

Bonus Hours Support Cash Pop™

Success in New Jersey

**50%
BONUS
HOURS**

Purchase **5** numbers or more of CASH POP on a single ticket for a chance at **50% increased prizes.**



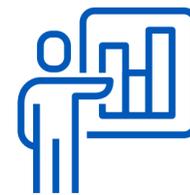
Overview

- After a strong launch in September 2019, **Cash Pop** sales in New Jersey had dropped off and interest in the game was waning
- The New Jersey Lottery introduced a targeted mix of promotion and advertisement to boost game sales, leveraging the inherent flexibility of Cash Pop to drive player engagement
 - The largest promotion offered was **Bonus Hours**, which incentivized players to play multiple numbers for draws within a certain time period on select days, initially Wednesdays between 4:00pm and 8:00pm
 - Bonus Hours were revamped in January 2021 to include Thursdays and Fridays from 5:00pm to 7:00pm



Results

- The combination of effective promotion and advertising have led to Cash Pop sales tripling, from under \$0.04 per capita to **over \$0.12** from March 2020 (pre-pandemic) to March 2021
- **70% of sales** have come during non-promotional hours
 - Despite only holding Bonus Hours two days per week in 2021, the promotion is lifting sales between 5:00pm and 7:00pm on all days
- More than **3,200** retailers are now selling Cash Pop on a weekly basis, representing **45%** of the New Jersey retail market
 - This represents continued opportunity for growth for Cash Pop as retail execution and strategic advertising and promotional efforts continue



Summary

- Mature draw games can be reinvigorated through strategic investment – both to the game itself through prize matrix enhancements and value-add features, and in support of it through advertising and promotions
- IGT's solutions and management in New Jersey have led to a **5-year CAGR of 5.4%** for the New Jersey Lottery

“The Bonus Hours promotion on Cash Pop has helped to spark a renewed interest in the game from a wide range of New Jersey players.”

-Vince Smart, Senior Director of Marketing,
Northstar New Jersey