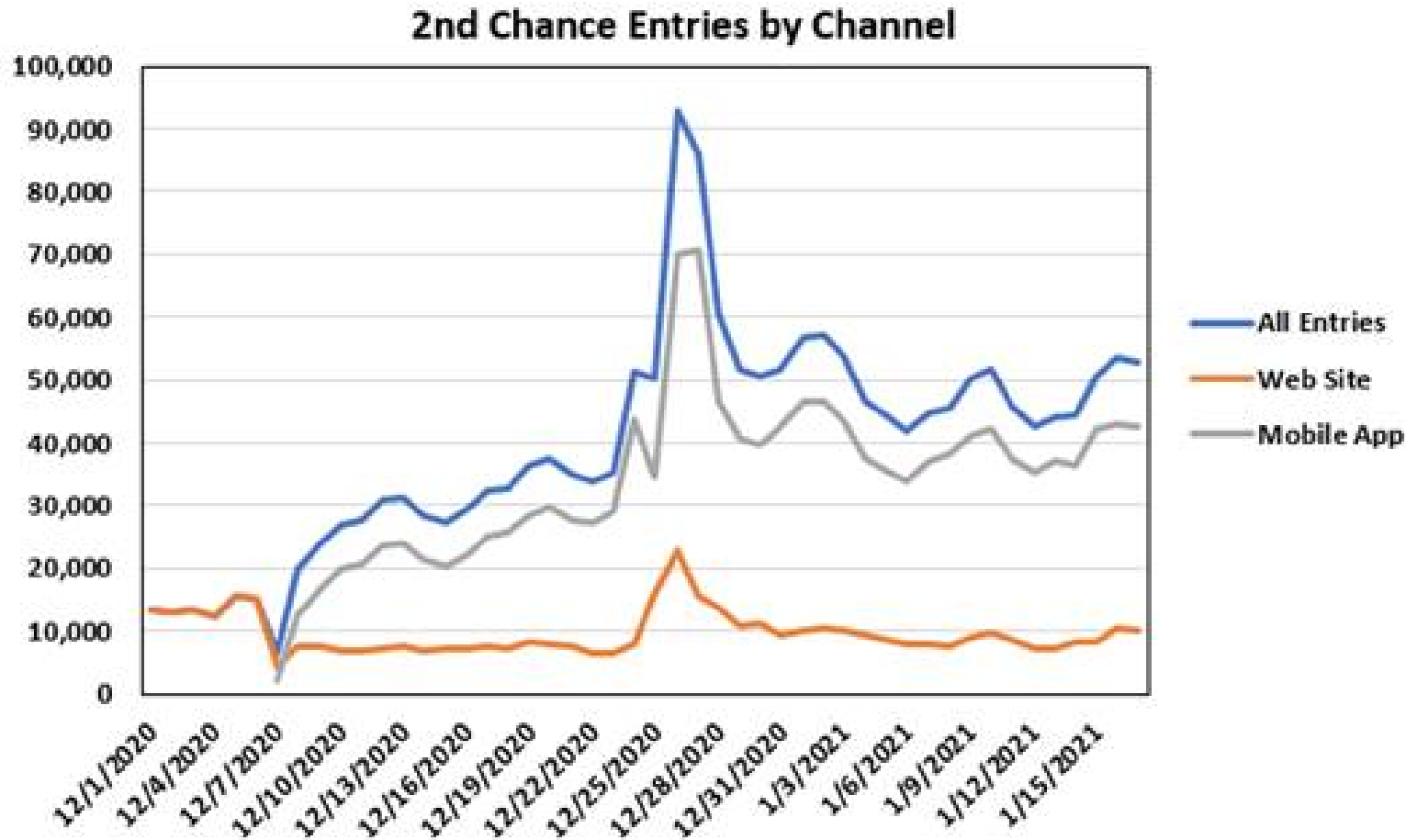
## Second chance

How can we find out about the second chance I can't find it no where can you help me find it or tell me more about it. Thank you

## Before The Launch

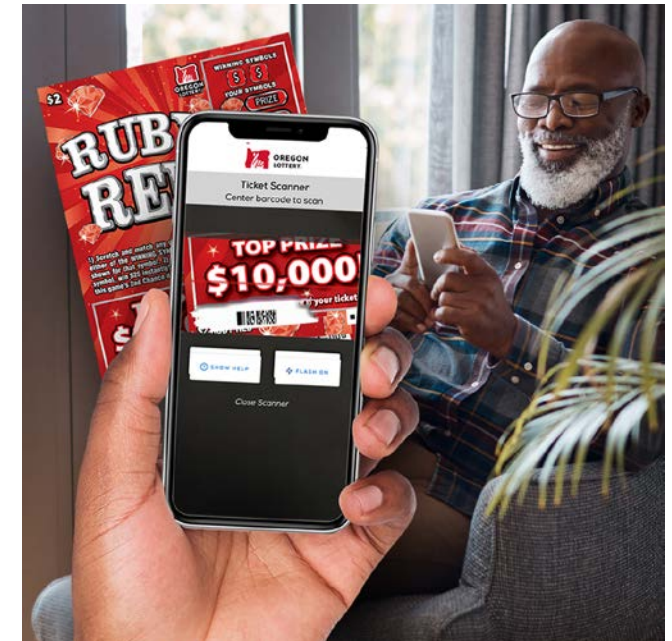
- Second Chance as Scratch-it game and customer engagement feature began in 2013.
- Adding Second Chance to the OL Mobile App was the #1 request on both App Stores and via customer inquiries.
- Customer experience was complicated, required entry of 18+ digits, only 10% of Scratch-its sold were entered into Second Chance.

# Improving Customer Experience – Impressive Results



## Since The Launch

- Greatly exceeded all adoption forecasts (registrations, entries) inside of the first three weeks.
- Created a seamless, single source sign on for players into website and mobile app.





**OREGON  
LOTTERY™**

Together, we do good things.

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