



Dear Lottery Retailers,

It has been a very busy past year at the CT Lottery, during which time we have started many new initiatives aimed directly at improving sales and customer engagement – whether existing customers or new ones. These initiatives include:

- Launching the \$50 ticket (Dec 2023), and relaunching the \$20 200X ticket (Jan 2024)
- Launching the continuous use of the 2<sup>nd</sup> Chance platform (March 2024), solely for scratch ticket entries
- The retailer incentive program (March – May 2024)

All of these efforts have shown strong sales improvement or customer participation, and good selling efforts on the part of retailers. Additionally, from now through the summer you can expect to see more good instant games, with more 2<sup>nd</sup> Chance opportunities for many price points, and the launch of a new FastPlay progressive family at higher price points to attract more players to that product.

Right now, the new item to bring to your attention is the upcoming launch of the ilottery platform which will allow players to buy draw games and Keno from our website or on the mobile app. We are aware that many retailers are expecting online lottery to hurt their sales. Here are some facts for you to know:

- No US lottery that sells lottery games online has experienced a sales decline in retail (exempting the April – June months of 2020 due to the pandemic).
- The US lotteries that sell lottery games online have some of the fastest growing retail sales compared to US lotteries who do not sell online.
- Online lottery players tend to be 5 – 10 years younger on average than our retail player base.
- CT Lottery will be selling all of our draw games and Keno online, not scratch games or FastPlay.

The mobile app that players use now will be updated to include ilottery functions (create accounts, deposit funds, buy draw game and Keno tickets) on the day the platform is launched. We plan to operate ilottery for roughly 6-10 hours per day on the first 4 days to ensure proper performance, and disable the platform and the app outside of those hours. We are providing messaging to lottery players about that shorter service period on those first days, but expect some questions to arise.

We are planning to launch the online platform by Monday, May 13<sup>th</sup> and will alert retailers by sending a terminal message. There will be information for players on the homepage of our website and we think it's best for retailers to direct any players asking questions about ilottery to check the website.

In summary, the new games and the new online platforms are, and will be, notable improvements for players, and continue to drive sales growth. Speak to your Lottery sales representative if you need more information about these efforts. We look forward to these being profitable for all of us.

Greg Smith  
President, CT Lottery Corp.