



eDraw and Quick-Draw Strong Performance

Key Takeaways



- 1.) IGT's digital draw games (eDraw) and quick draw-games like Keno and IGT's proprietary game, Cash Pop™ are growth-driving portfolio additions that offer appealing new experiences for players.
- 2.) Players benefit from eDraw games because the games are the same as in retail, purchase history is stored securely online, winners are notified via the app and low-tier wins are added to an eWallet.
- 3.) Both Georgia Lottery Corporation (GLC) and Kentucky Lottery Corporation (KLC) recently added new IGT iLottery digital draw games and both are live with IGT's Cash Pop™.

By the Numbers

Compared to elnstants, eDraw and quick-draw **games yield higher margins** as the payout percentages are typically lower for eDraw (50%) and iKeno (60%) compared to elnstants (ranging from 65% - 85%).

Eight global lotteries are now live with IGT eDraw games, and lotteries continue to add more retail games into their digital product mix. IGT is the only iLottery vendor that offers iKeno games.

GLC eDraw games account for 11% of combined digital and retail sales, and digital draw-based games are 17% of GLC's overall digital sales.



Players welcome the opportunity to enjoy games whenever and wherever they want and providing familiar retail draw games via the digital channel offers an opportunity to increase player engagement.

The benefits of offering digital games to players are multi-fold. The game mechanics of a digital game are the same as they are at a retailer, making the games easy to understand. Players have the added benefit of a digital transaction history, meaning they no longer have to worry about losing a winning ticket, and they can monitor how much they are spending. In the digital channel, ticket transactions and win history are securely saved. Players are notified of a winning ticket through the app or via email, and low tier wins are deposited directly into their lottery eWallet.

Another benefit of including eDraw and quick-draw games as part of an iLottery offering is that they yield higher margins. In many iLottery programs, eInstants may account for more total revenue, but eDraw and quick-draw games yield higher margins because the payout percentages are typically lower. eDraw payouts are about 50% and iKeno 60%, compared to the payout of eInstants that ranges from 65% - 85%.

IGT's technical advantage with standardized APIs and native integration with IGT retail central systems, gives lottery customers the opportunity to offer all the game features digitally as they do at retail. IGT's robust central game server, which serves 75% of the U.S. lottery market, provides an advantage when deploying the IGT catalog of eDraw games.

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For example, IGT is supporting the Georgia Lottery Corporation's (GLC) vision to bring further retail games to digital channels. Recently, the GLC added three new eDraw games, Cash 3, Cash 4 and Cash4Life, and now delighted players can conveniently



Players in Georgia and Kentucky can play IGT's proprietary draw game, Cash Pop™ both at retail and digitally. Giving players more choice on how to play responsibly; the same responsible gaming features apply to Cash Pop™ as the rest of the iLottery portfolio.

access eight of GLC's eleven draw games digitally. **Digital draw games sales have seen positive results.** Draw-based games account for 11% of combined digital and retail sales, and digital draw-based games are 17% of overall digital sales. The increase in digital draw game sales, translates to additional support for GLC's mission, iHope®, which applies transfers from interactive sales to fund college HOPE scholarships and grants, and pre-K education for eligible Georgia students.

The Kentucky Lottery Corporation's (KLC) success is similar. In FY21, eDraw sales averaged 13% of all online sales. Pick 3 and Pick 4 have accounted for 25% of eDraw game sales since the Q3 launch and added 2% incremental sales. Cash Pop™ was added in January with sales exceeding projections. Initial sales are trending at 20% of retail sales.

“Our players have consistently asked us to offer our daily Pick 3 and Pick 4 games digitally, and I'm pleased that with IGT's support we could respond to their feedback by adding these two products to our digital channels,” said Kentucky Lottery President and CEO, Mary Harville.



“We continued to engage our players by adding new games like Cash Pop™ to the platform and by Q2 2022, we’ll have our entire retail draw games portfolio available on our digital channels. This will be a great benefit to players and will help our iLottery channel continue its record-breaking sales pace in a socially responsible way.”

Players also gravitated to digital channels to play quick-draw games like Keno. IGT is the only iLottery vendor that offers iKeno games. Because the game is integrated with the retail system, it offers an omnichannel experience as another benefit. The same Keno draw that a player sees on a physical retail monitor is available digitally as the draw occurs. KLC’s iKeno also experienced a sales increase in FY21 due to more people playing online. On average, iKeno sales represented 53% of digital draw games sales, and iKeno increased by 7% year-over-year.

“Pre-pandemic, the mobile app was an added convenience for players who were at a physical location purchasing and watching Keno monitors,” said Srini Nedunuri, IGT Vice President, iLottery. ***“Players using the mobile app enjoyed a true second-screen experience because they could purchase right from the phone and watch the draw online while socializing with friends. With the onset of the pandemic, the digital experience***

allowed players to purchase online and watch the draw on their computers or via the app. Also, while players wait to watch the draw, they can play an instant game. These options not only serve player needs but have the added benefit of allowing them to sample and engage with more lottery products.”

GLC debuted IGT’s award-winning quick-draw game Cash Pop™ in December 2019 as an omnichannel launch. It’s available to players five times per day, every day online or at retail. Digital Cash Pop™ quickly captured player attention and has achieved 15% of total Cash Pop™ sales since day one, and 20% of digital draw-based games sales in FY2021.

Who is Playing?



- eDraw and iKeno tend to have older players compared with the demographics of instant players, but there are good cross-sell opportunities to promote eDraw and iKeno to the 26 - 35-year-old instant players.
- eDraw players have the largest percentage of players online but a smaller percentage of total sales. This offers another cross-sell opportunity to promote instant and iKeno games to the large eDraw player base. In fact, the KLC ran a promotion for eDraw players only. They were split into two groups and received \$2 in Powerball® My Rewards for every \$10 spent on either instant or iKeno. Both player groups increased their participation during the promotion.

For more information about IGT’s iLottery products including eDraw, iKeno and award-winning Cash Pop™, contact your Account Manager.