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# THINGS

# LOTTERIES NEED TO KNOW ABOUT

## 01 Sales Performance

- » **15%** average sales increase in instant games
- » **34%** reduction in bin out-of-stocks
- » **8%** increase in number of games per market basket

## 02 Retail Reimagined



One Button Shift **Accounting**



Real Time Sales **Tracking**



Inventory **Visibility**



Automatic **Alerts**



Secure **Storage**

## 03 Integrated Consumer Insights

Addresses repeatedly heard consumer and retailer testing responses by creating an easy ordering process and allowing core players to employ their game number strategies without disturbing retailers.

## 04 Retail Expansion

- 6** major U.S. chain accounts representing **16%** of all lottery retailers are engaged with **SCIQ** and see a future in the ecosystem.

## 05 Unparalleled Insights

- » **47%** of baskets were single game purchases, generating **28%** of sales.
- » Able to see Families of Games actually purchased together in a single basket (multiple price points).
- » **\$2.13M** in estimated lost sales due to insufficiently stocked bins.





intelligence · innovation · insights

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## Player Journey Modernization

Ecosystem approach allows for data collection across the journey.



Mobile Order,  
Retail Pickup



Lottery Digital  
Promotions



Upsell  
Engine



A/B  
Testing of  
Merchandising



Custom  
Retailer  
Offers



Gamification  
Across  
the Network

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## Responsible Gaming

Built-in controls for player accounts and retail shrinkage.

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## Brand Image Alignment

Consistent, modern view of product line in changing environments.

*"We must be paddling to a future in which our stores deliver a compelling shopping experience with products that fuel and excite the immediate consumption demands of our customers in as frictionless ordering and payment environment as possible."*

- Hank Amour,  
President of National Association of Convenience Stores



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## Flexible Execution

**OVER 62**  
CONFIGURATIONS

**3 WAYS TO BUY:**

- Outright Purchase
- Monthly Flat Rate
- % of Sales

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## End User Satisfaction

*"Finally, a solution that addresses the pain points at retail associated with selling scratch lottery games."*

- Mark Hagen, former Senior  
Category Manager for 7-Eleven

*"It's a lot easier and seems like a more secure way for gaming."*

- Player