



Why Play at the Pump

September 9, 2016



Consumer Spending Habits



Kit and Ace store on Woodward Avenue in Detroit

Stroll into the airy Kit and Ace store on Woodward Avenue in Detroit and you're struck by the minimalist style that highlights the brand's comfortable, street-smart clothing line. But if you wanted to buy a scarf, maybe one that's on sale for about \$50, don't bother paying with cash. The store won't take your Benjamins — or Hamiltons, Jacksons or Grants.



Michigan vs Ohio State



"I think we are sort of on the edge of seeing more and more businesses that don't take cash," said Jay Zagorsky, economist and research scientist at Ohio State University.



Now to Play at the Pump

PATP is a cashless transaction

PATP is aimed at the casual lottery player

A track record of driving incremental sales & revenue

A new distribution model partnering Linq3 with retailers

A partnership primed for growth

Case Study 3

The \$1.5bn Powerball Jackpot

US in frenzy over world record \$1.5 bn jackpot

By Jennie Matthew
January 13, 2016 4:25 PM



- PATP came in to its own during the \$1.5bn Powerball jackpot
- Pump screens saw a 10x increase in PATP transactions, alleviating some of the strain on store queues
- More significantly, inside store PB sales at NC PATP sites averaged \$24k for the period 11/5/15-1/13/16.
- **Compared to non-PATP sites in NC, that represented a \$10.5k and therefore 71% sales differential.**
- Play at the Pump's continuous promotion of the huge Powerball jackpot on the pump screen is believed to be the causal factor in this sales performance differential.

A blue-toned background image showing the silhouettes of several people standing on a mountain peak, looking out over a landscape. The scene is rendered in a monochromatic blue color scheme.

Thank You.