



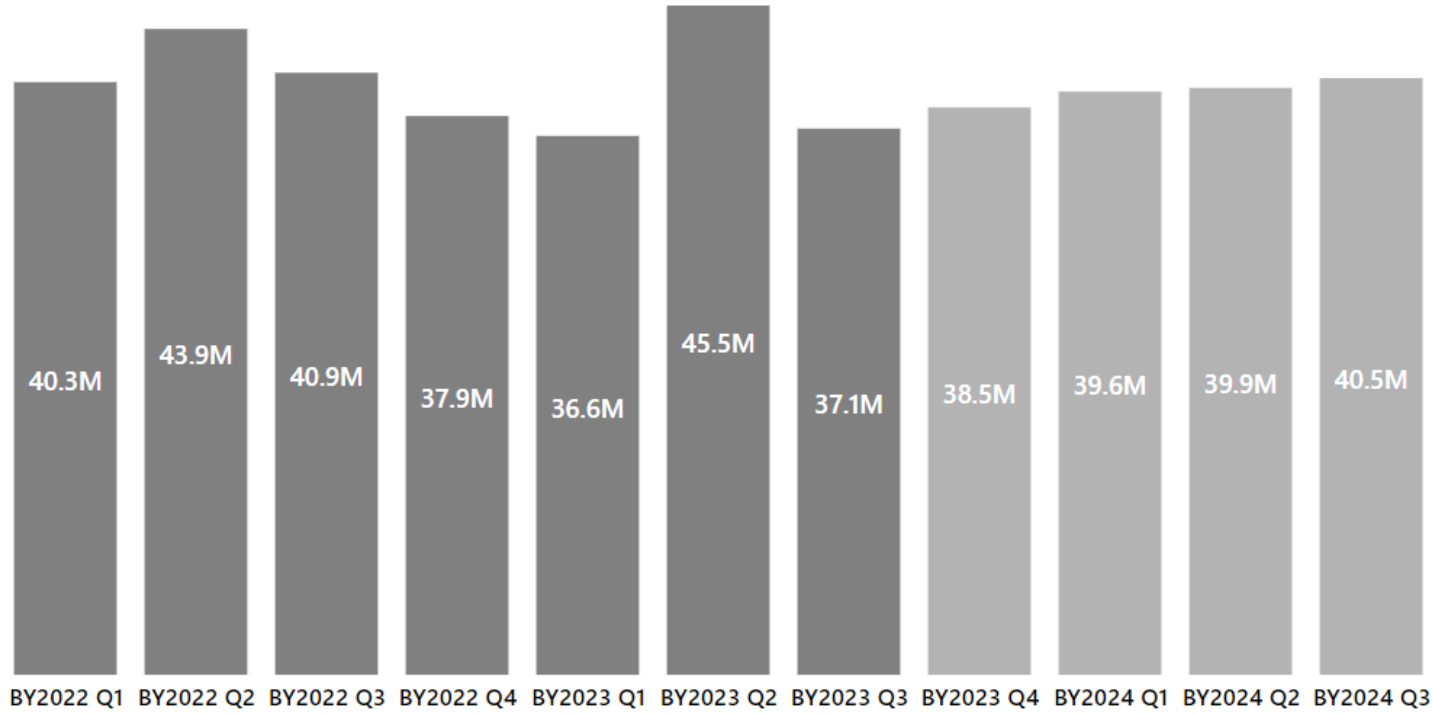
April 2023 Commission Meeting

Product Performance Update
Q3 of Business Year 2023 (1/1/2023 – 3/25/2023)

Quarterly Lottery Products Update

Scratch-its Quarterly Performance

● Forecast ● Actuals



Scratch-its Highlights

- Q3 sales were over \$37M.
- Growth was down -4.7% year over year.

BY23 Q3			
Type	Actual	Forecast	Difference
Sales	\$37,096,502	\$38,022,732	-2.4%
Transfer	\$5,425,272	\$6,083,637	-10.8%

Transfer is estimate based on prize payout

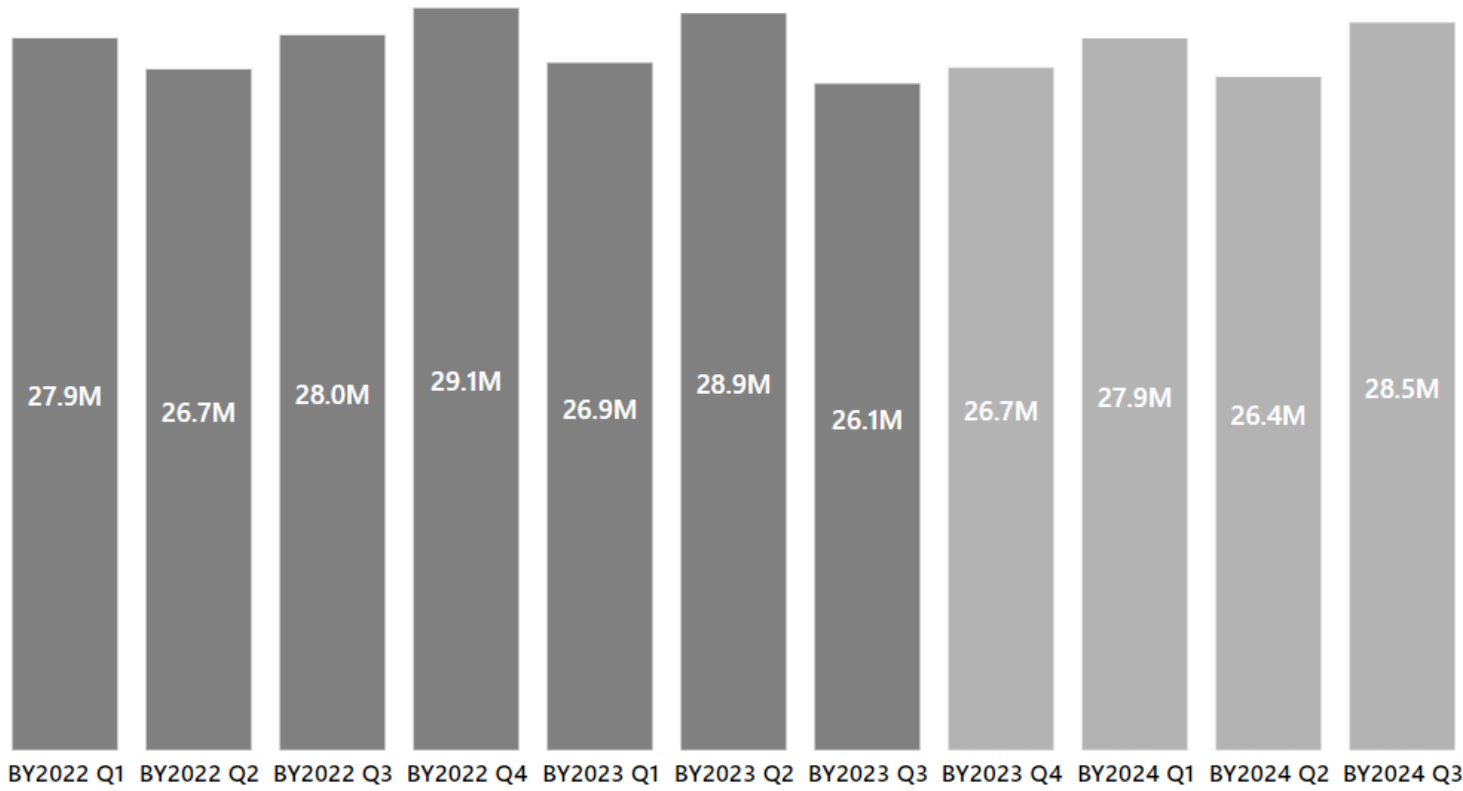
Dec. 2022 OEA Forecast



Together, we do good things.

Keno Quarterly Performance

● Forecast ● Actuals



Keno Highlights

- Sales for the quarter were \$26.1 Million.
- Year over year decrease of -.8%.

BY23 Q3			
Type	Actual	Forecast	Difference
Sales	\$26,123,410	\$26,162,944	-0.2%
Transfer	\$4,179,746	\$4,186,071	-0.2%

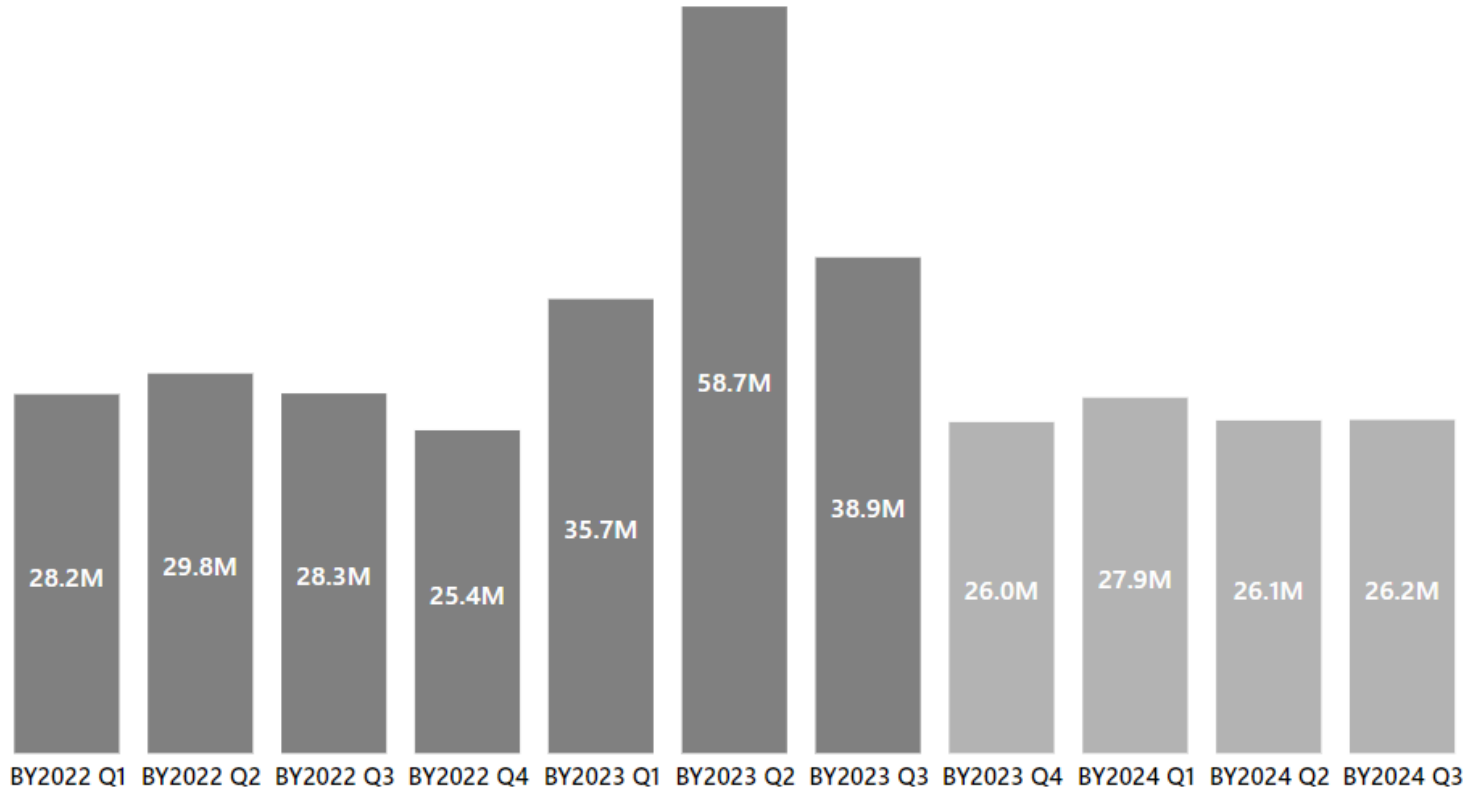
Transfer is estimate based on prize payout

Dec. 2022 OEA Forecast



Jackpot Games Quarterly Performance

● Forecast ● Actuals



BY23 Q3			
Type	Actual	Forecast	Difference
Sales	\$38,945,554	\$22,801,610	70.8%
Transfer	\$11,906,823	\$6,255,785	90.3%

Transfer is estimate based on prize payout

Dec. 2022 OEA Forecast



Jackpot Game Highlights

- Climbing jackpots have contributed to increased revenue during this last quarter.
- Top jackpots of Q3
 - Powerball: \$747M on 2/6
 - Mega Millions: \$1.35B on 1/13
 - Megabucks: \$5.1M on 3/27

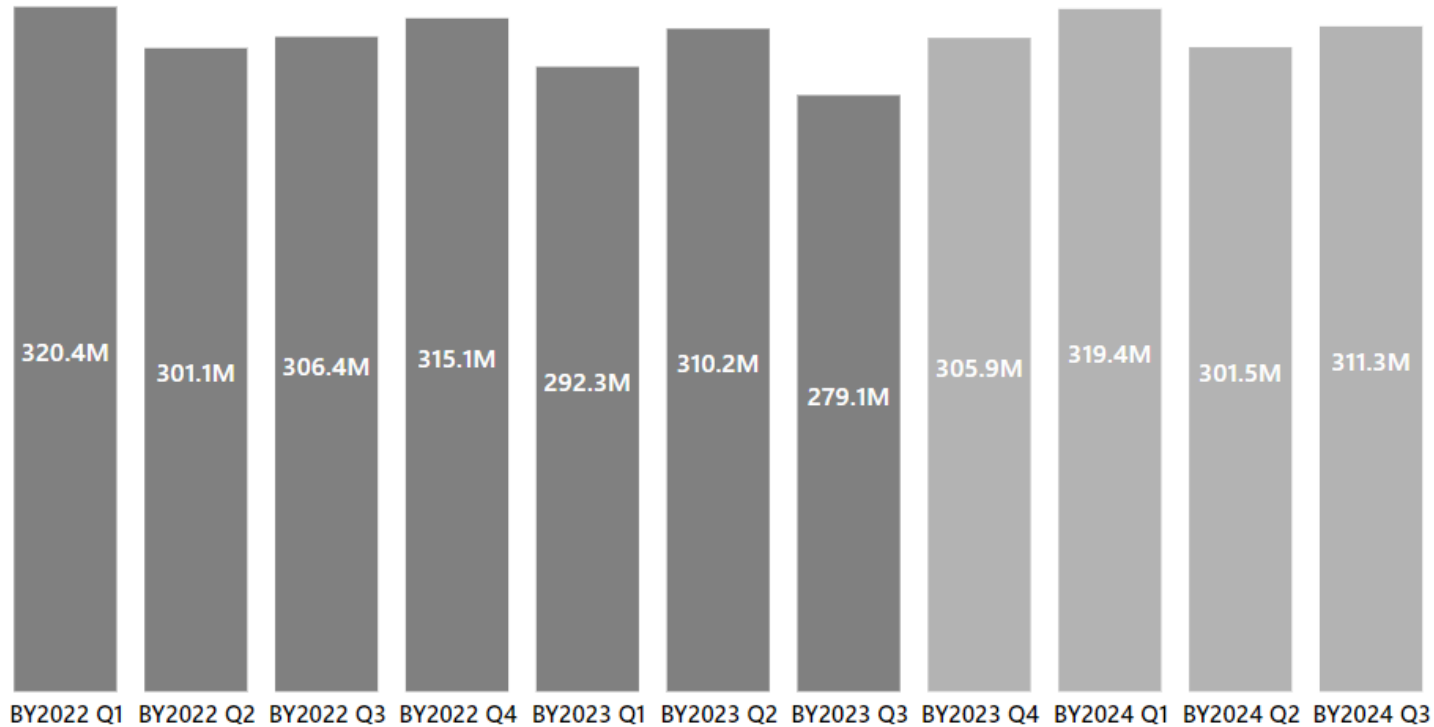
Raffle Highlights

- Sold out on March 9.
- First time Raffle player bought the winning ticket.

Quarterly Video Products Update

Video Lottery Quarterly Performance

● Forecast ● Actuals



Type	BY23 Q3		
	Actual	Forecast	Difference
Sales	\$279,053,134	\$277,811,243	0.4%
Transfer	\$181,942,643	\$181,132,930	0.4%

Transfer is estimate based on prize payout

Dec. 2022 OEA Forecast



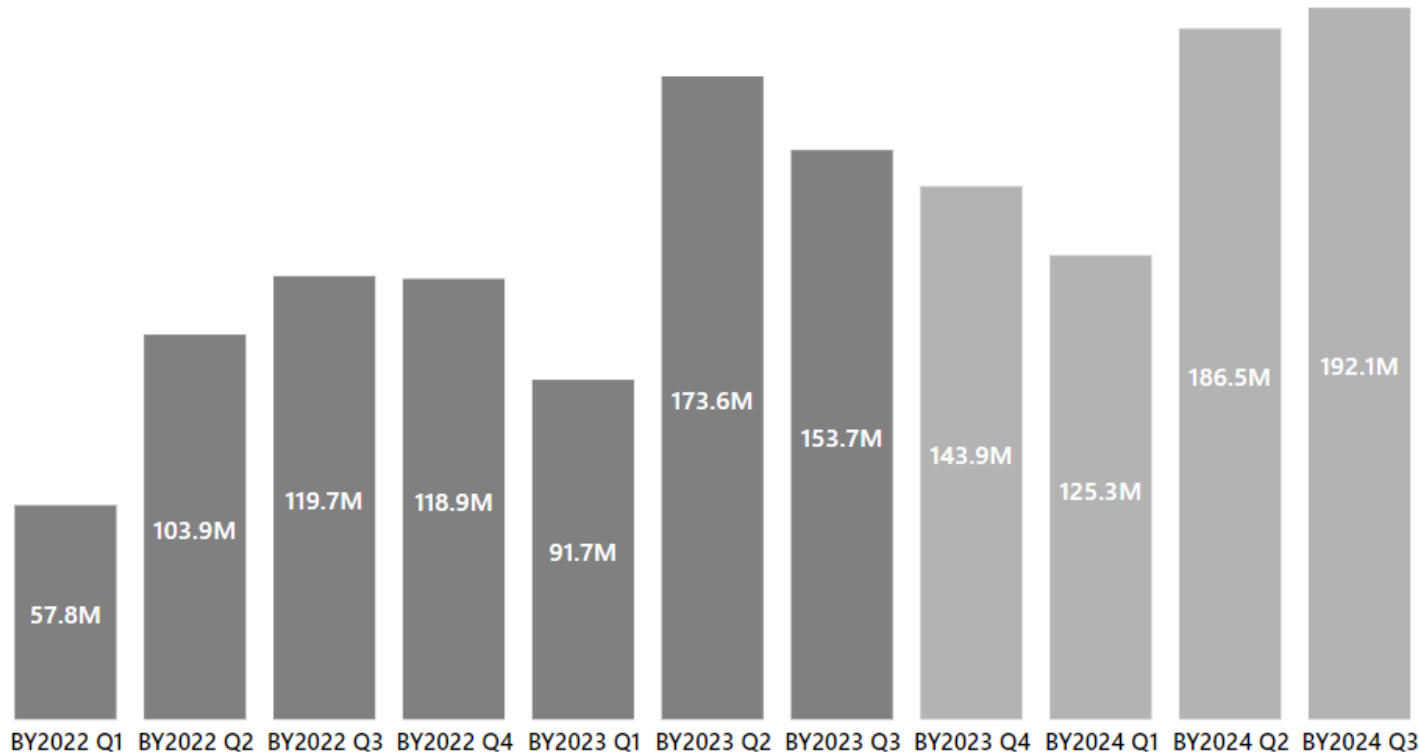
Video Lottery Highlights

- Fu Dai Lian Lian Panda launched on the Helix. BY 22 Q3 Big City 5s Diamond launched on the Crystal Dual.
- Current Quarter (BY23 Q3) contains 12 weeks (typical Q=13) On a per week basis, average Net Sales were \$23.25M, down 1.4% from the same quarter last year, while being up 5% from last quarter (BY23 Q2 contained 14 weeks).
- Kascada Field Trial started

Quarterly Sports Betting Product Update

Sports Betting Quarterly Performance

● Forecast Turnover ● Actuals Turnover



Type	BY2023 Q3		
	Actual	Forecast	Difference
GGR	\$17,264,362	\$18,024,855	-4.2%
Turnover/Handle	\$153,679,933	\$180,063,082	-14.7%

* Internal Forecast (January 2023)



Sports Betting Highlights

Q3 Experienced a Drop from Q2 in total, but increased per week

- Per Week Turnover +3.3% vs Last Quarter
- Per Week Turnover +39.1% vs Same Quarter last year
- Drop not unexpected as football was winding down
- Despite drop, trend of YoY growth continued
 - # of bets: +48%
 - Turnover\$: +28%
 - Gross Gaming Revenue: +82%

Product YoY Growth Driven by More Customers

- Q3 increase in “Unique Active Players” +55%
- Q3 Registrations: Over 17,000 new users
- Product appeals to a wide range of customers
 - DraftKings brand, promotional activity, top tier market offerings and functionality

Primary Sports of Q3

- Football, Basketball
- Superbowl Summary
 - Over 47,000 users placed a bet
 - Over 305,000 wagers placed
 - GGR decreased YoY
 - Turnover\$, # of Bets, # Unique Active Players increased YoY

Together, we do good things.



play it forward 

play it forward 

A little play from many Oregonians adds up to valuable support for the places and programs Oregon loves. When you play your favorite lottery games, you play it forward — for Oregon!

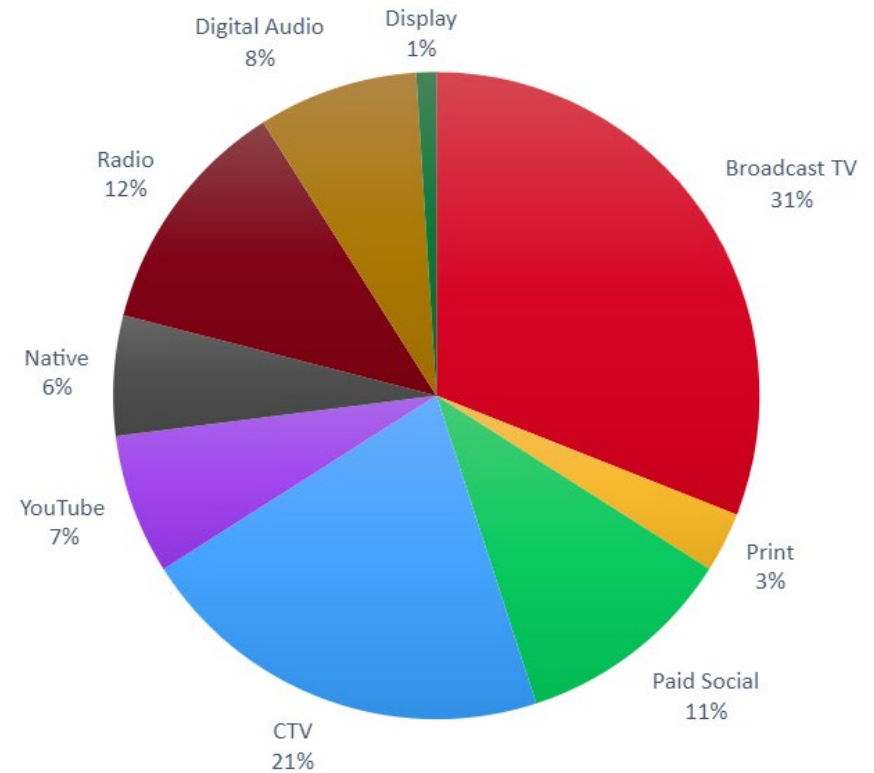




Together, We Do Good Things

Play it Forward is a multichannel Oregon Lottery brand campaign that ran September 12, 2022 to November 13, 2022.

Designed for 18+ Oregonians, the campaign connects responsible Lottery game play and the programs and places funded by voter-approved beneficiary transfers across Oregon.



play it forward 

Audience Objectives

AWARENESS

Tracking number of times one of our ads were seen.

CONVERSION

How many times one of our ads were tapped/clicked on to learn more.

ENGAGEMENT

Capturing interactions between Oregon Lottery digital experiences and our Oregonian customers.

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Awareness – Encouraging Brand Favorability

Awareness: primary tracking metric is impressions. The number of views delivered to Oregonians.

Across broadcast television, radio, streaming video, streaming radio, digital ad placements and print, this campaign delivered over *24.5 million* impressions.

The August 2022 brand favorability study reports that 80% of Oregonians feel positively about the Oregon Lottery.

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Conversion

Conversion: tracked by the taps and clicks that drive traffic (sessions) to Lottery digital channels.

Tappable ads were placed across social media, streaming audio and video channels, news websites, search engines, and within relevant mobile applications. *91% of ad-generated traffic* came from mobile devices.

Nearly *70,000 oregonlottery.org site sessions* occurred as a result of this campaign. The ratio of sessions driven (*CTR – 0.36% overall*) was very high when benchmarked against other advertisers on each channel. Facebook ads were our top performer at a *3.26% CTR*.

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Engagement

Engagement: the actions our audience takes once they visit our digital channels.

For this Play it Forward campaign, we created a landing page which asked visitors to describe how they would pay it forward if they were to win a Lottery prize.

Nearly 16,000 Oregonians took the time to complete a web form and the narratives were powerful. From Oct to Dec there were over 125,000 sessions (avg 3min+ TOS) devoted to viewing Oregon Wins content with the most visits to a page highlighting Wallowa Lake State Park. Registered mobile app users grew by 58,000 over the course of this campaign.

Nearly 16,000 Oregonians had a lasting, powerful interaction with the Oregon Lottery. These are just six of thousands of inspirational submissions.



HOW WOULD YOU PLAY IT FORWARD?

SO MANY IDEAS..



"My friend – he's one of the most outdoorsy people I know and he's got 2 teen/pre-teen boys that would love to explore more of Oregon."

Frances S



"I would pay for the person or persons in line with me at the grocery store. Rising cost are tough on many right now! "

Dana V



"I would like to play it forward to the National Alliance to End Homelessness, because it is passed over so much and I would love to help someone of the community."

Isabella P



"Cancer Patient support foundation (CPSF). On October 18 of this year I lost my best friend to cancer. Though she was financially ok, my research found so many that were not. "

Stephanie M



"My mother. She's 72 and it would blow her mind and she's always giving so much unconditionally to family, friends and strangers and just gives as much as she can. It would be the Universe giving back to her."

Rebecca L



"My wife. So she could have the vacation she deserves!"

Lisa C

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**OREGON
LOTTERY™**

Together, we do good things.

Oregonians count on us to provide funding to state programs they care about.