

beyond the



**MICHIGAN
LOTTERY™**

bricks



iLOTTERY SALES

\$1.3

AUGUST

\$2.6

SEPTEMBER

\$3.7

OCTOBER

\$4.0

NOVEMBER

\$8.1

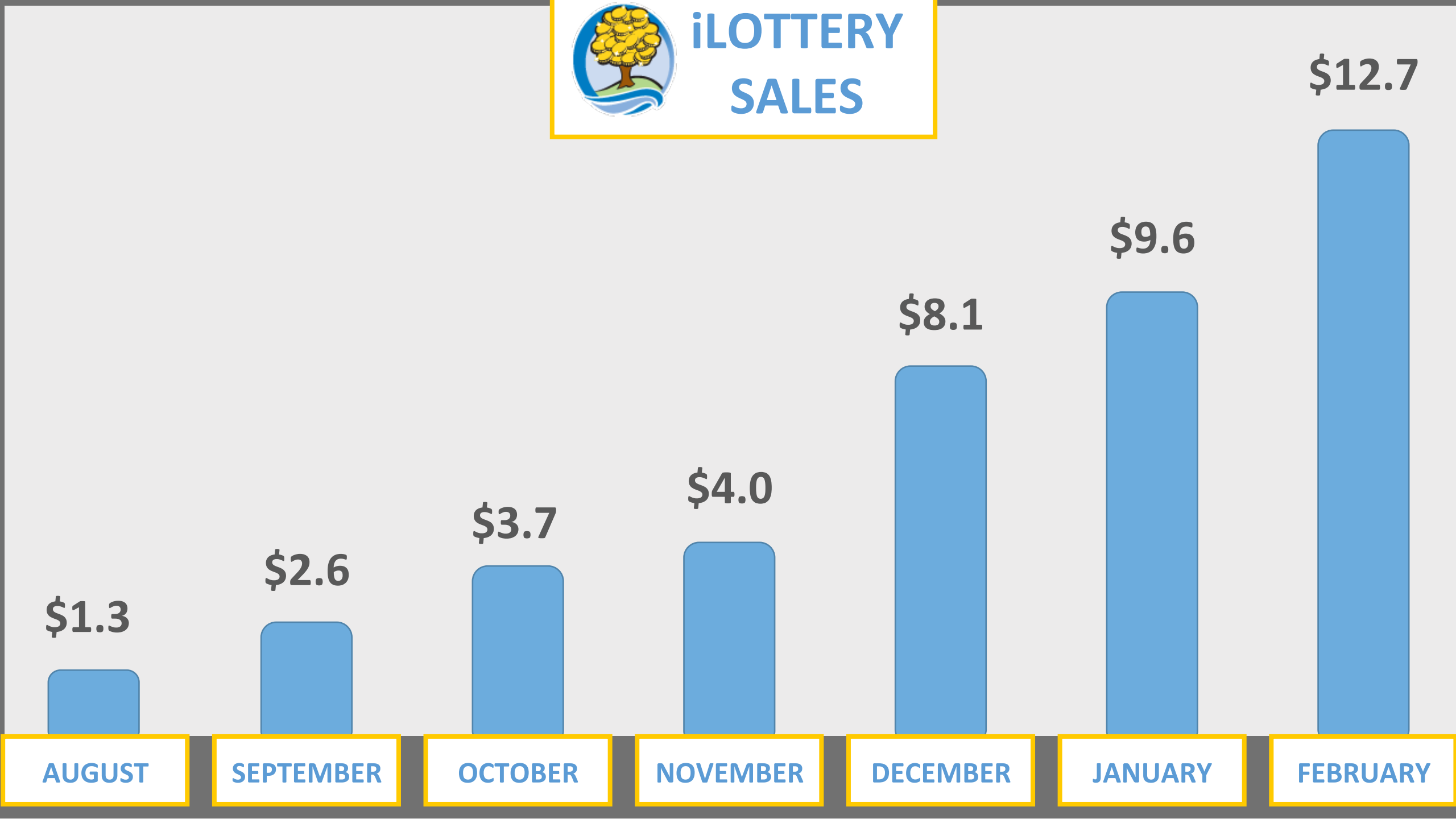
DECEMBER

\$9.6

JANUARY

\$12.7

FEBRUARY



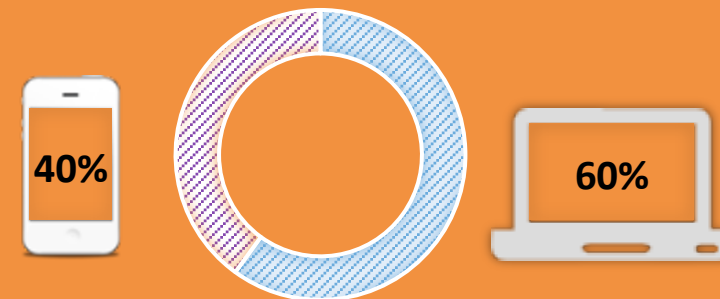
Dominance of Mobile



**BETTERS:
MOBILE/DESKTOP RATIO**



**TOTAL REVENUE:
MOBILE/DESKTOP RATIO**



2 out of 3 Players (age 18-25) Play via Mobile



Keno

30%
of
sales

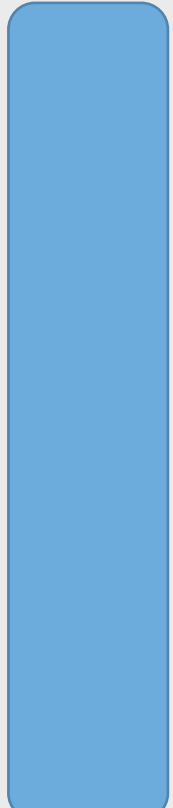




SALES COMPARISON

MICHIGAN LOTTERY SALES YEAR TO DATE

\$65M



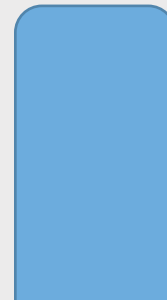
\$62M



\$48M



\$20M



\$19M



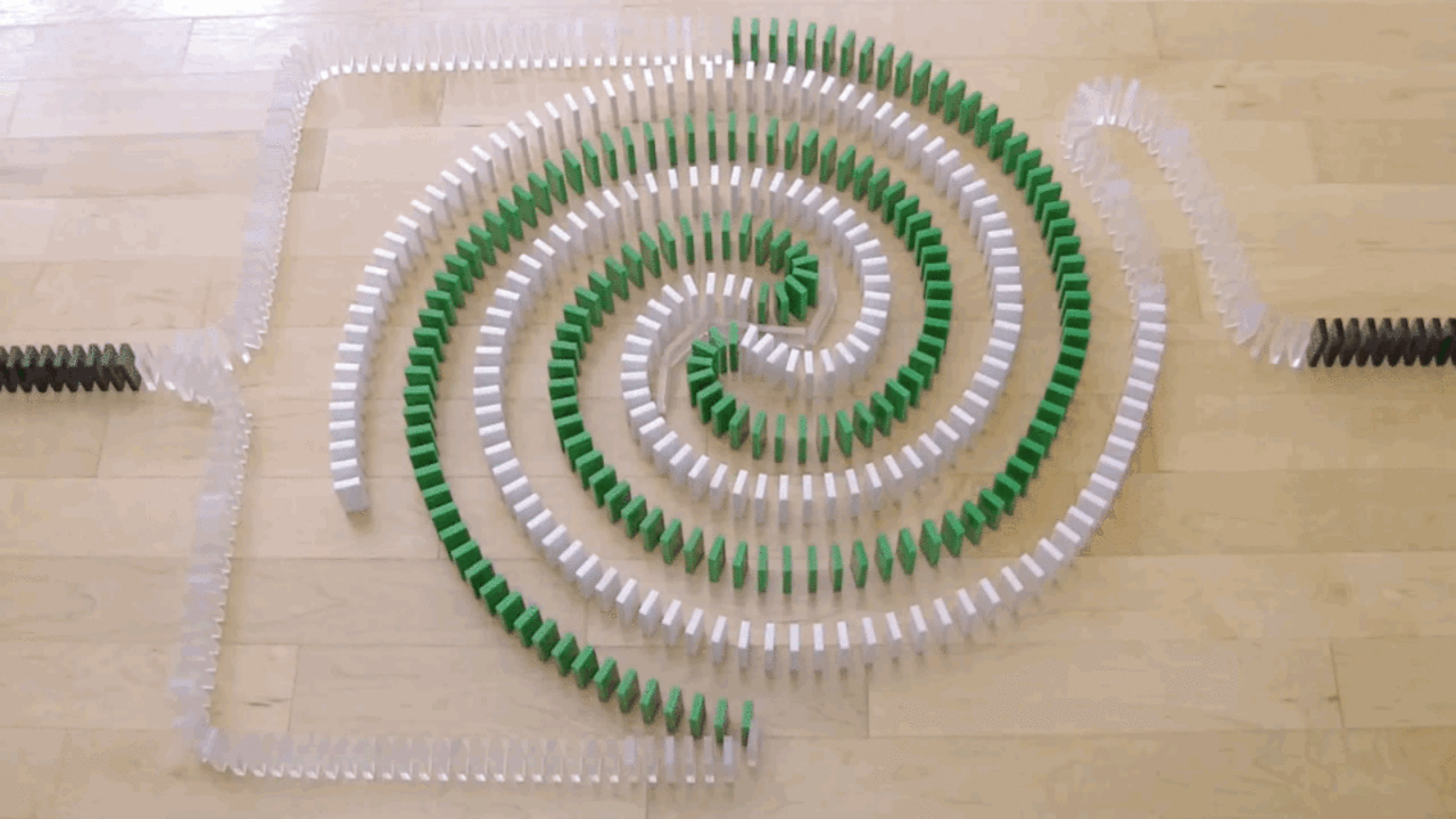
MEGA MILLIONS

POWER BALL

ILOTTERY

CLASSIC LOTTO

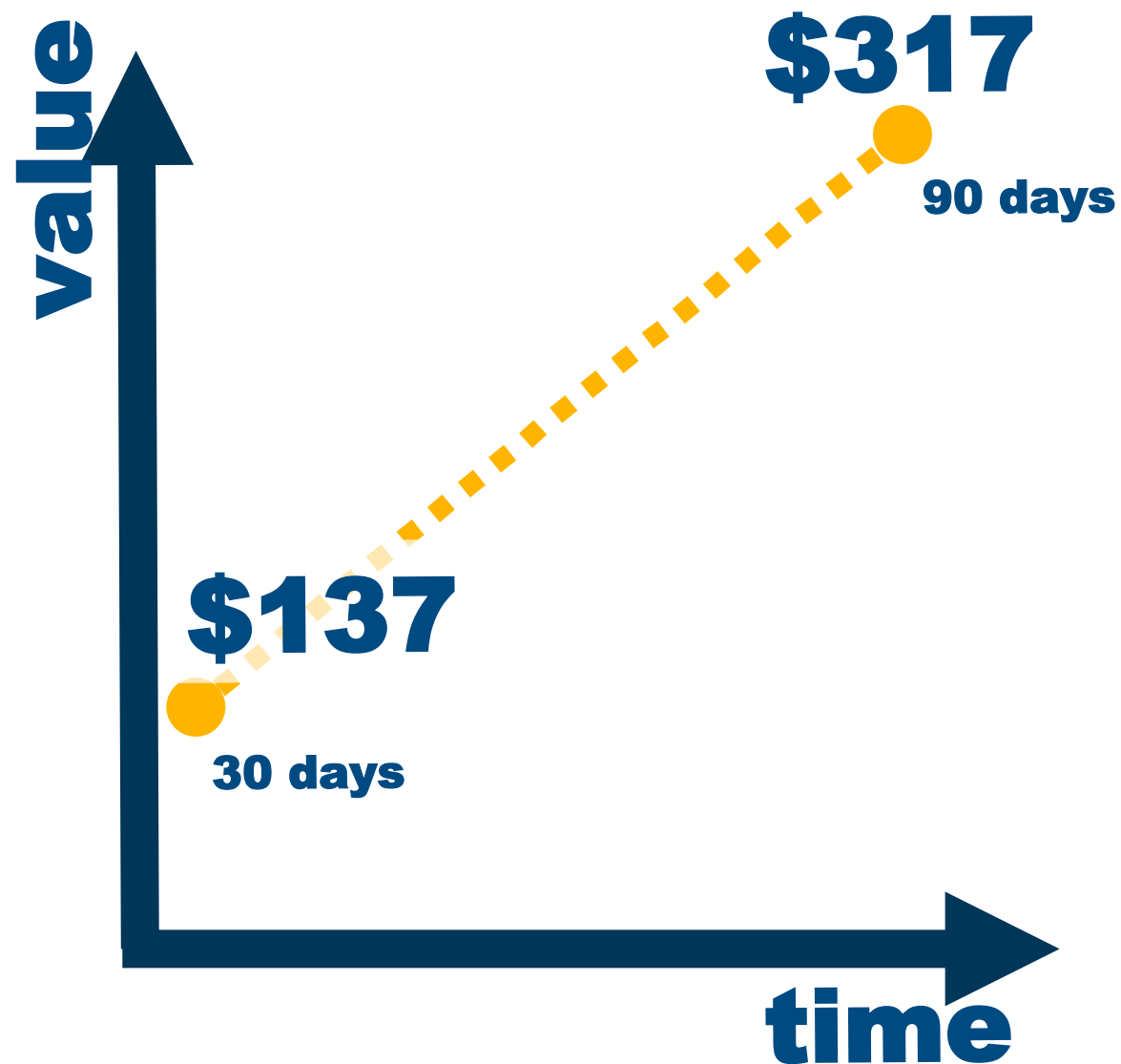
FANTASY 5







**45% higher value
vs. new players**



feed all data into...

A magnifying glass with a silver frame and handle is positioned over a background of black binary code (0s and 1s) on a white surface. The word "own" is written in a large, bold, black sans-serif font, centered within the lens of the magnifying glass. The handle of the magnifying glass extends from the bottom right towards the center.

own

...a broader strategy

build your digital team





CAPITAL INVESTMENT IN DIGITAL PROGRAM



negotiation



Product:
online game card
and daily games
agreement

Investments to
boost retail
business

Results:
successful sales
in both retail &
online channels



retailer support



up 15% YTD

record-setting sales



RETAIL
GROWTH

payments

8% online game card



2% bank transfer



online game card

ONLINE GAME CARD



**OVER \$5.5 MILLION IN
FREE GAME PLAY
AVAILABLE!**

1 FIND A RETAILER
Purchase the Michigan Lottery's Online Game Card at your local retailer to pay cash and play online! [Search retailers](#) that have the card available now!

2 BUY A GAME CARD
Purchase a \$20 Online Game Card to play any Michigan Lottery online game and receive a \$5 bonus free. Online Game Card redemptions can only be redeemed at MichiganLottery.com and cannot be used for in store purchases.



3 REDEEM ONLINE
If you don't already have an account sign up today to redeem your Online Game Card and receive your \$5 bonus free. Once signed in click on the deposit button in the upper right corner and select the Online Game Card deposit method from the available options. Enter the 11 digit alpha-numeric code found on the front of your card, and you'll be ready to play! Limit five Online Game Card redemptions per week.

WHERE TO BUY THIS CARD

SEARCH BY ADDRESS OR ZIP CODE
35245 Proximity Search

Online Game Card



Location	Distance
WAYNE MOBILE INC 32719 MICHIGAN AVE, 48184	0.3 mi
NEW WEST TOWN MARKET 4019 HOWE RD, 48184	0.4 mi
RAMO GAS MART INC 2910 WENDY RD, 48184	0.5 mi
PUFF & STUFF 4054 HOWE RD, 48184	0.6 mi
NOUR TOBACCO INC 2379 S WENDY RD, 48186	0.7 mi
ROBERTSON'S FOOD CENTER 2329 S WENDY RD, 48186	0.7 mi
WESTLAND PETRO MKT & MARATHON 2640 S WAYNE RD, 48186	1.0 mi
MERRIMAN BP INC 31202 MICHIGAN AVE, 48186	1.0 mi
SNM MARKET INC 34243 PALMER RD, 48185	1.1 mi

[Map](#) [List](#)





Minimize Your Dependency on...

START WITH INSTANT GAMES...

allows for greater control

thanks
questions?

SCOTT BOWEN

COMMISSIONER



**MICHIGAN
LOTTERY™**