

35 YEARS AND
COUNTING.

VIRGINIA LOTTERY





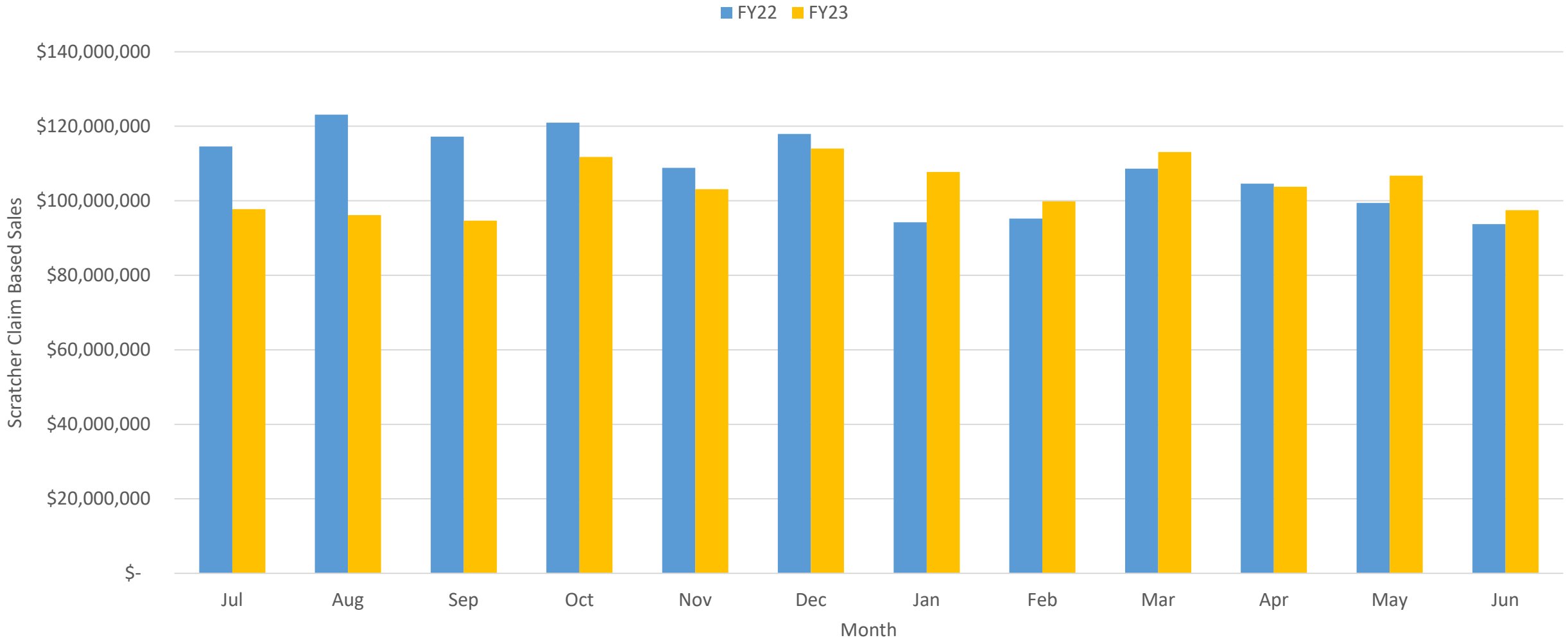
Games Strategy Breakout



What did we
accomplish in FY23?

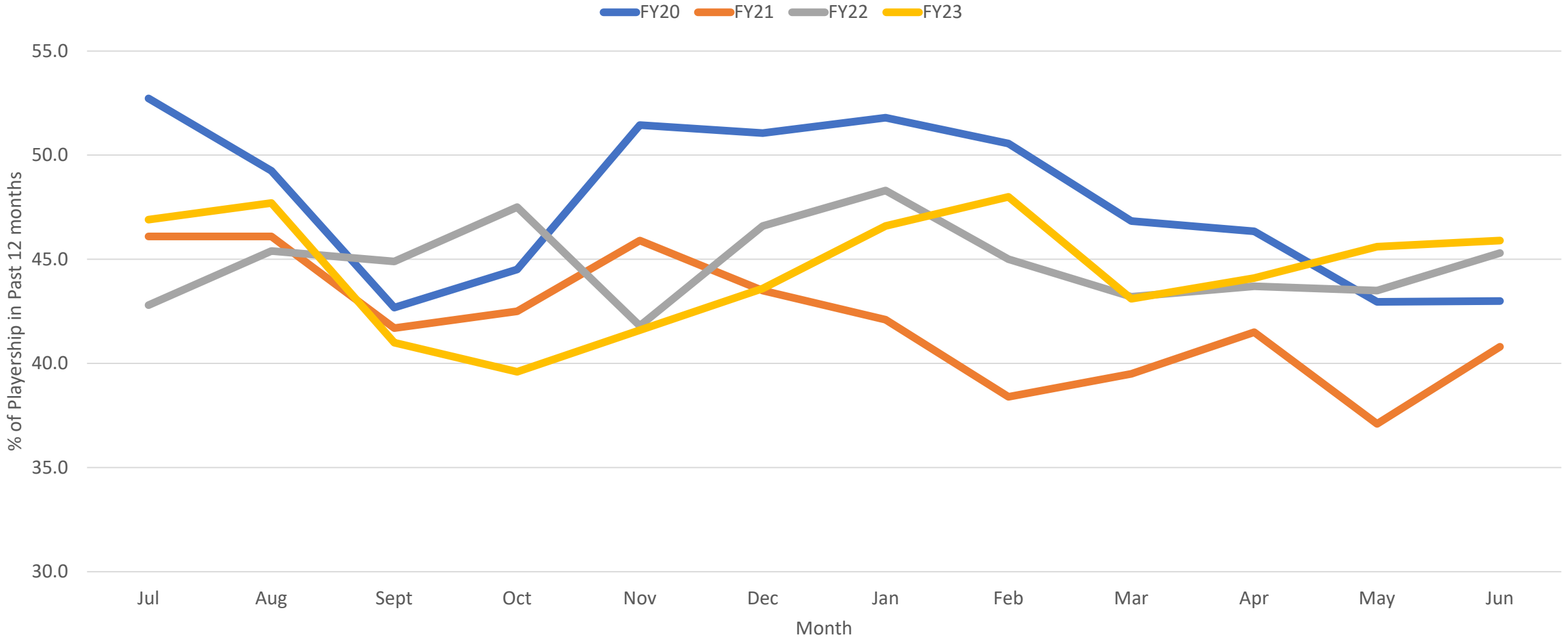


Scratcher Sales



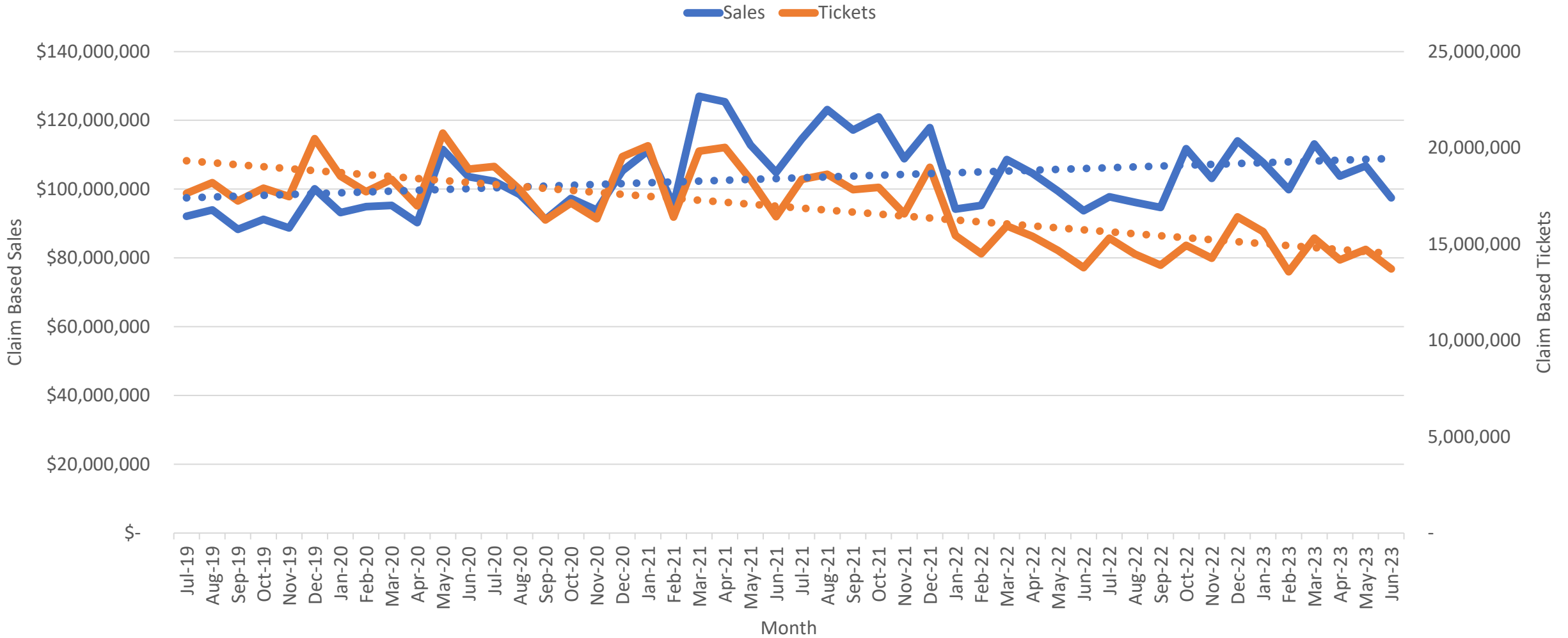


Tracking Study – Scratchers



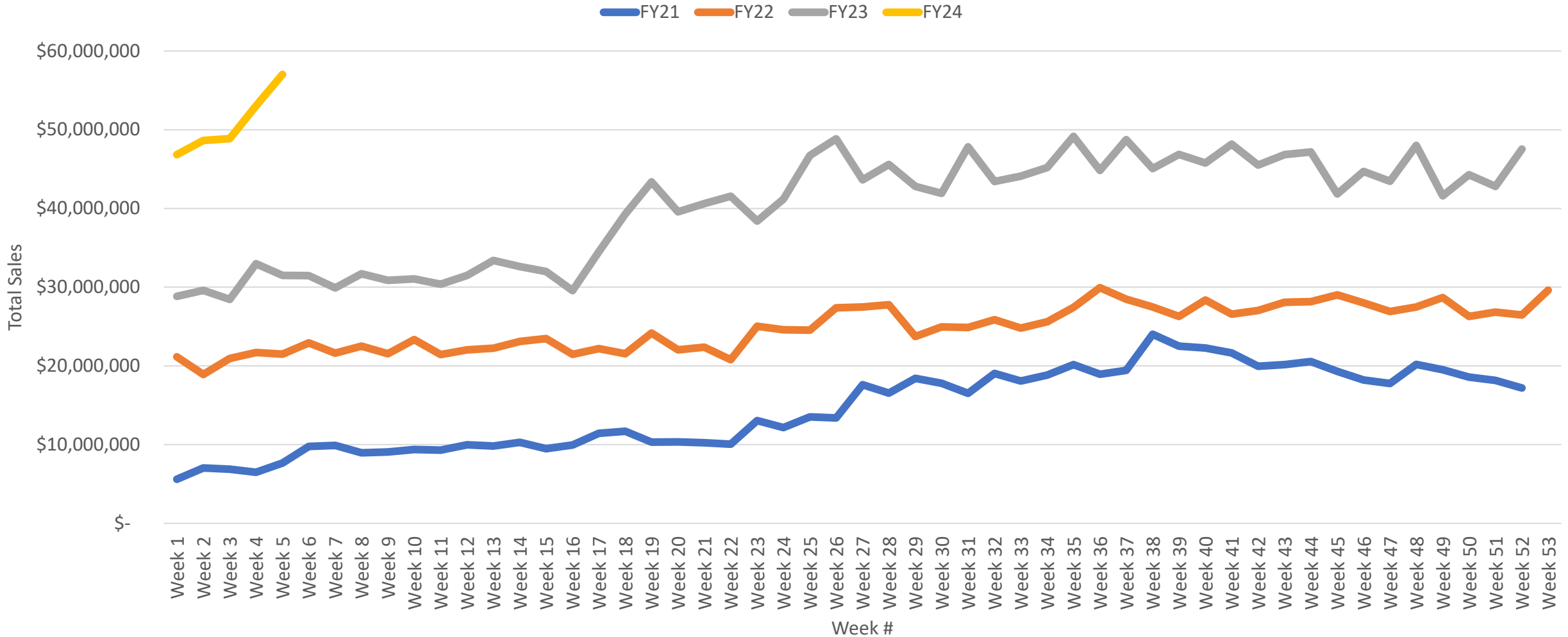


Scratchers



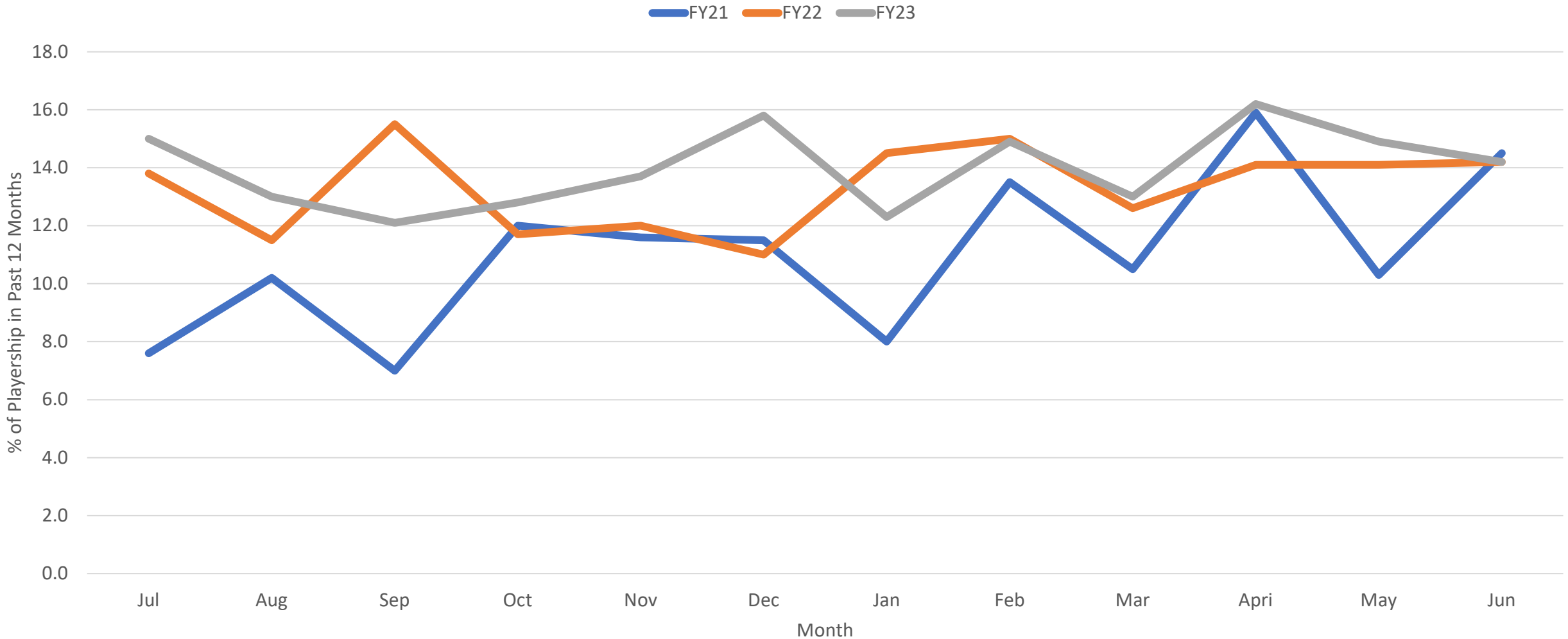


Online Instant Games



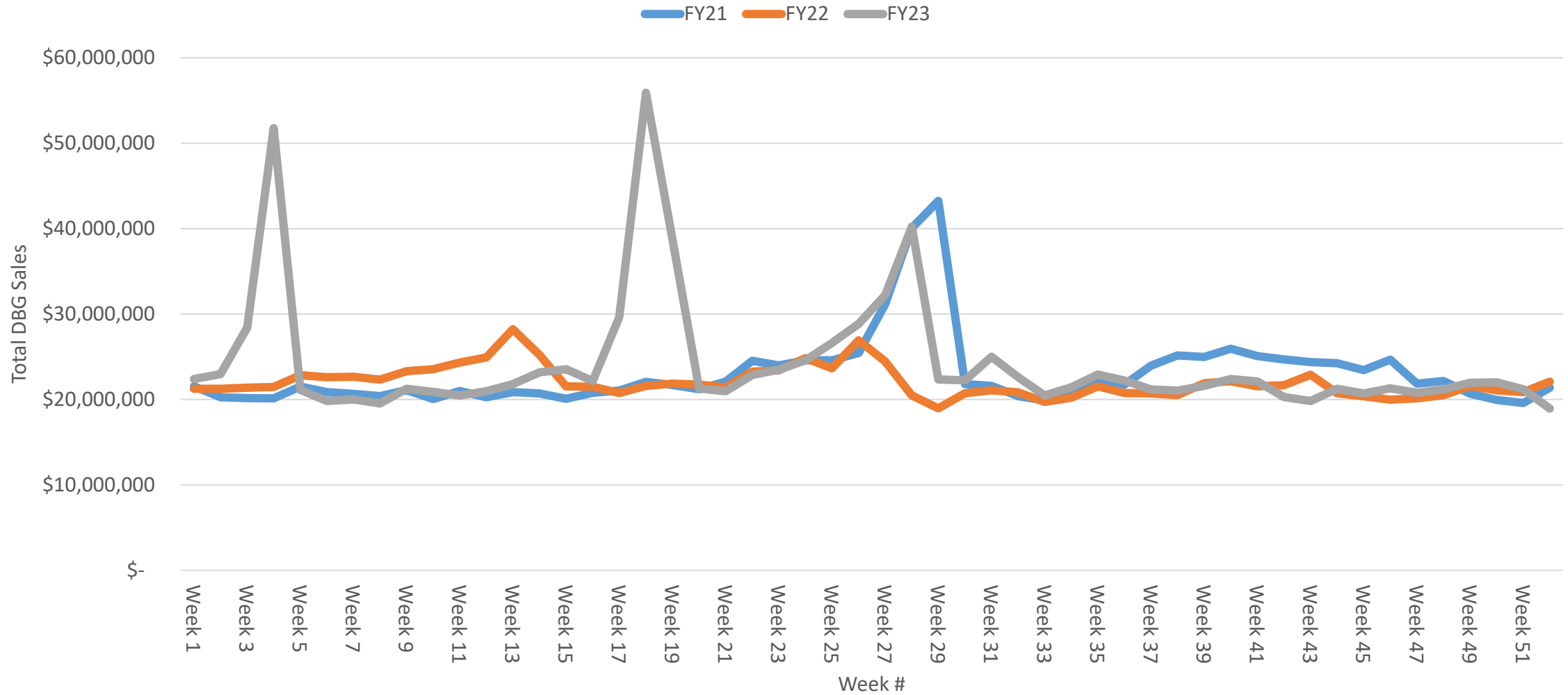


Tracking Study – Instants



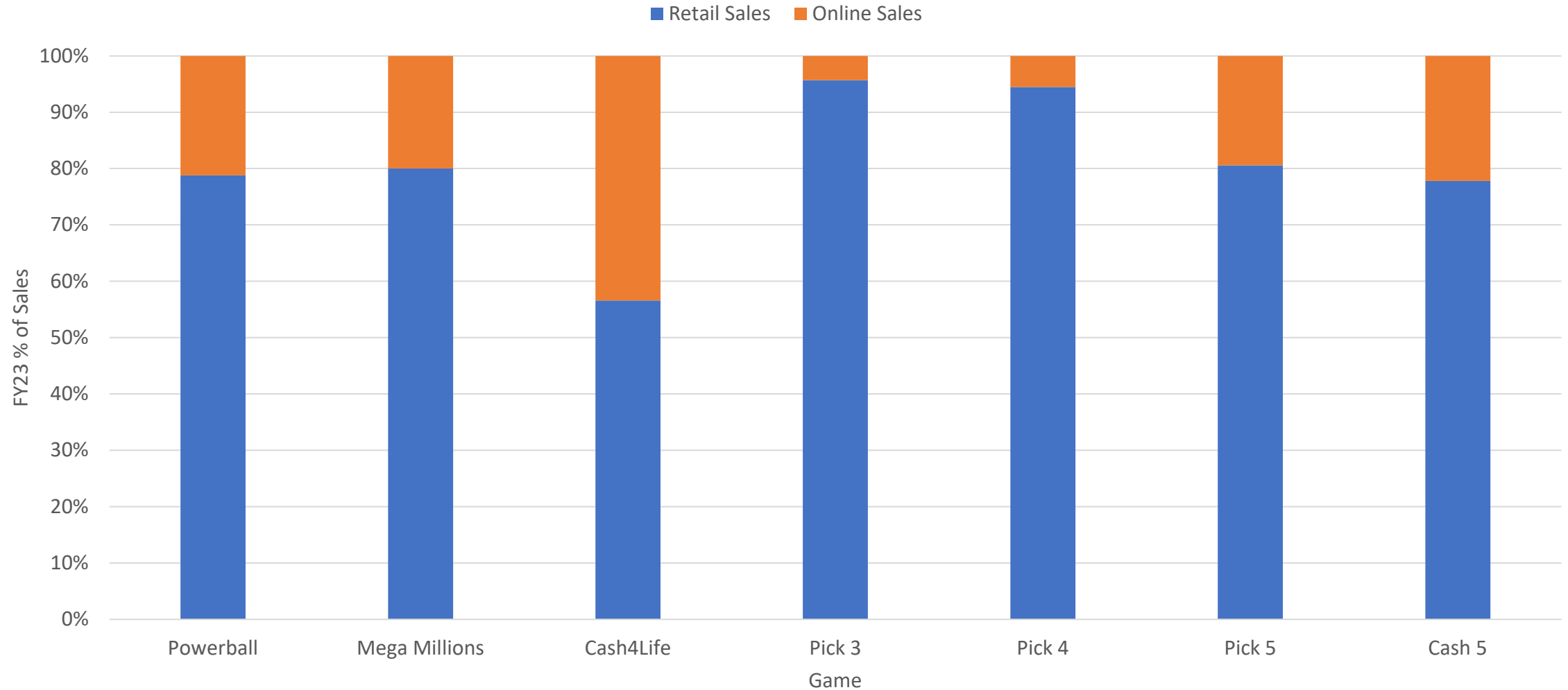


Draw Games



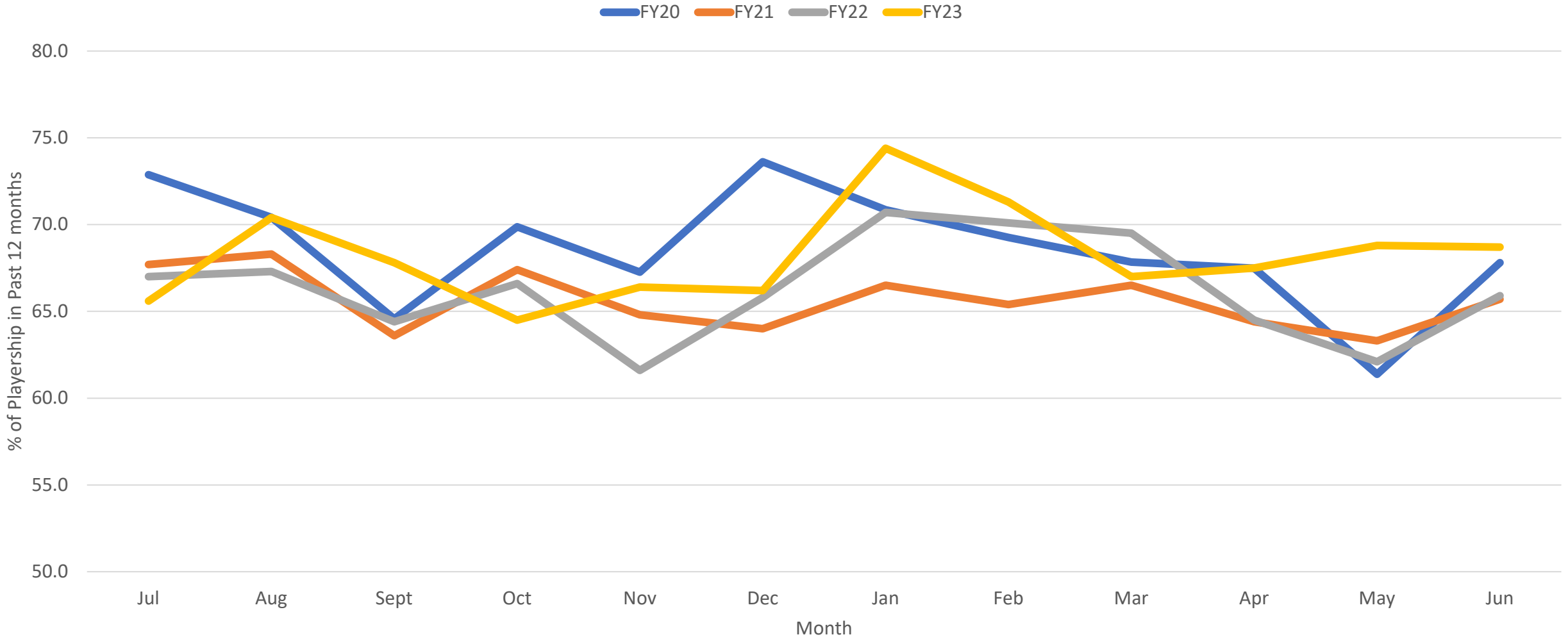


Draw Games





Tracking Study – All Games





How did we
accomplish this?



FY23 Tactics





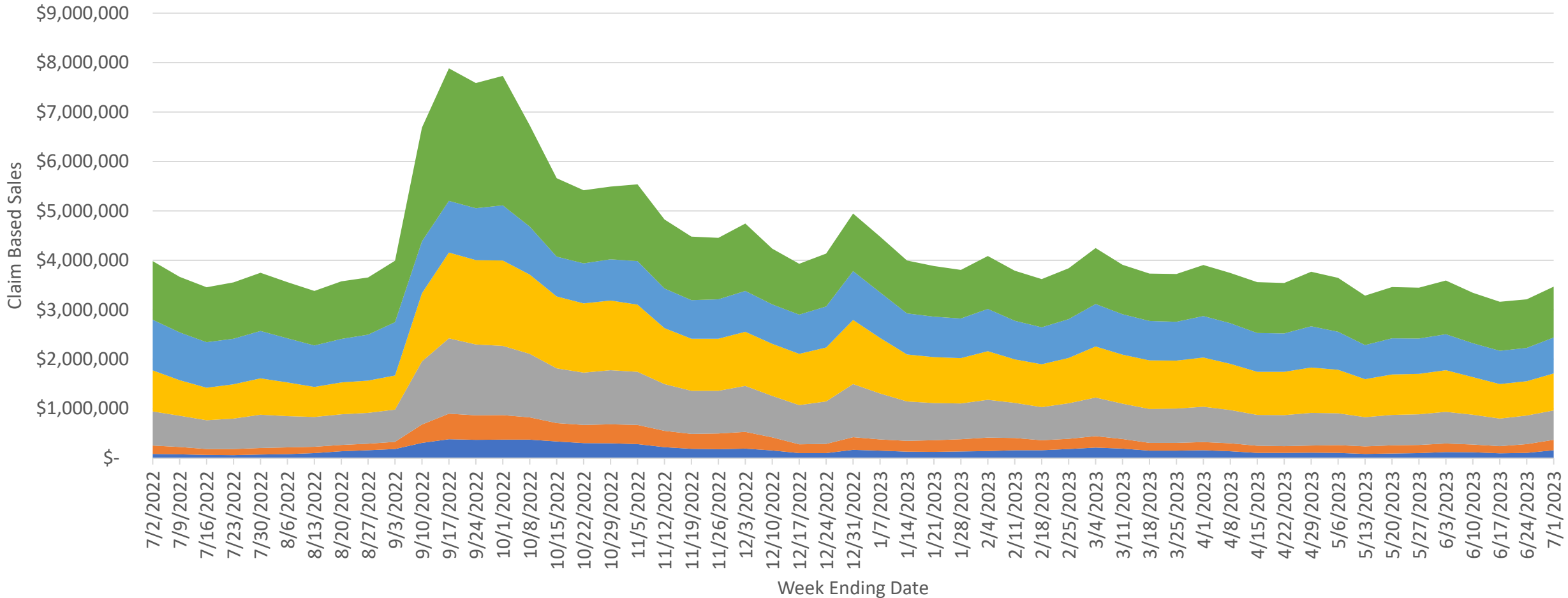
Core Games Maintenance





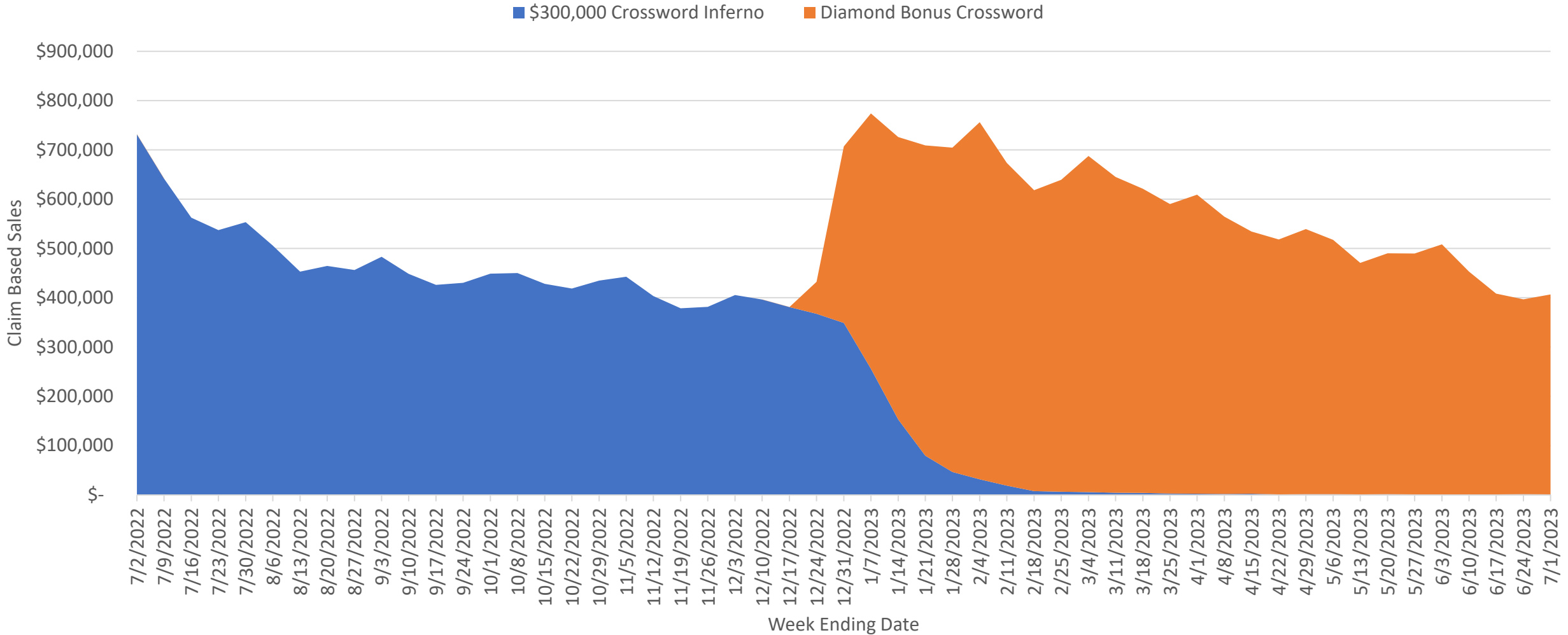
X The Money

■ 2X THE MONEY ■ 5X THE MONEY ■ 10X THE MONEY ■ 20X THE MONEY ■ 50X THE MONEY ■ 100X THE MONEY



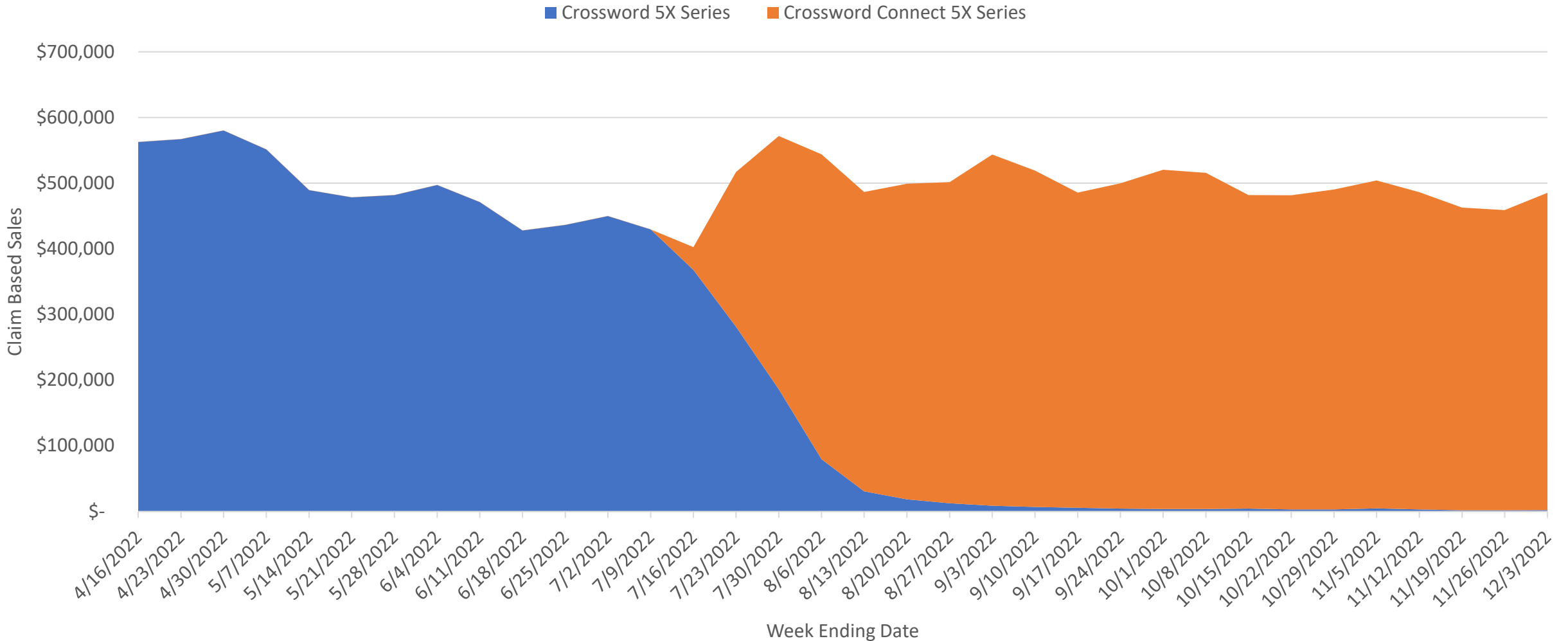


\$10 Crossword



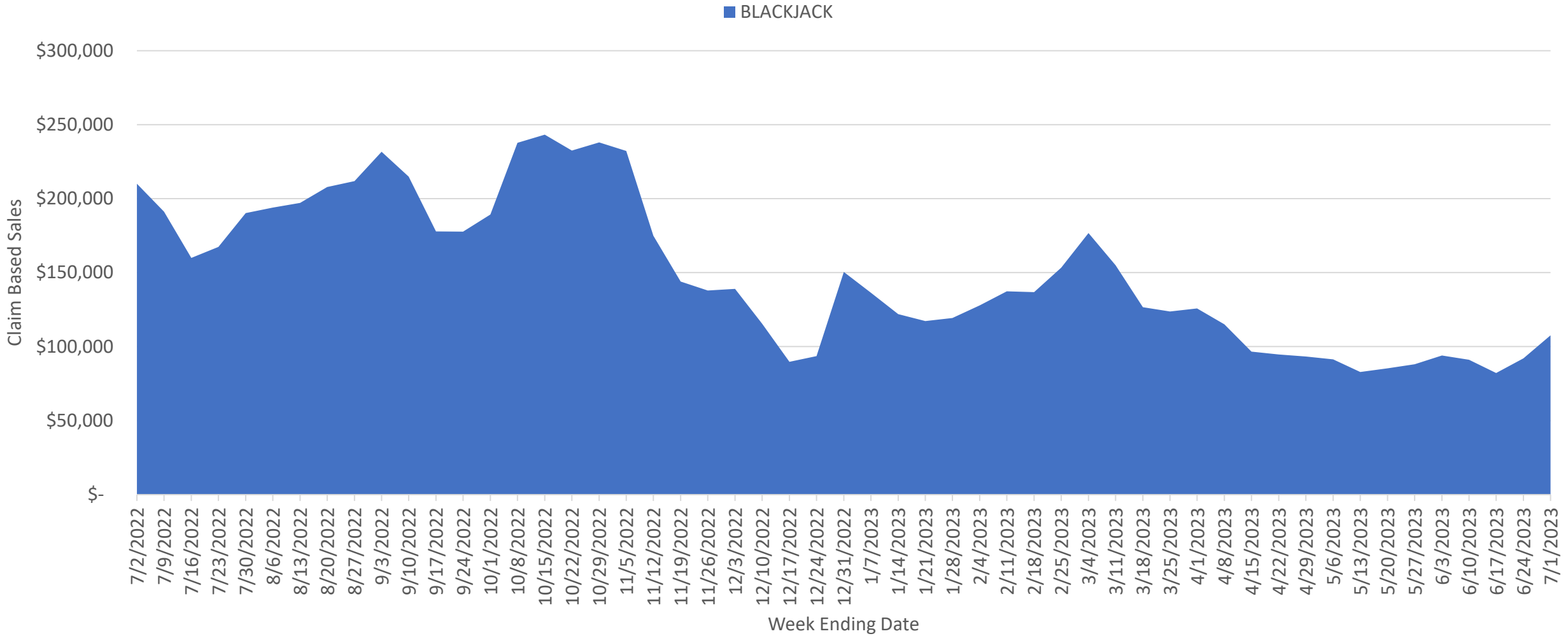


\$5 Crossword





Blackjack



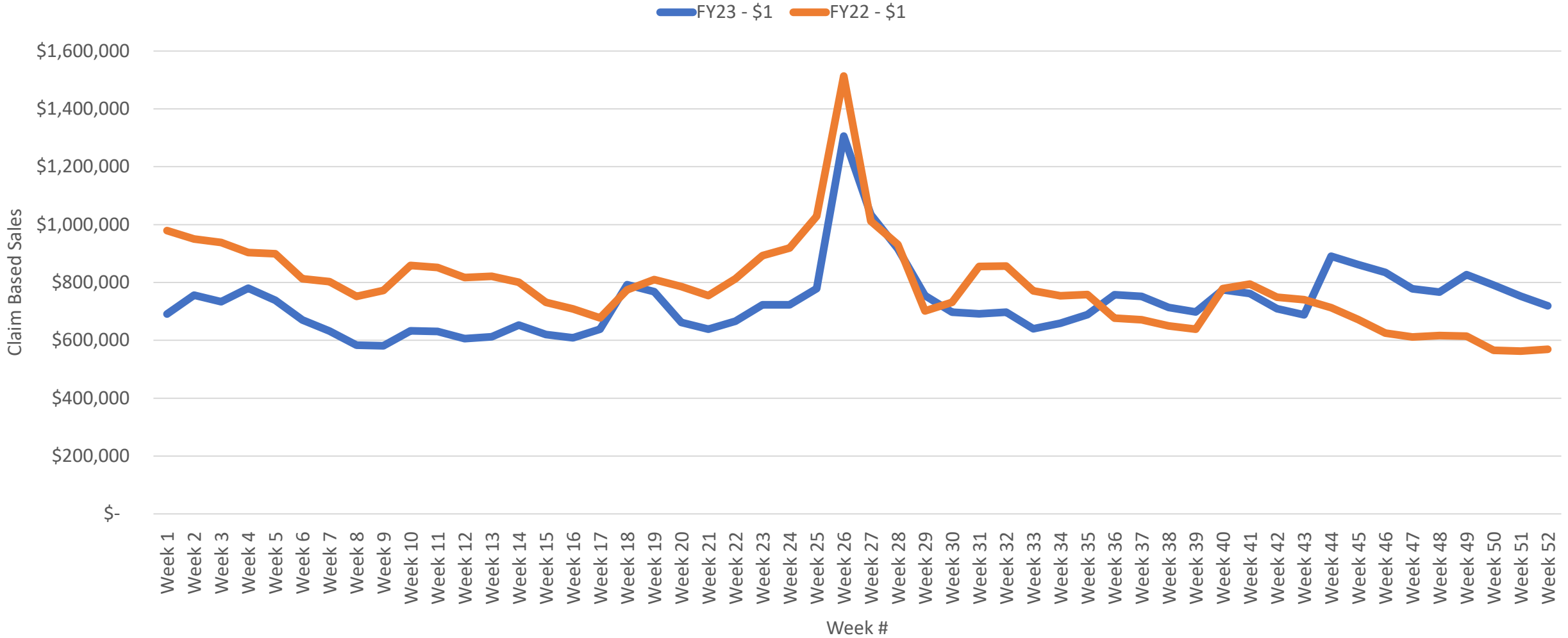


Lower Price Point Availability



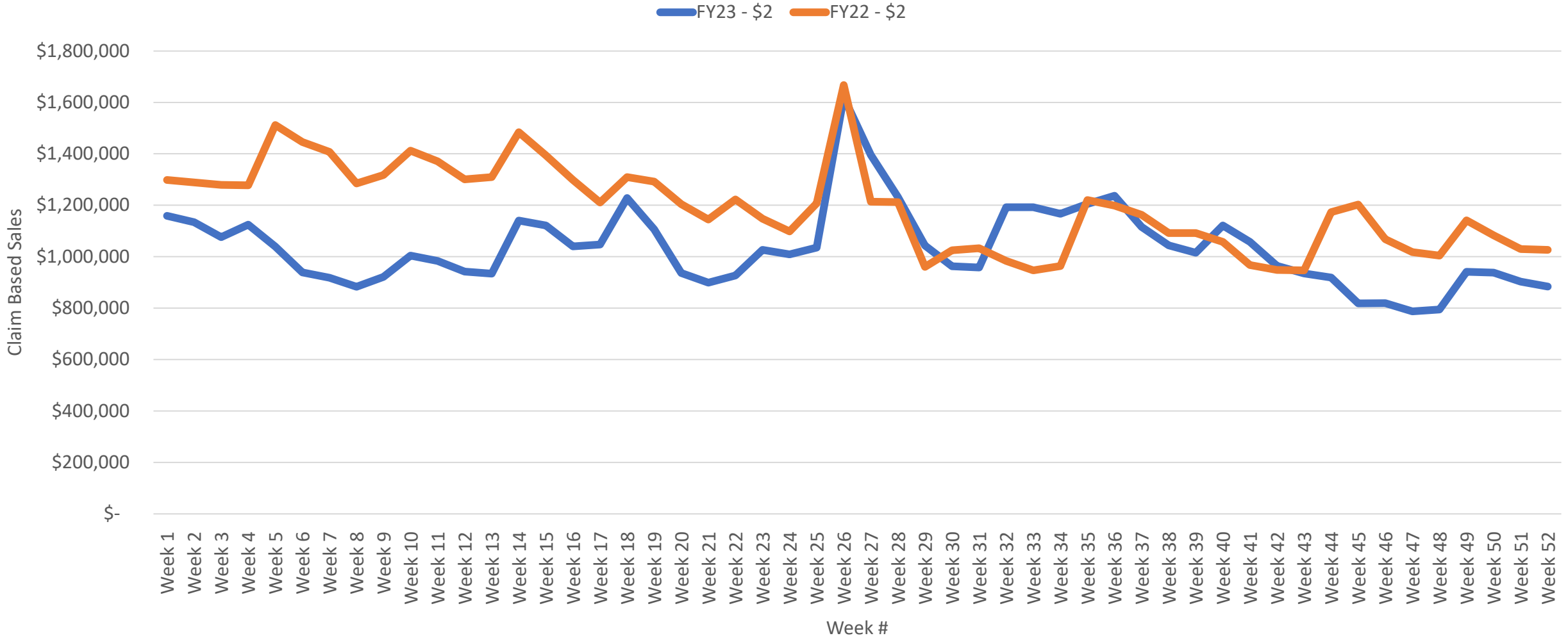


\$1 Scratchers





\$2 Scratchers





Licensed Properties





Luke Combs

252K entries

148K entries from the Scratcher

105K entries from the Online Instant Game

33K unique players entered

1,329 new registrants



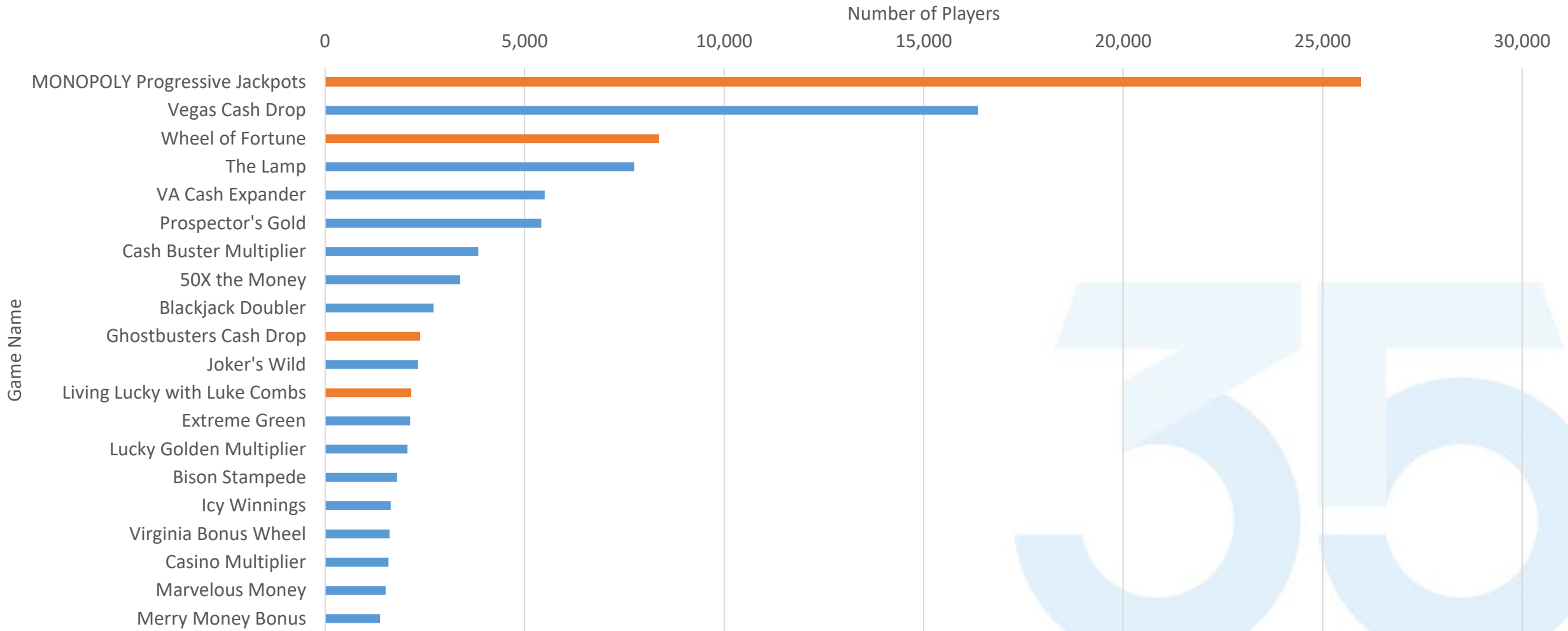


Public Domain





Online Acquisition



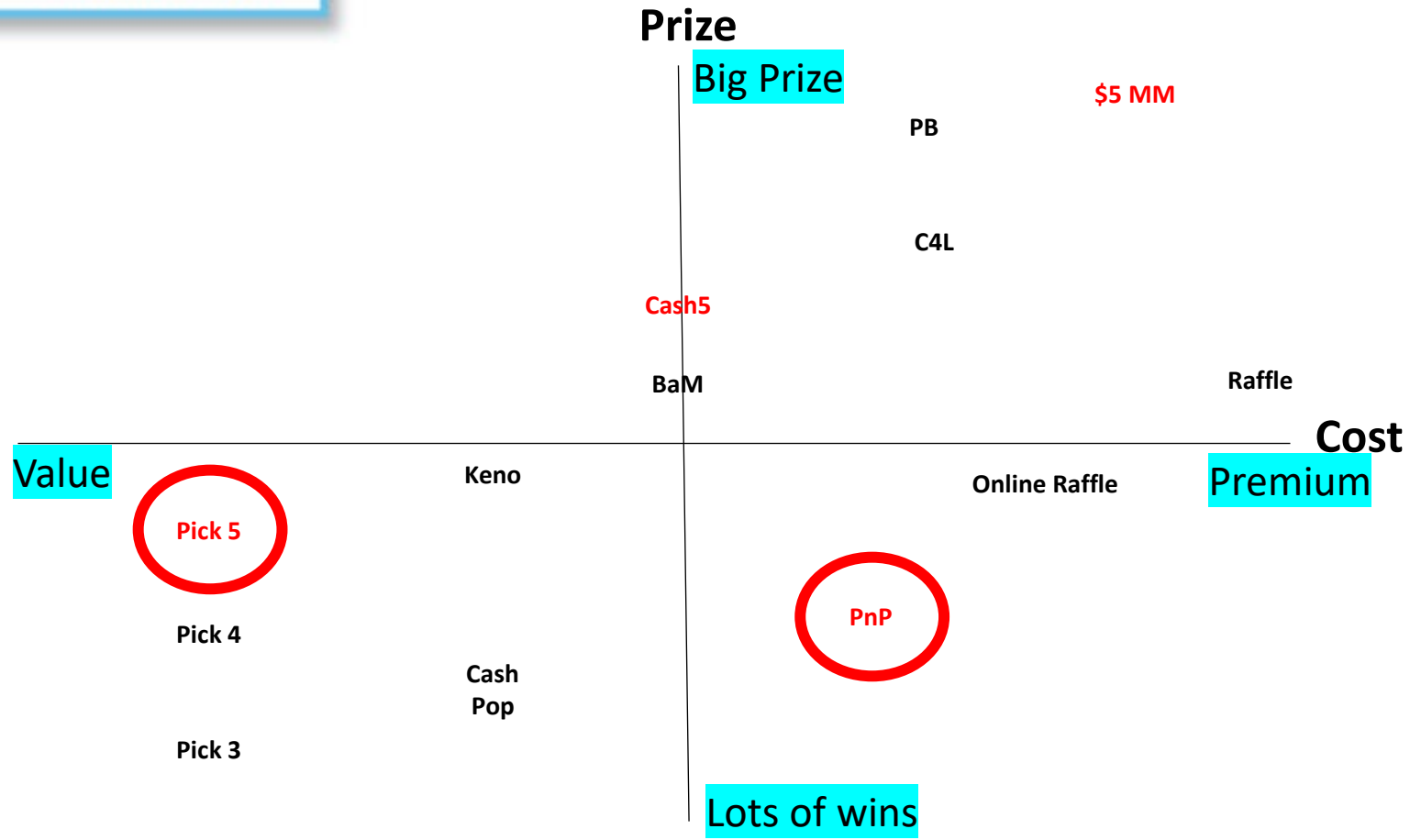


Game Expansion



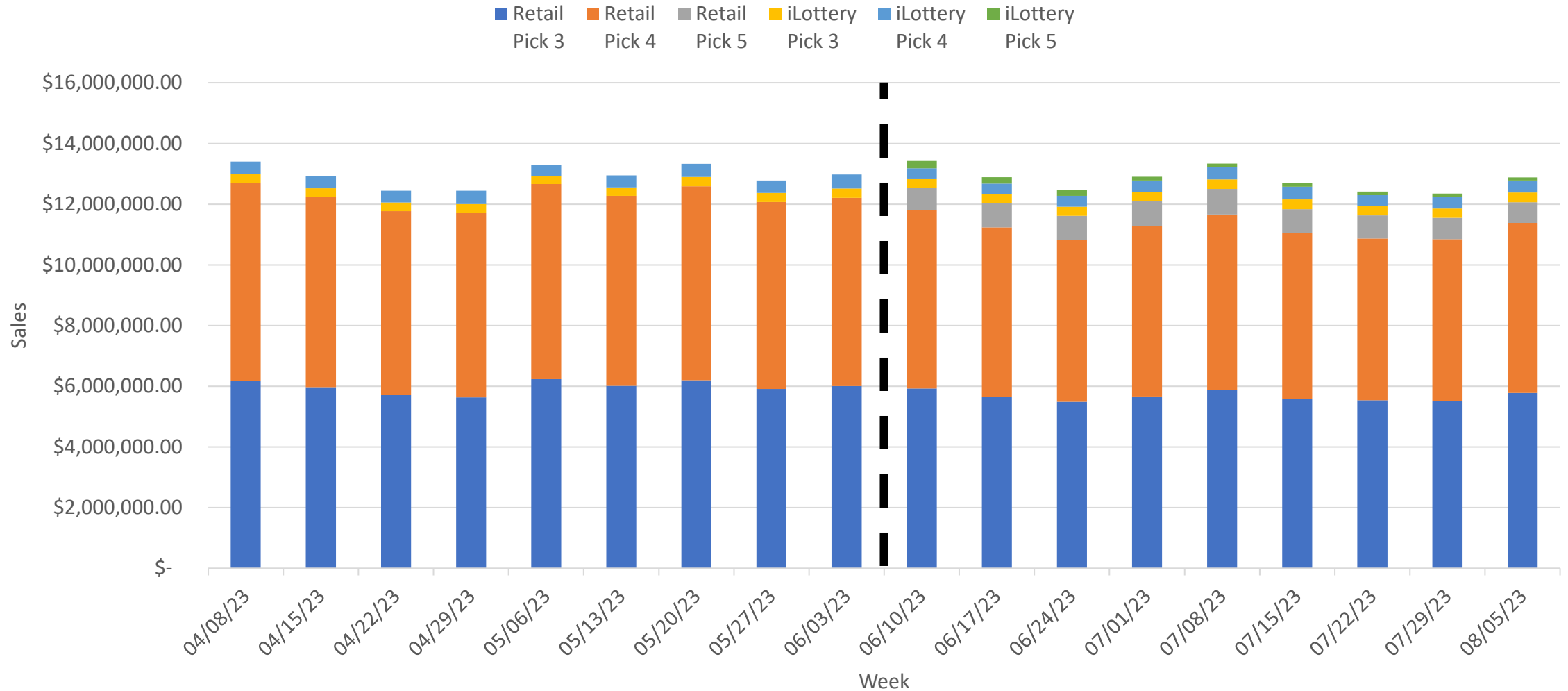


Portfolio Analysis



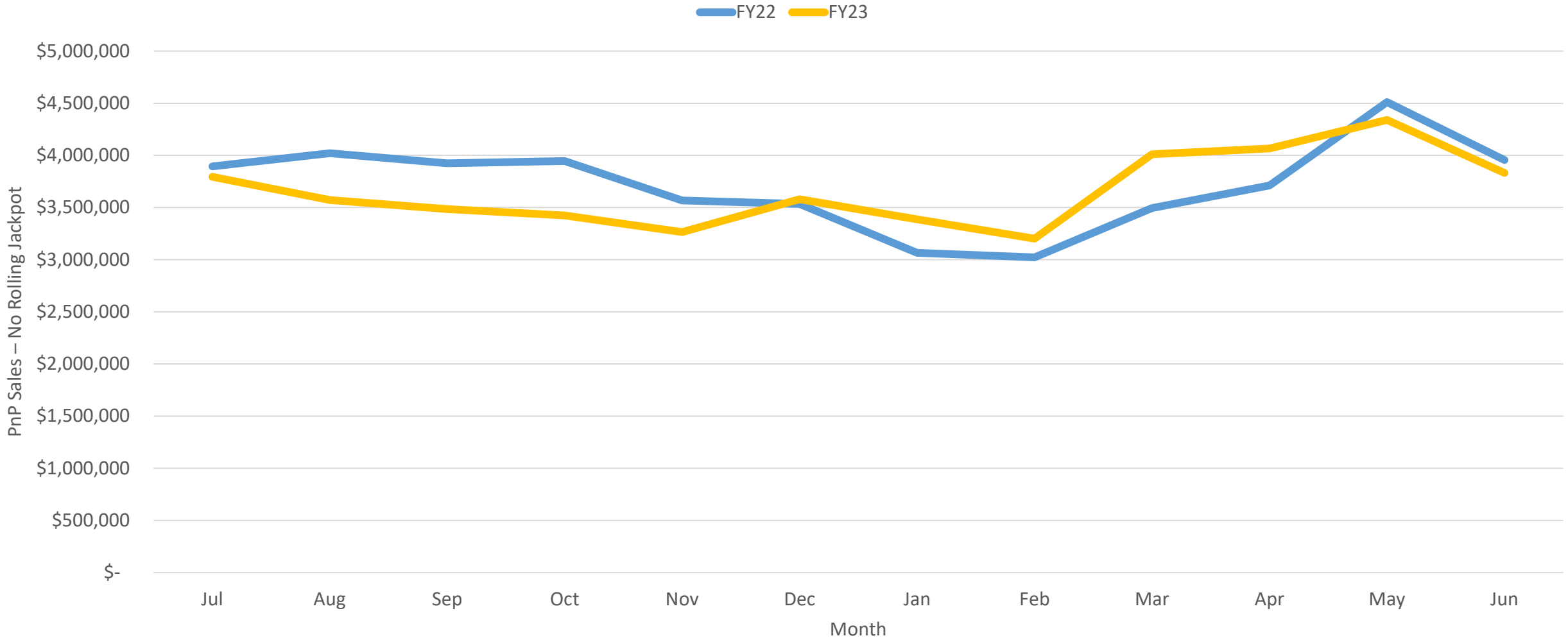


Daily Games





Print 'n Play





Online Innovation





Jackpot Spectacular

Date	Game Name	Total Wagers
07/29/2023	Jackpot Spectacular	\$2,876,995.00
07/28/2023	Jackpot Spectacular	\$2,634,031.50
07/27/2023	Jackpot Spectacular	\$2,580,872.50
01/20/2023	The Lamp	\$2,563,364.00
06/02/2023	The Lamp	\$2,361,994.50
03/15/2023	Bison Stampede	\$2,353,085.00
12/16/2022	The Lamp	\$2,336,655.50
05/18/2023	The Lamp	\$2,211,467.00
12/31/2022	The Lamp	\$2,197,776.00
07/14/2023	Jackpot Spectacular	\$2,179,366.00



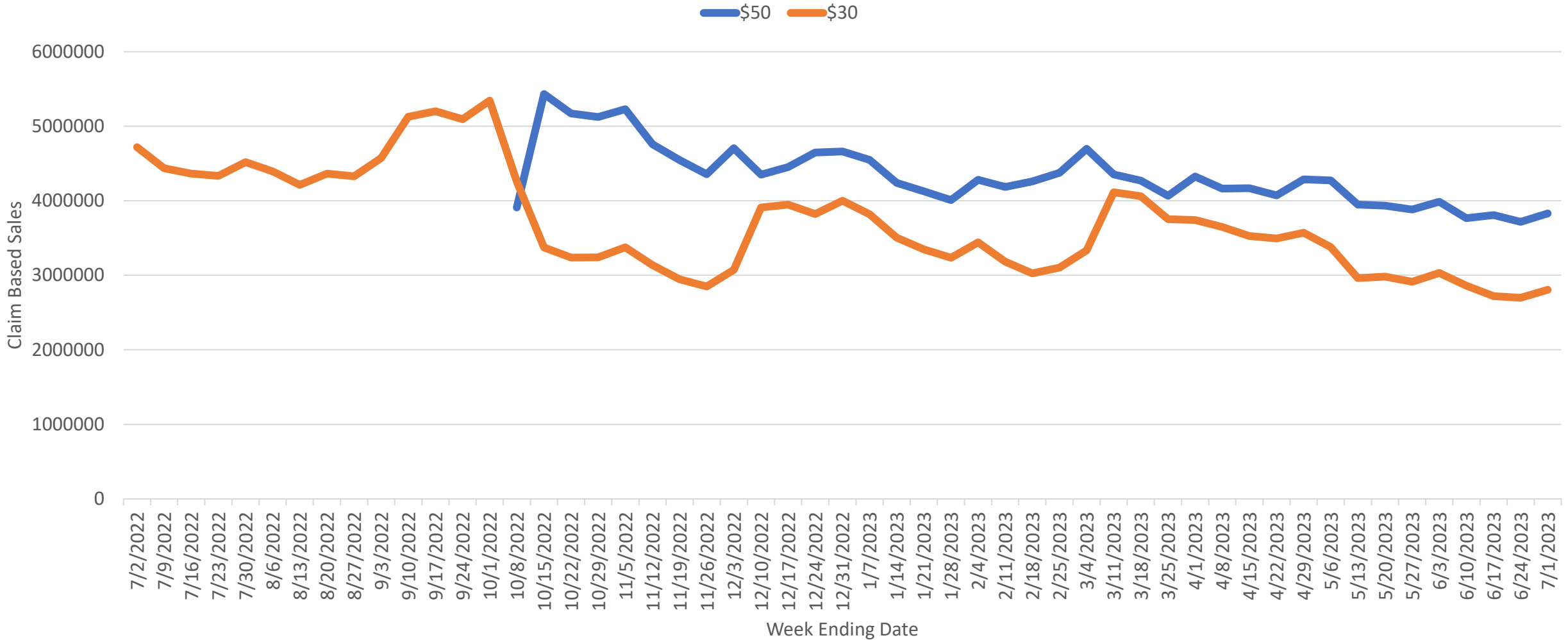


\$50 Scratcher



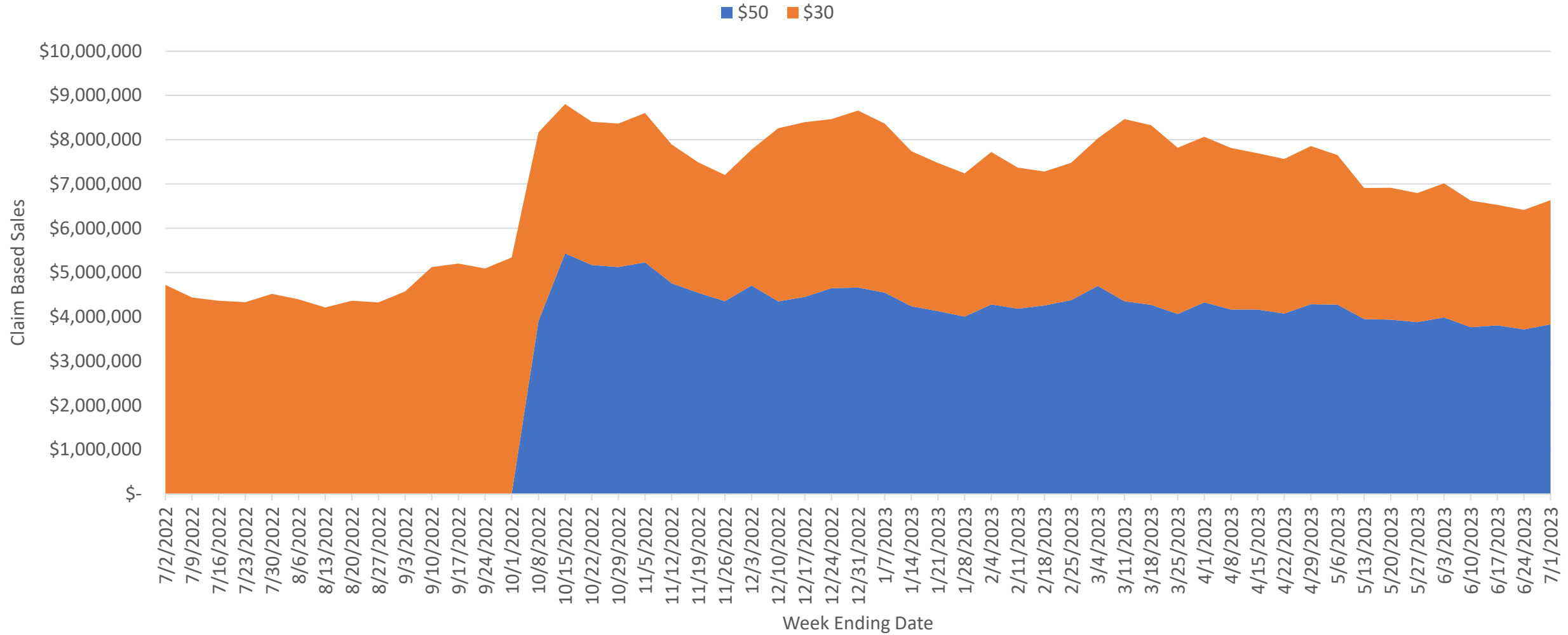


\$50 Scratcher





\$50 and \$30





Where are we
going in FY24?



FY24 Tactics





Expanded Price Points

October

print play \$1

2 FOR \$1

WIN UP TO \$5,000

GAME 1

\$1	\$30	\$30	\$1
\$10	\$5	\$2	\$500
\$5,000	\$40	\$15	\$10

GAME 2

\$40	\$100	\$15	\$5,000
\$15	\$40	\$5,000	\$3
\$250	\$3	\$250	\$100

HOW TO PLAY

In each GAME, match 3 identical PRIZE amounts, win that amount. EACH GAME PLAYS SEPARATELY.

January

print play \$20

bingo multiplier

WIN UP TO \$250,000

CALLER'S NUMBERS

B04 N42 I17 I20 N43 O73 G49
 B02 I28 B11 I23 G58 B12 I30
 O70 B07 G60 G48 N44 G50 O63
 I24 B10 O68 I26 B08 G55 O64
 N38 I25 N45 O75 I18 B06

YOUR CARD 1

LINE = \$20 4 CORNERS = \$100
X = \$2,500

B	I	N	G	O
11	17	5X	48	66
14	26	32	50	73
04	30	FREE	52	65
09	21	43	49	74
15	28	41	58	62

YOUR CARD 2

LINE = \$30 4 CORNERS = \$250
X = \$5,000

B	I	N	G	O
06	19	39	57	63
11	21	38	55	67
10	20	FREE	51	74
09	16	2X	53	75
15	18	44	60	73

January



March

WIN UP TO \$10,000,000! SCRATCH HERE FOR EXTRA chances

500X THE MONEY

30 CHANCES TO WIN!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown.
 Reveal a 1X, win PRIZE shown. Reveal a 2X, win 2 TIMES the PRIZE shown.
 Reveal a 5X win 5 TIMES the PRIZE shown. Reveal a 10X, win 10 TIMES the PRIZE shown.
 Reveal a 20X, win 20 TIMES the PRIZE shown. Reveal a 50X, win 50 TIMES the PRIZE shown!
 Reveal a 100X, win 100 TIMES the PRIZE shown. Reveal a 1X, win \$500 instantly.

WINNING NUMBERS

XXXXXXXXXX

YOUR NUMBERS	PRIZE	YOUR NUMBERS	PRIZE	YOUR NUMBERS	PRIZE
	\$		\$		\$
	\$		\$		\$
	\$		\$		\$
	\$		\$		\$
	\$		\$		\$



Licensed Properties

September



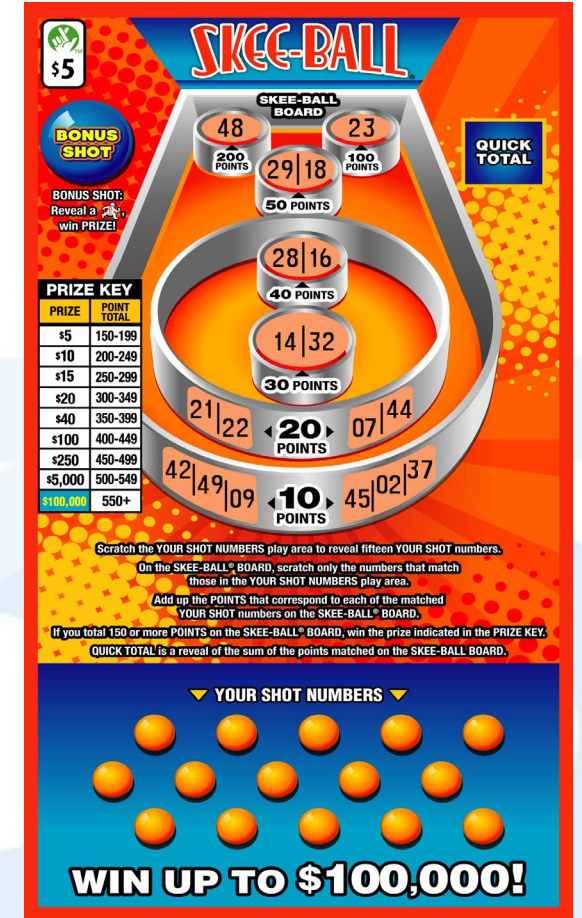
December



February



May





Specialty Printing

July

Enter promotions in the Lottery app for another chance to win.

SCRATCH HERE FOR **EXTRA** chances

STRIKE IT RICH!

WIN UP TO \$150,000

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown. Reveal a win PRIZE shown. Reveal a win 10 TIMES the PRIZE shown.

Match any of YOUR NUMBERS to either of the STRIKE IT RICH NUMBERS, win all 15 PRIZES shown.

WINNING NUMBERS: \$\$\$\$ YOUR NUMBERS

STRIKE IT RICH NUMBERS

PRIZE PRIZE PRIZE PRIZE PRIZE
PRIZE PRIZE PRIZE PRIZE PRIZE
PRIZE PRIZE PRIZE PRIZE PRIZE

CHECK PRIZE SPECIAL ONLINE OFFER See back for details.

1234567890 2231-V0-IDO

October

Enter promotions in the Lottery app for another chance to win.

MONSTER CASH

WIN UP TO \$500

Reveal a win PRIZE shown. Reveal a win DOUBLE the PRIZE shown.

WEB CODE VOIDVO

HORSE	\$20.00
SPIDER	\$10.00
GARLIC	\$50.00
MASK	\$2.00
FANGS	\$500
CANDLE	\$5.00

1234567890 2242-V0-IDO

Enter promotions in the Lottery app for another chance to win.

MONSTER CASH

WIN UP TO \$500

Reveal a win PRIZE shown. Reveal a win DOUBLE the PRIZE shown.

WEB CODE VOIDVO

FISH	\$20.00
LANTERN	\$10.00
DRAGONFLY	\$50.00
MOON	\$2.00
LILYPAD	\$500
FROG	\$5.00

1234567890 2242-V0-IDO

November

Enter promotions in the Lottery app for another chance to win.

WINTER WONDERBUCKS

COLORPLAY

Match any of YOUR NUMBERS to either WINNING NUMBER, win PRIZE shown. If your winning match includes one of the penguins shown in the MULTIPLIER LEGEND, multiply your PRIZE by the multiplier shown for that penguin.

WINNING NUMBERS: 15 22

YOUR NUMBERS: 08 \$10, 14 \$250, 20 \$200, 11 \$50, 19 \$500, 28 \$20, 16 \$20,000, 18 \$100, 21 \$25, 07 \$5

MULTIPLIER LEGEND: 5X

1234567890 2247-V0-IDO

March

Match ALL numbers in the same-colored linked section, multiply the PRIZES for that linked section as shown in the LEGEND.

LINKED WINS

LEGEND: Match both BLUE Linked Numbers - 5X, Match all 3 GREEN Linked Numbers - 10X

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown. Reveal a win prize shown.

WINNING NUMBERS: 12 18 5 10

YOUR NUMBERS: 19 \$5, 6 \$50, 2 \$15, 15 \$200, 13 \$75, 11 \$25, 8 \$10,000, 30 \$1,000, 20 \$500, 9 \$5, 7 \$50,000, 13 \$75, 26 \$100, 23 \$100,000, 1 \$25

1234567890 \$100,000 KS2



Online Game Expansion

Beginning of 2024

pariplay[®]





Inventory Management

Launch	\$2 Games	Print Run Quantity	Print Run Value	12 Week % Sold by Activation	Notes
5/3/2022	Money Match	6,116,800	\$ 12,233,600	40%	
7/5/2022	7 Series	5,136,100	\$ 10,272,200	57%	
9/6/2022	5X The Money	8,808,000	\$ 17,616,000	31%	
1/3/2023	\$20,000 Jumbo Cash	2,935,600	\$ 5,871,200	73%	
2/7/2023	Quick \$50s	2,911,000	\$ 5,822,000	81%	
3/7/2023	Double Luck	3,014,100	\$ 6,028,200	71%	
4/4/2023	Marvelous Money Vegas Nights	2,510,300	\$ 5,020,600	80%	10 Weeks of Sales
6/6/2023	Did I Win?	3,053,000	\$ 6,106,000	59%	8 Weeks of Sales
7/4/2023	Break The Bank	2,769,500	\$ 5,539,000	46%	4 Weeks of Sales

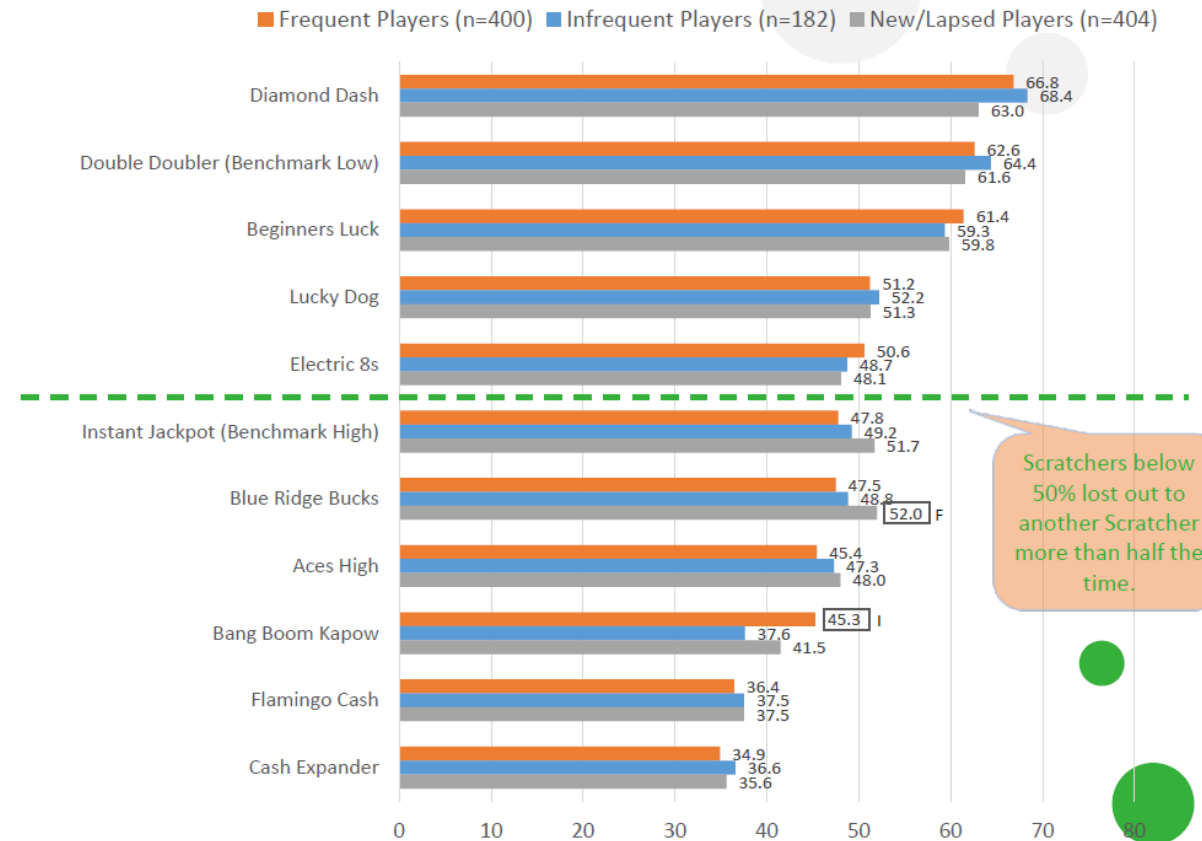


Research

Segmentation

- Classic Uncles
- Instantaneous Hopefuls
- Online Social Risk Takers
- Connected Loyal Dreamers
- Ordinary Gamblers

Scratcher Research





Games Roadmap



September Online & PnP

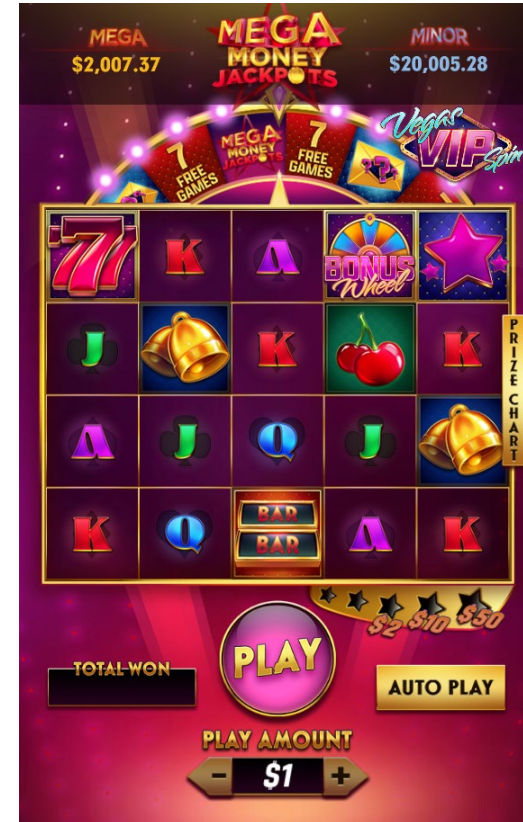
Shirley Holmes



\$3 Lucky Symbols Loteria



\$2 VIP Spins





October Scratchers

\$1 Monster Cash



\$2 Win It All



\$5 Cash to Go!



\$10 Mega Money Multiplier





October Online & PnP

Safari Quest



\$1 2 for \$1

print play \$1

2 FOR \$1

WIN UP TO \$5,000

GAME 1

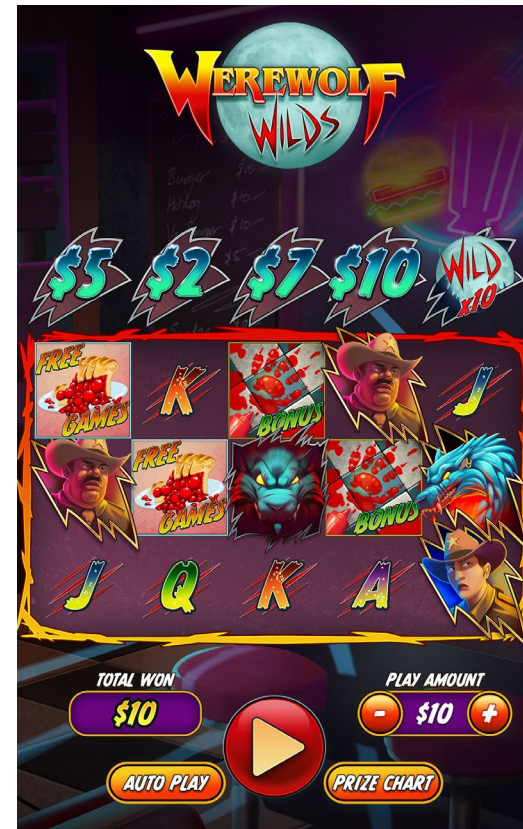
\$1	\$30	\$30	\$1
\$10	\$5	\$2	\$500
\$5,000	\$40	\$15	\$10

GAME 2

\$40	\$100	\$15	\$5,000
\$15	\$40	\$5,000	\$3
\$250	\$3	\$250	\$100

HOW TO PLAY
In each GAME, match 3 identical PRIZE amounts, win that amount. EACH GAME PLAYS SEPARATELY.

Werewolf Wilds





October 16 – Cash 5

Select five numbers from 1 to 45
Starting Jackpot – \$200,000
Base Game Price – \$1.00 per play
EZ Match Remains the Same

New Cash 5 Prize Structure		
Match	Prize	Odds (1 in)
5 of 5	Jackpot	1,221,759
4 of 5	\$200	6,109
3 of 5	\$5	156.6
2 of 5	\$1	12.4
Overall Odds		11.44



November Scratchers

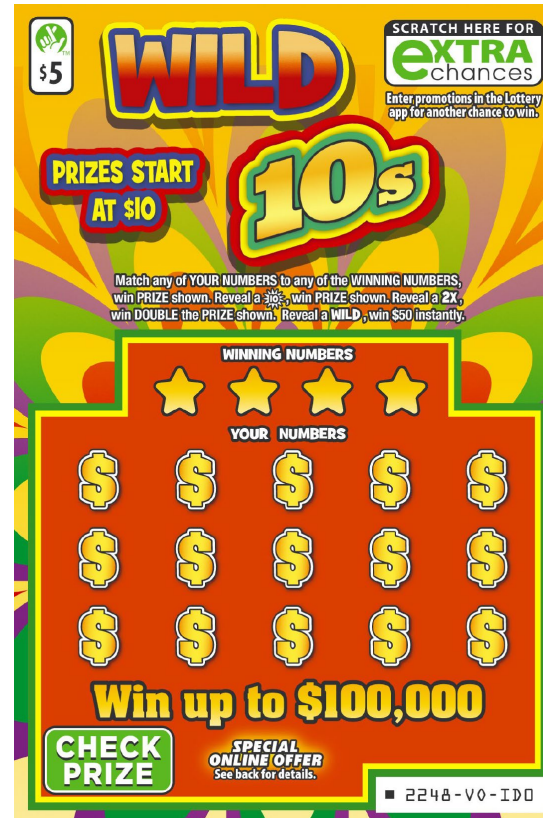
\$1 Snow Much Fun



\$2 Winter Wonderbucks



\$5 Wild 10s



\$20 Virginia Millions





December Scratchers

\$1 Holiday Cash 5X



\$1 2024



\$2 Holiday Cash 10X



\$5 Holiday Cash 20X



\$10 VIP Cash





December Online & PnP

Holiday Magic



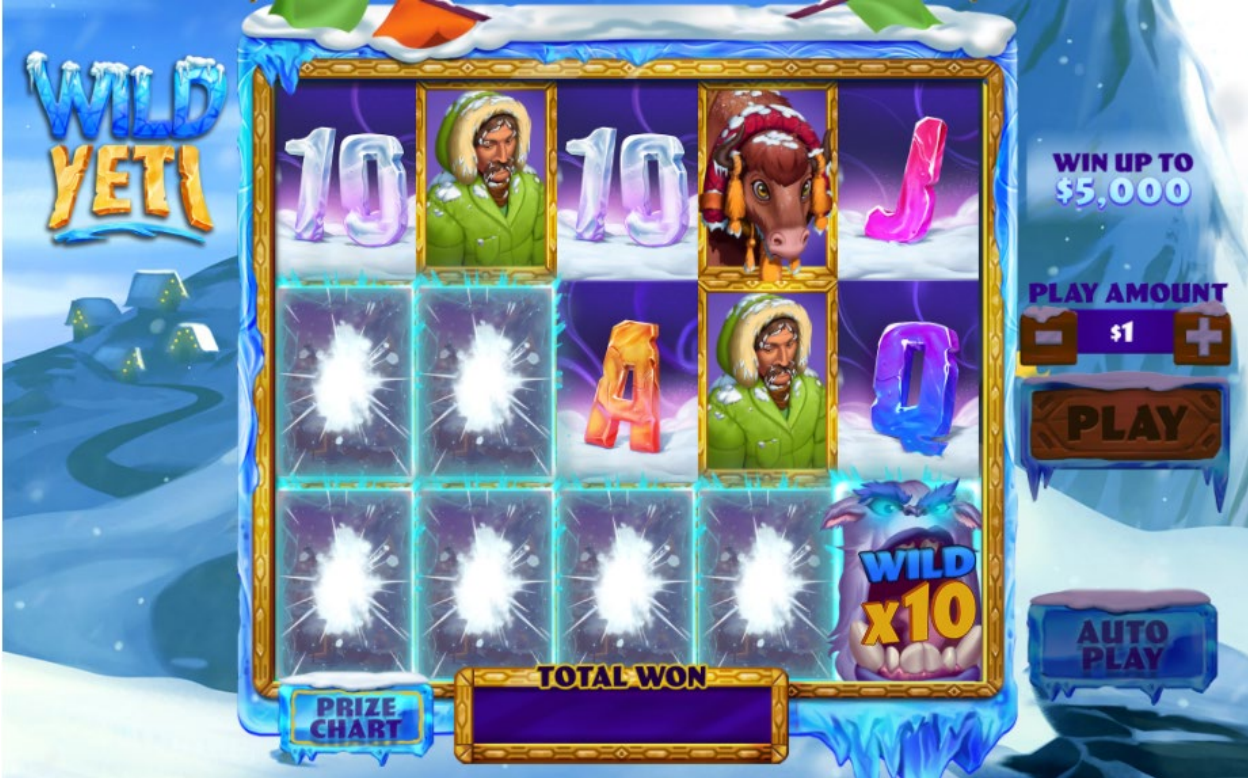
\$1 Pocket Change

print & play \$1
POCKET CHANGE
WIN UP TO \$5,000

	YOUR CHANGE				PRIZE
POCKET 1	20¢	15¢	10¢	50¢	\$5
POCKET 2	10¢	35¢	5¢	25¢	\$250
POCKET 3	15¢	35¢	10¢	20¢	\$10
POCKET 4	15¢	25¢	10¢	25¢	\$5,000

HOW TO PLAY
 If YOUR CHANGE adds up to \$1.00 or more in the same POCKET, win the PRIZE shown for that POCKET. Each POCKET plays separately.

Wild Yeti





January Scratchers

\$2 Year of the Dragon



\$3 Colorword Cash



\$5 \$500K Spectacular



\$20 Annuity Game





January Online & PnP

Golden Dragon



\$20 Bingo Multiplier

print play **bingo multiplier** \$20

WIN UP TO \$250,000

CALLER'S NUMBERS
 B04 N42 I17 I20 N43 O73 G49
 B02 I28 B11 I23 G58 B12 I30
 O70 B07 G60 G48 N44 G50 O63
 I24 B10 O68 I26 B08 G55 O64
 N38 I25 N45 O75 I18 B06

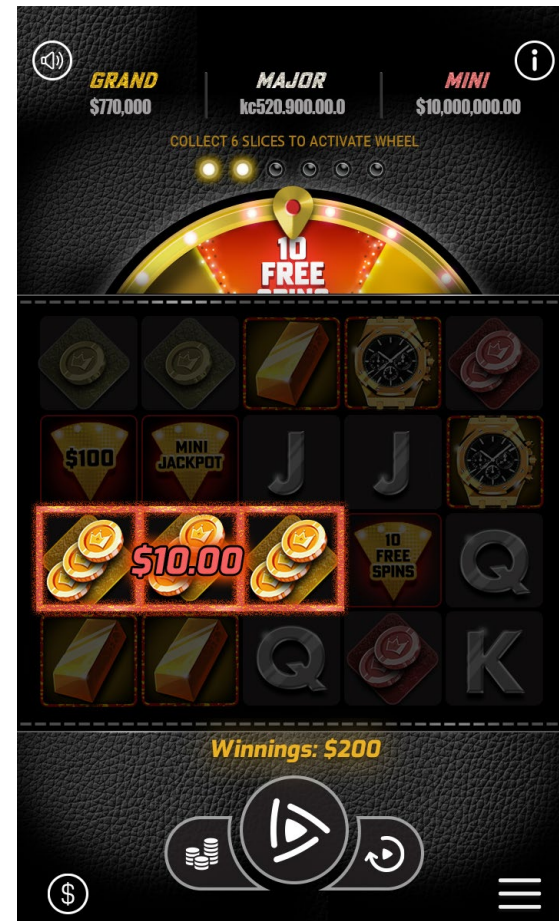
YOUR CARD 1
 LINE = \$20 4 CORNERS = \$100
 X = \$2,500

B	I	N	G	O
11	17	5X	48	66
14	26	32	50	73
04	30	FREE	52	65
09	21	43	49	74
15	28	41	58	62

YOUR CARD 2
 LINE = \$30 4 CORNERS = \$250
 X = \$5,000

B I N G O

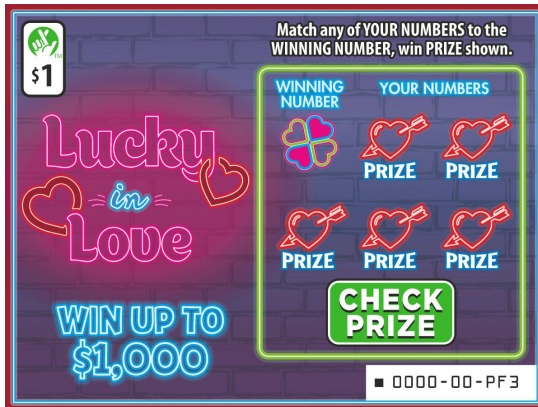
Wheel of Bonuses





February Scratchers

\$1 Lucky in Love



\$2 Triple Dynamite 7s



\$5 Golden Ticket



\$10 \$500 Cash in Hand





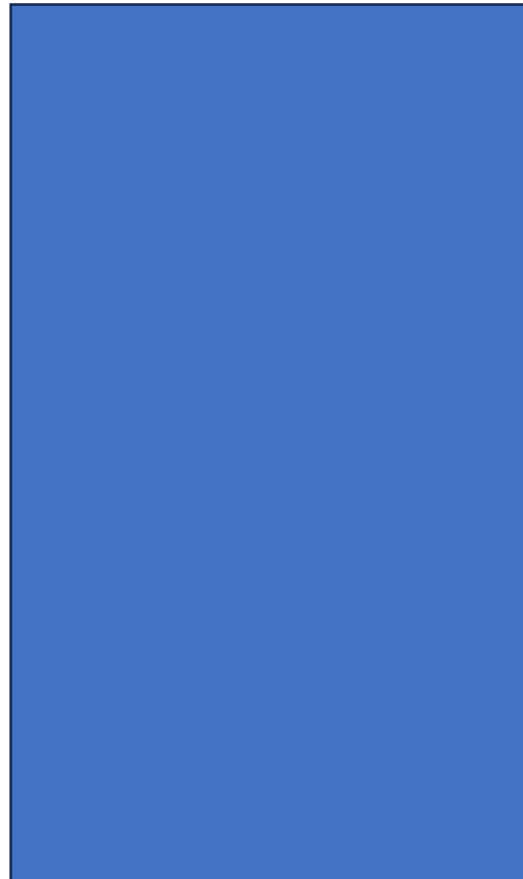
February Online & PnP

Golden Ticket

New Provider

\$2 Tic Tac Cash

Mystery in Moneytown





March Scratchers

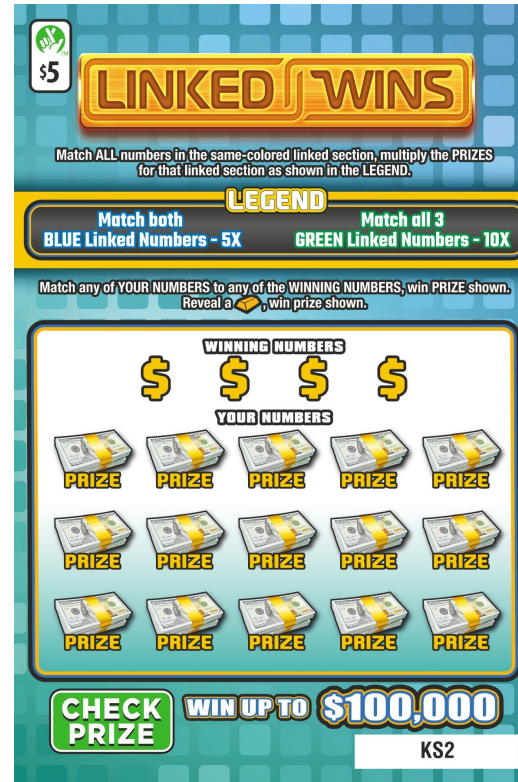
\$1 Fast \$50s



\$2 Lucky Me Doubler



\$5 Linked Wins



\$50 500X The Money





Questions?