

Massachusetts State Lottery Commission Meeting

Executive Director's Report

Delivered by: Beth Bresnahan

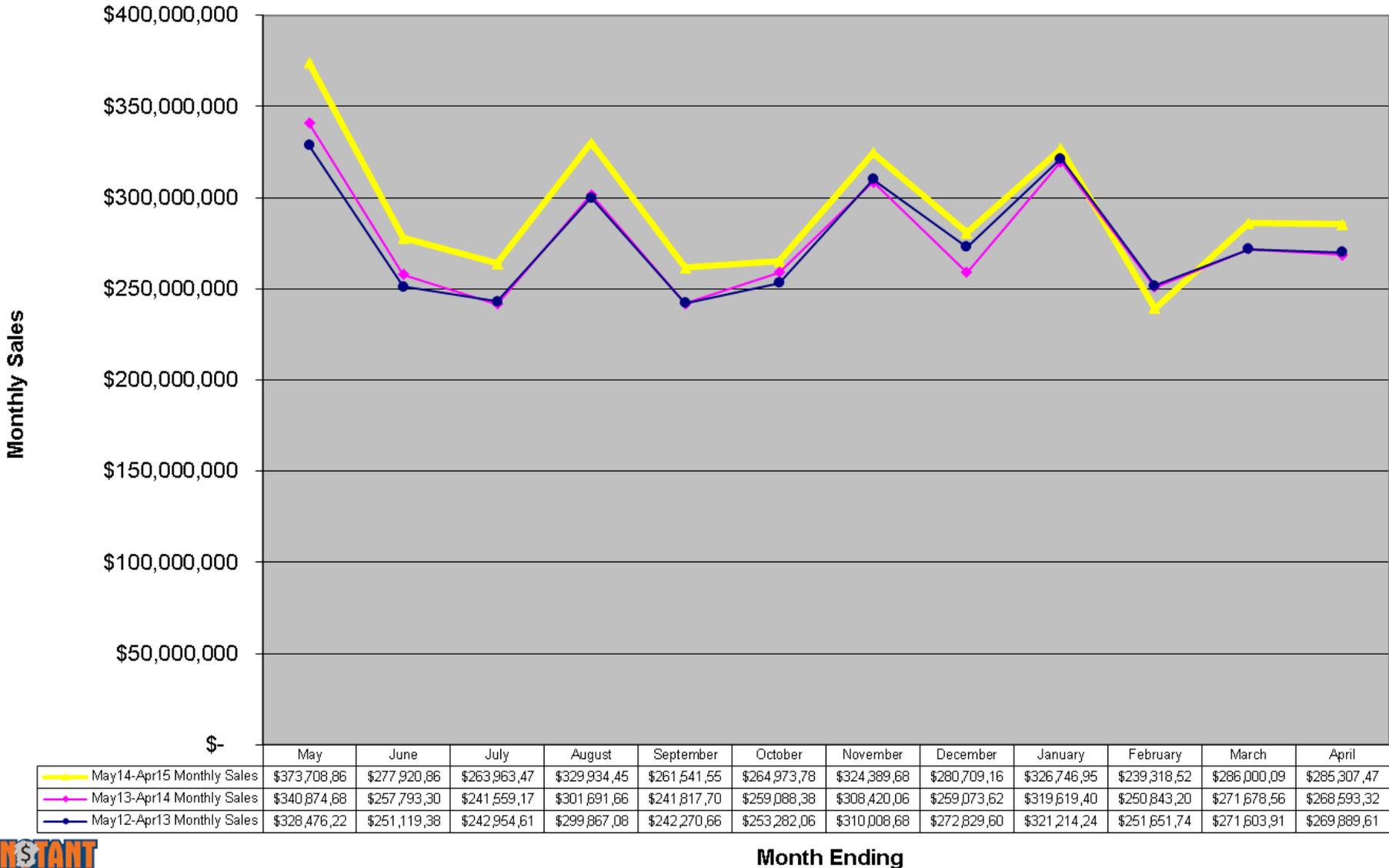
May 26, 2015



Lottery Sales Update

- Overall sales for April were \$19 million higher than sales in April 2014.
- A \$17 million increase in Instant Ticket sales, along with a \$4 million increase in KENO sales, drove the year-over-year growth. Mega Millions and The Numbers Game each experienced slight increases in April.
- Powerball sales slipped by \$1 million for the month, while Jackpot Poker, Lucky for Life, Mass Cash, and Megabucks Doubler each saw minimal sales declines.
- The estimated prize payout for the month was 70.81 percent, as compared to 73.39 percent in April 2014. This brings the estimated prize payout for the first 10 months of FY15 to 72.43 percent, as compared to 71.79 percent for the same time period in FY14.
- The higher prize payout percentage for the first 10 months of FY15 has decreased the year-over-year net profit by an estimated \$2.6 million. The Lottery's FY15 budgeted prize payout is 72.7 percent.

Instant Game Monthly Sales May 12 thru April 15



April Instant Ticket Sales Update

Loose Change

Price Point: \$1

3 Week Sales: \$2,137,215

\$100,000 Payout

Price Point: \$2

3 Weeks Sales: \$3,536,272



\$1,000,000 Players Club

Price Point: \$5

3 Week Sales: \$7,426,170

Supreme Millions

Price Point: \$30

3 Week Sales: \$32,072,820



June Instant Ticket Release (June 23)

Hit \$50!

Price Point: \$1
Top Prize: \$10,000

Money Money Money

Price Point: \$2
Top Prize: \$100,000

\$1,000,000 Jackpot

Price Point: \$5
Top Prize: \$1 million

\$4,000,000 Payout

Price Point: \$10
Top Prize: \$4 million



June Instant Ticket POS Advertising



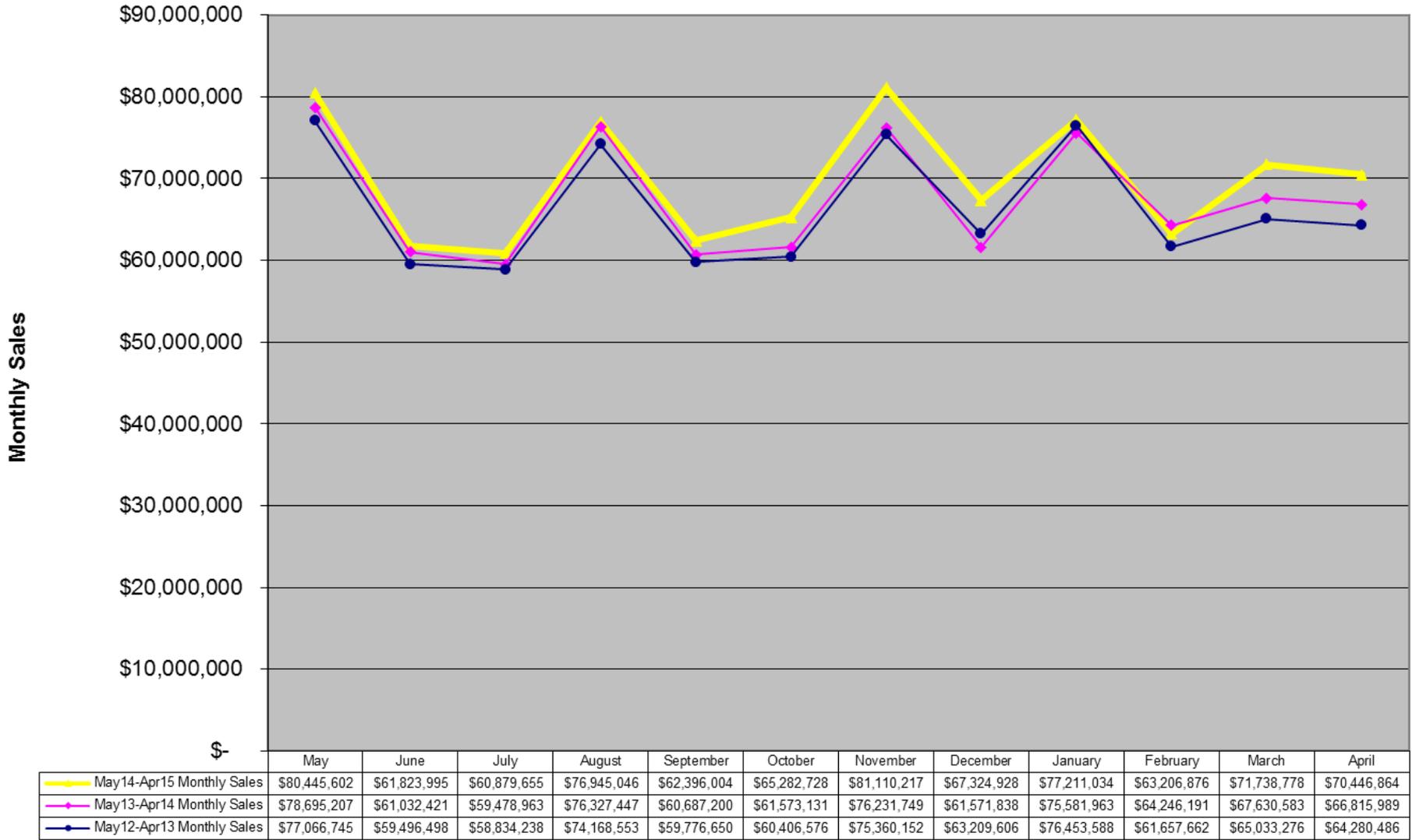
11x17 Poster



Wobbler/Shelf Talker



KENO Game Monthly Sales May 12 thru April 15



Month Ending

Memorial Day KENO Promotion

The Lottery offered a Second Chance promotion to KENO players for the Memorial Day holiday weekend.

Every non-winning KENO, KENO Bonus & KENO-to-Go ticket sold from May 21st through May 25th had a second chance to win \$2,015. Twenty (20) serial numbers from the pool of non-winning tickets sold during the promotional period are being selected today (May 26th) and will be posted on masslottery.com.

Similar promotions are offered during various holiday weekends throughout the year. Each yields a sales boost for the associated game during the promotional period.

HAPPY MEMORIAL DAY!

WANNA PLAY?

COUNT ON EXCITEMENT!

KENO **KENO to-go** **KENO BONUS**

Every non-winning **KENO**, **KENO Bonus** & **KENO to-go** ticket sold May 21 through May 25, 2015 will have a second chance to

WIN \$2,015!

Twenty (20) winning ticket serial numbers will be posted on masslottery.com after 2:00 p.m. on Tuesday, May 26, 2015.

YOU CAN WIN MORE THAN ONCE!

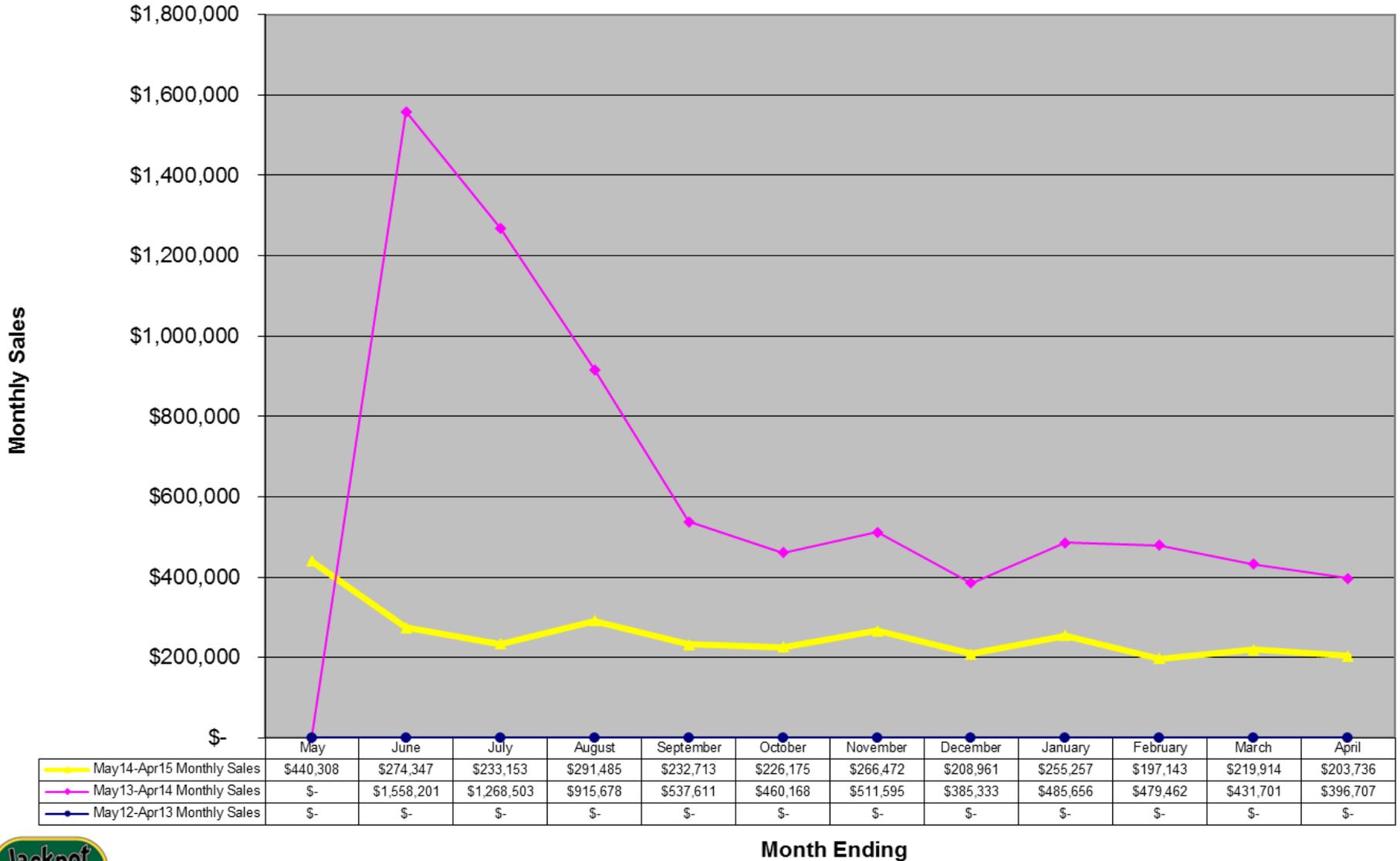
Winning ticket holders in the "Memorial Day 2015" drawing must claim their prizes by June 23, 2015 at a Lottery Regional Office (check www.masslottery.com for office locations). To claim a prize, winning ticket holder must present winning ticket and proper identification. Prize check will be mailed approximately two weeks after prize is claimed. Actual prize amount will be less applicable taxes and withholdings.

You must be 18 years or older to play the Lottery. If you have a problem with gambling, help is available. Call 1-800-426-1234.

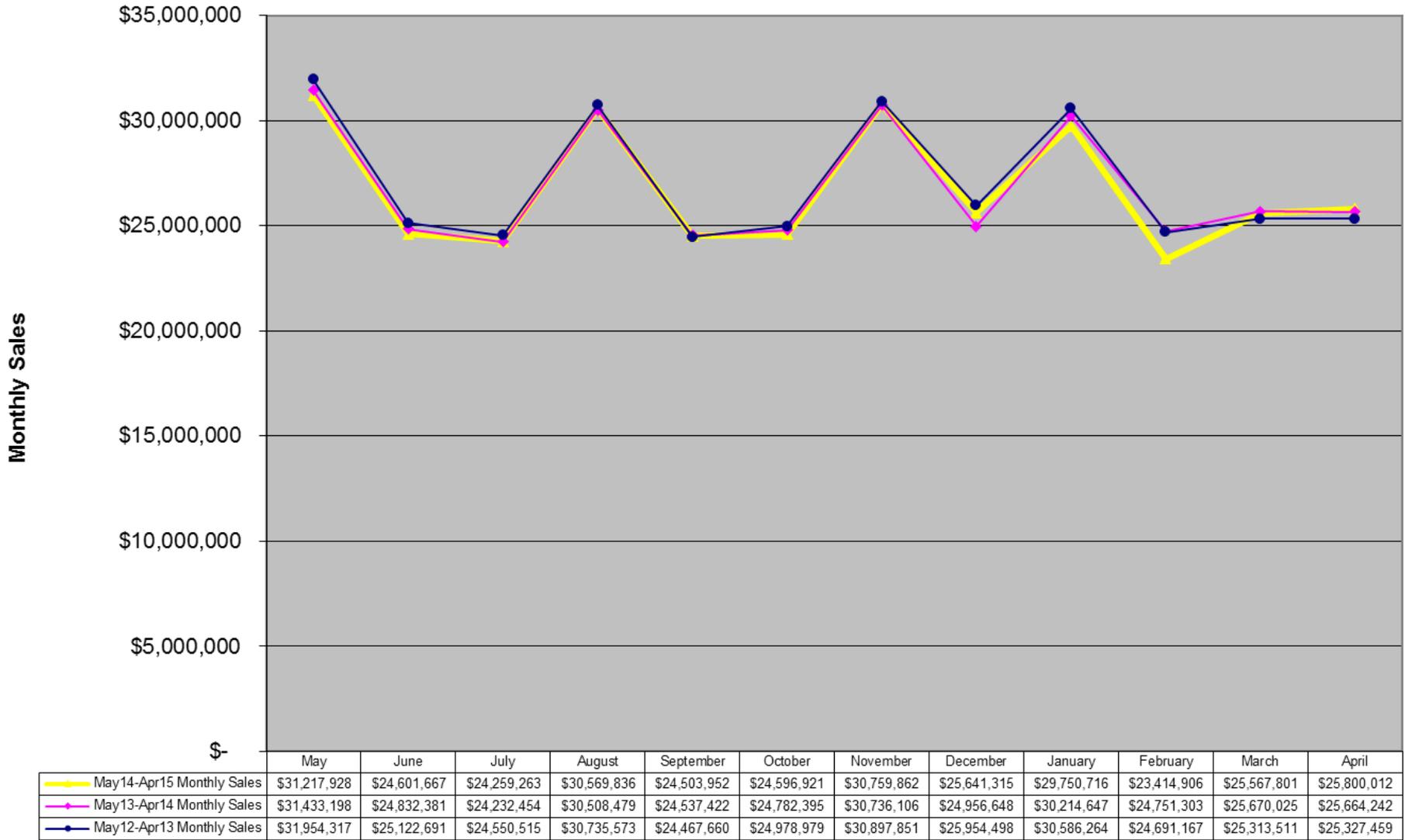
THELOTTERY
masslottery.com



Poker Game Monthly Sales May 12 thru April 15

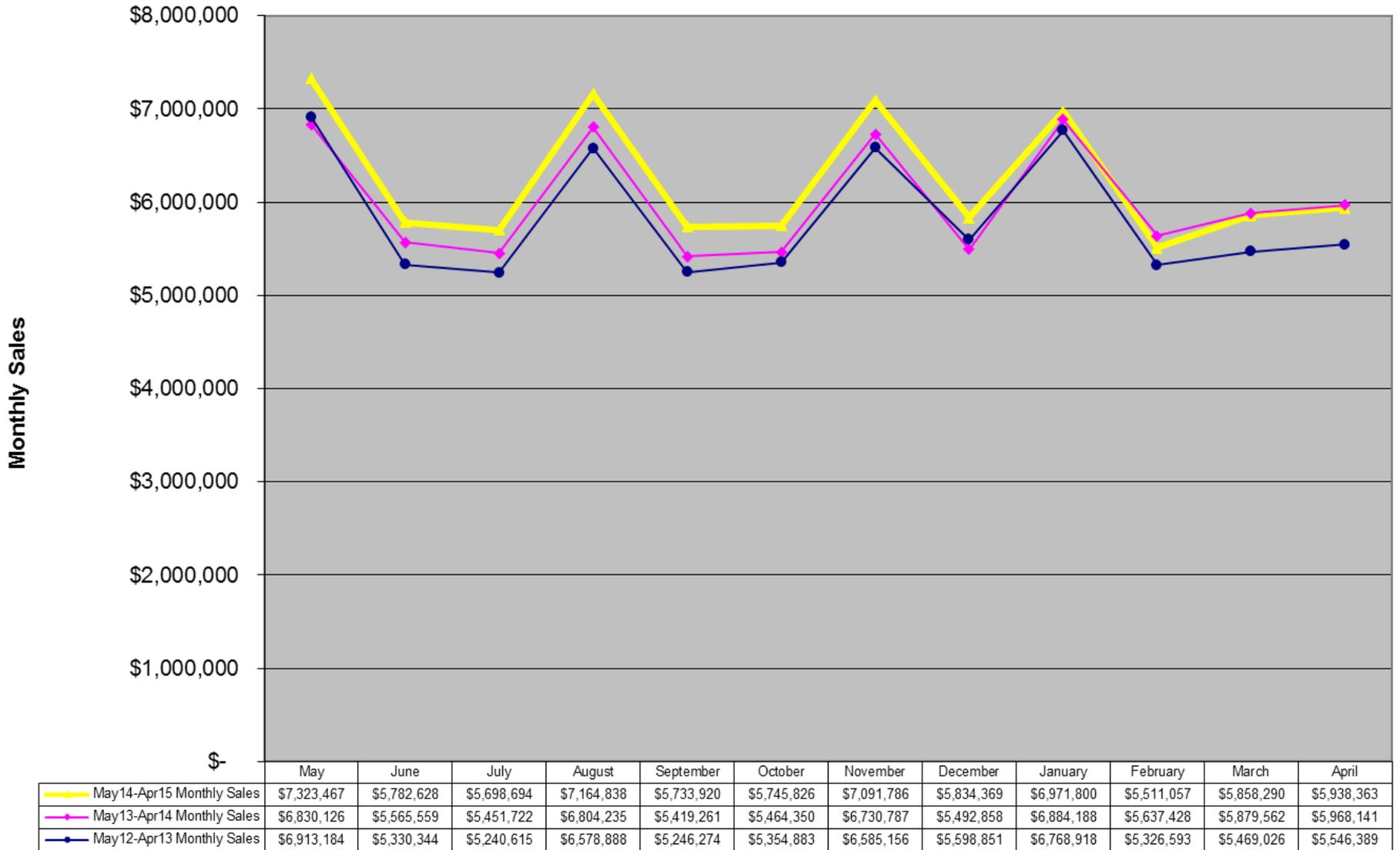


Numbers Game Monthly Sales May 12 thru April 15



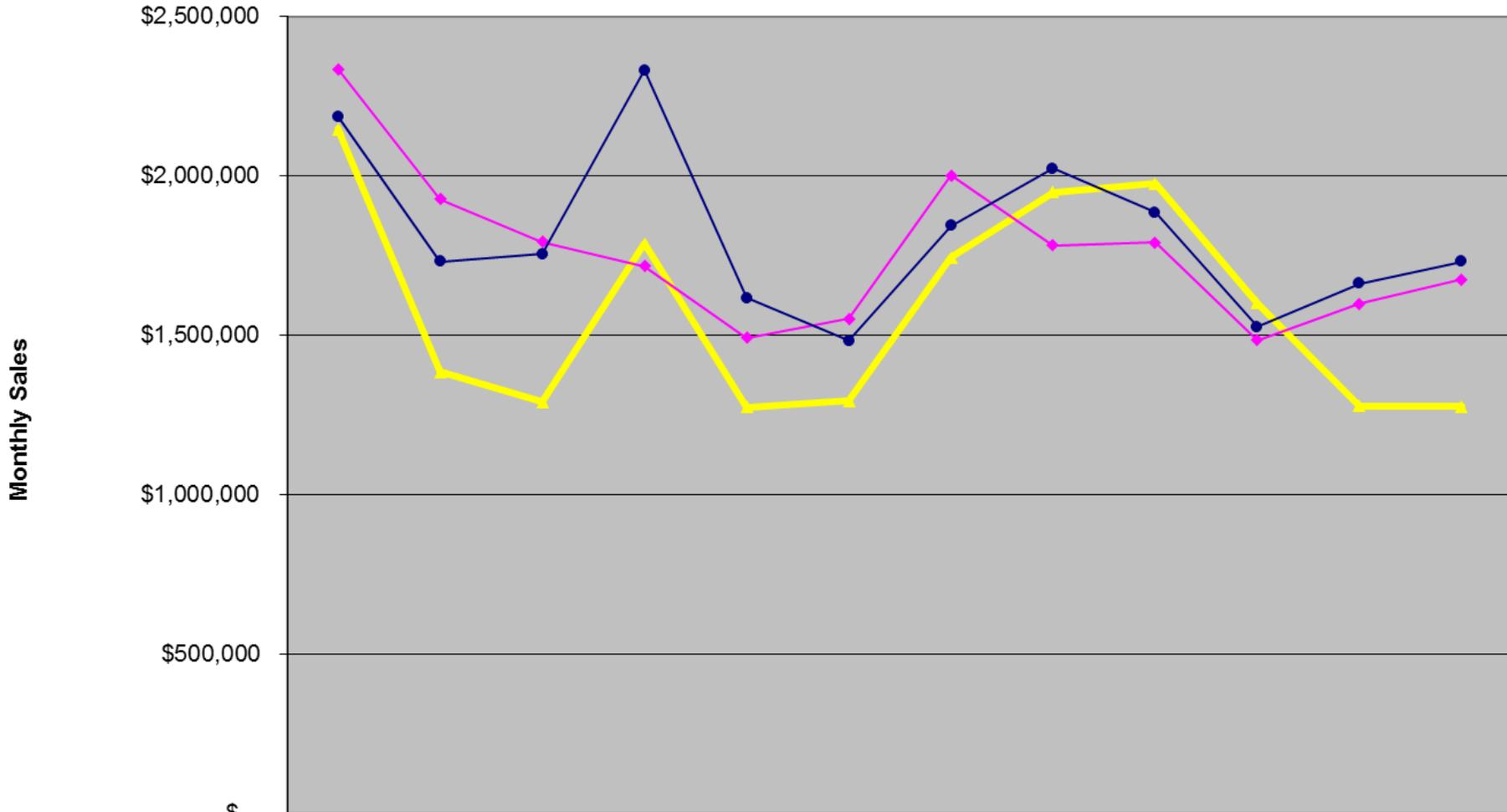
Month Ending

Mass Cash Game Monthly Sales May 12 thru April 15



Month Ending

Megabucks Game Monthly Sales May 12 thru April 15

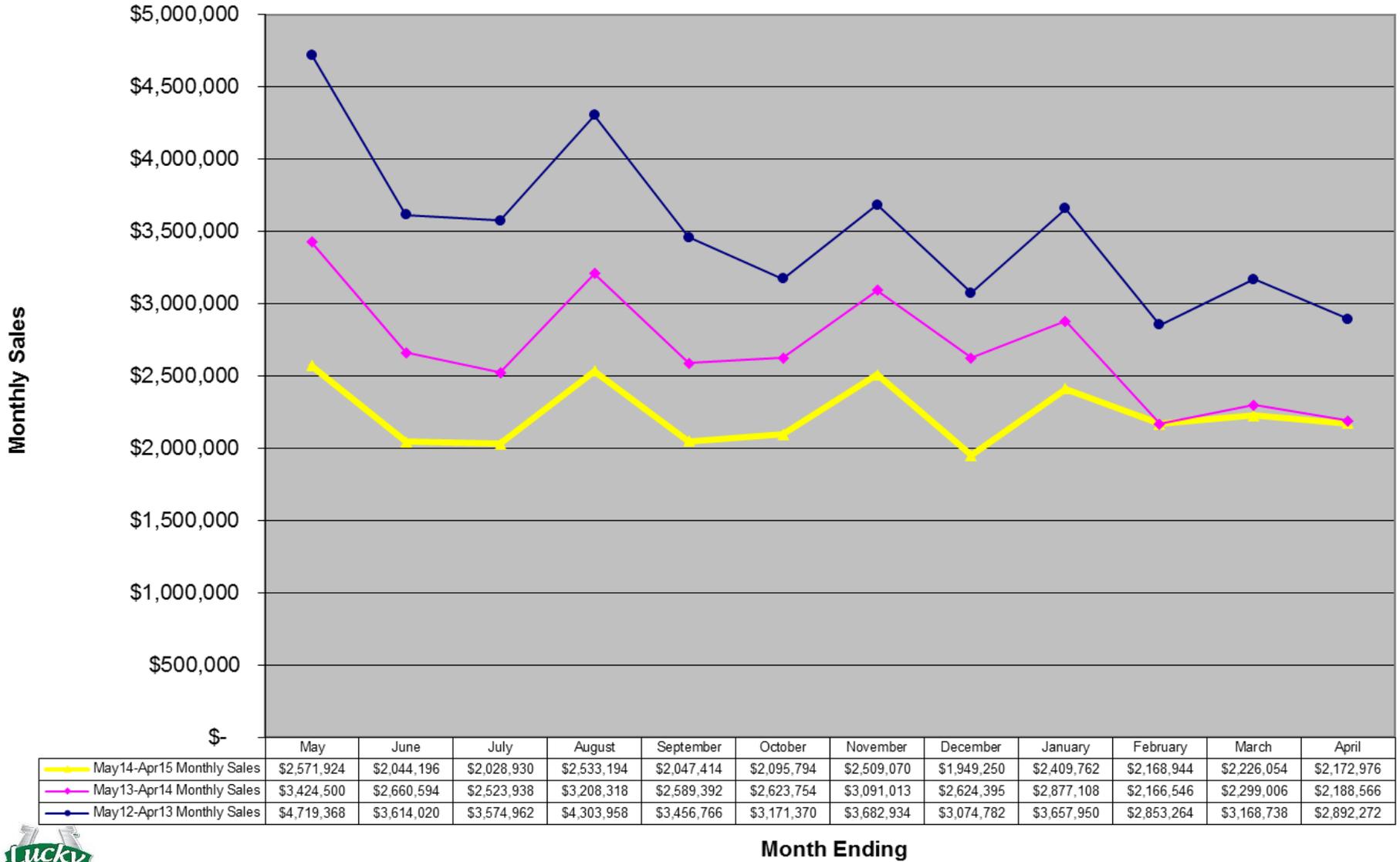


	May	June	July	August	September	October	November	December	January	February	March	April
May 14-Apr 15 Monthly Sales	\$2,145,949	\$1,384,603	\$1,291,453	\$1,787,759	\$1,273,417	\$1,294,965	\$1,743,707	\$1,947,585	\$1,974,830	\$1,600,818	\$1,278,623	\$1,275,478
May 13-Apr 14 Monthly Sales	\$2,333,804	\$1,926,569	\$1,791,849	\$1,716,724	\$1,491,130	\$1,551,280	\$2,001,814	\$1,782,067	\$1,790,576	\$1,484,581	\$1,598,305	\$1,675,678
May 12-Apr 13 Monthly Sales	\$2,186,470	\$1,730,305	\$1,754,484	\$2,330,748	\$1,616,040	\$1,482,273	\$1,843,099	\$2,023,565	\$1,884,472	\$1,526,764	\$1,661,201	\$1,730,065

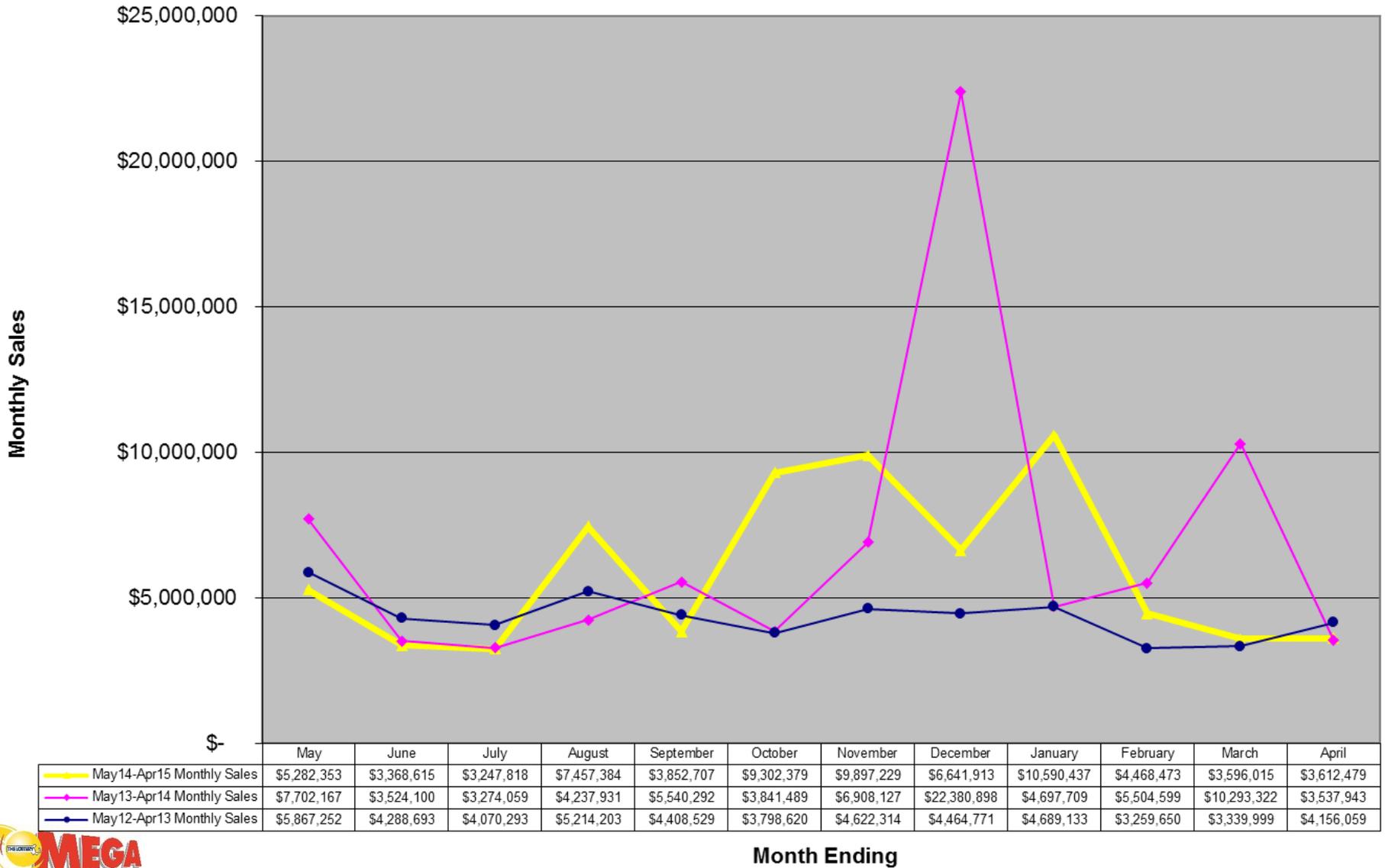
Month Ending



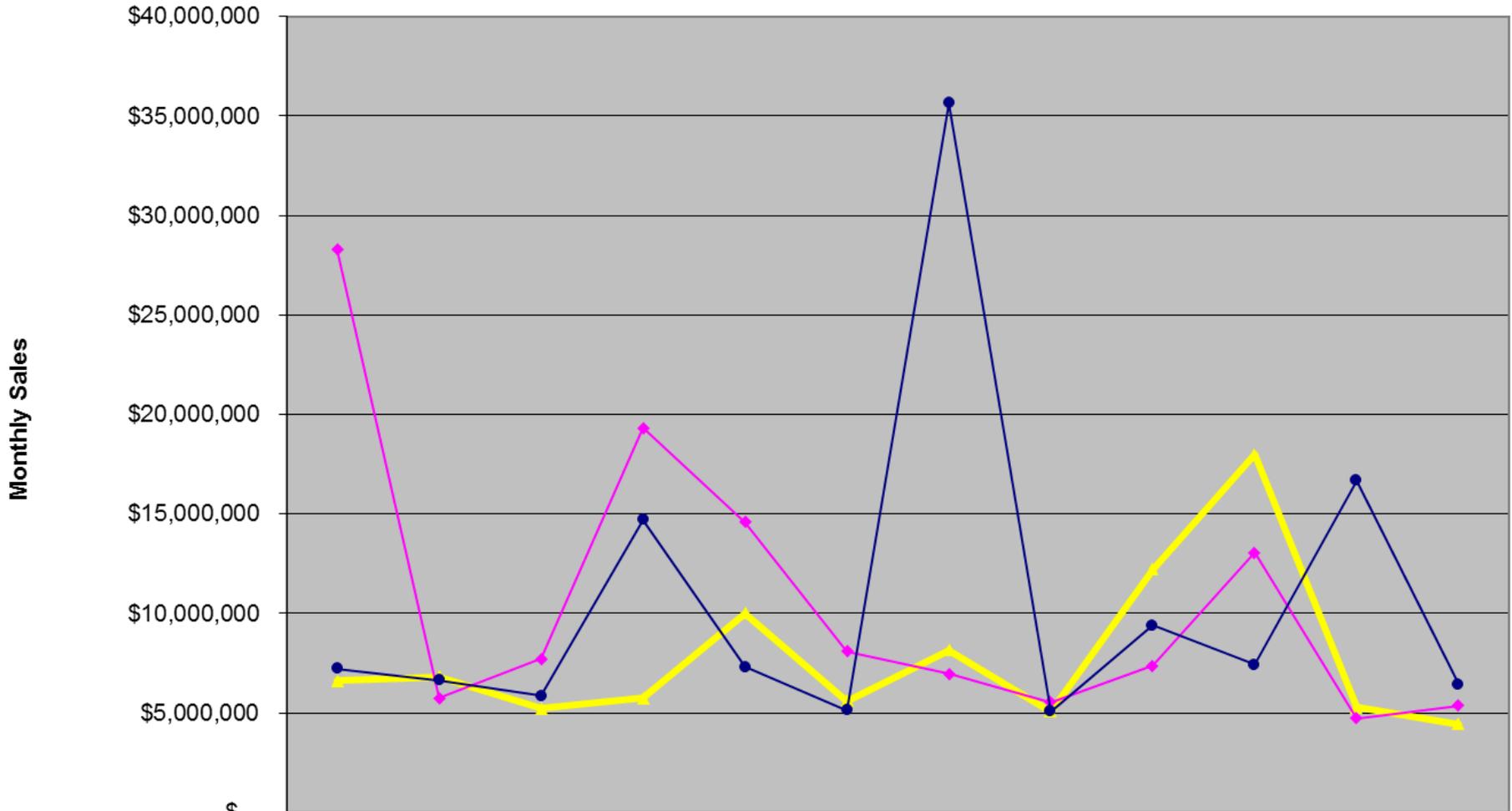
Lucky For Life Game Monthly Sales May 12 thru April 15



Mega Millions Game Monthly Sales May 12 thru April 15



Powerball Game Monthly Sales May 12 thru April 15

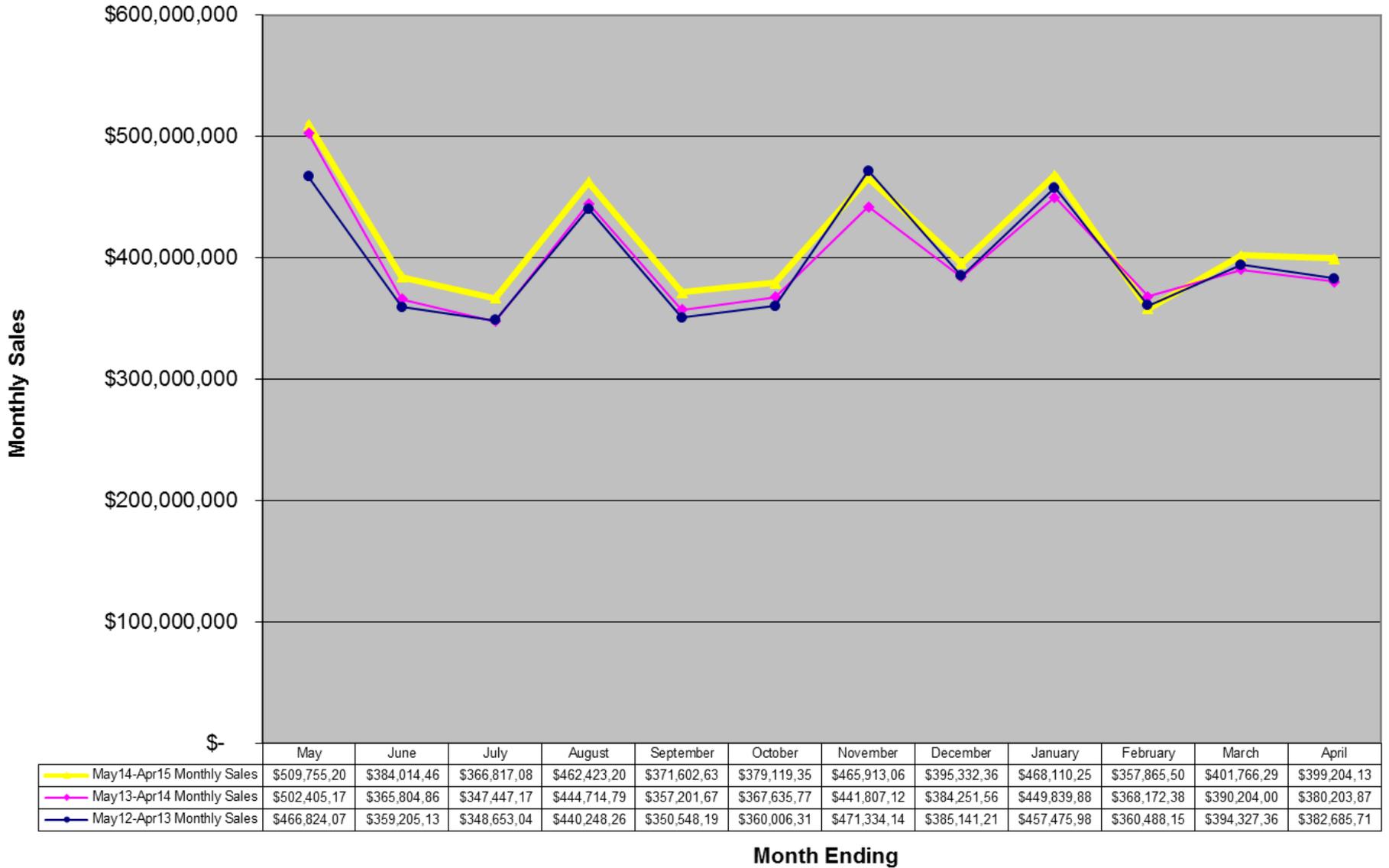


	May	June	July	August	September	October	November	December	January	February	March	April
May 14-Apr 15 Monthly Sales	\$6,618,810	\$6,813,545	\$5,214,641	\$5,739,212	\$10,020,958	\$5,600,787	\$8,145,031	\$5,074,881	\$12,199,470	\$17,978,767	\$5,280,722	\$4,446,753
May 13-Apr 14 Monthly Sales	\$28,262,940	\$5,741,443	\$7,726,066	\$19,304,321	\$14,581,647	\$8,103,188	\$6,975,920	\$5,535,193	\$7,364,913	\$13,059,062	\$4,722,932	\$5,363,276
May 12-Apr 13 Monthly Sales	\$7,234,375	\$6,655,330	\$5,871,261	\$14,703,908	\$7,305,907	\$5,143,446	\$35,640,312	\$5,066,533	\$9,395,862	\$7,424,722	\$16,688,031	\$6,444,726

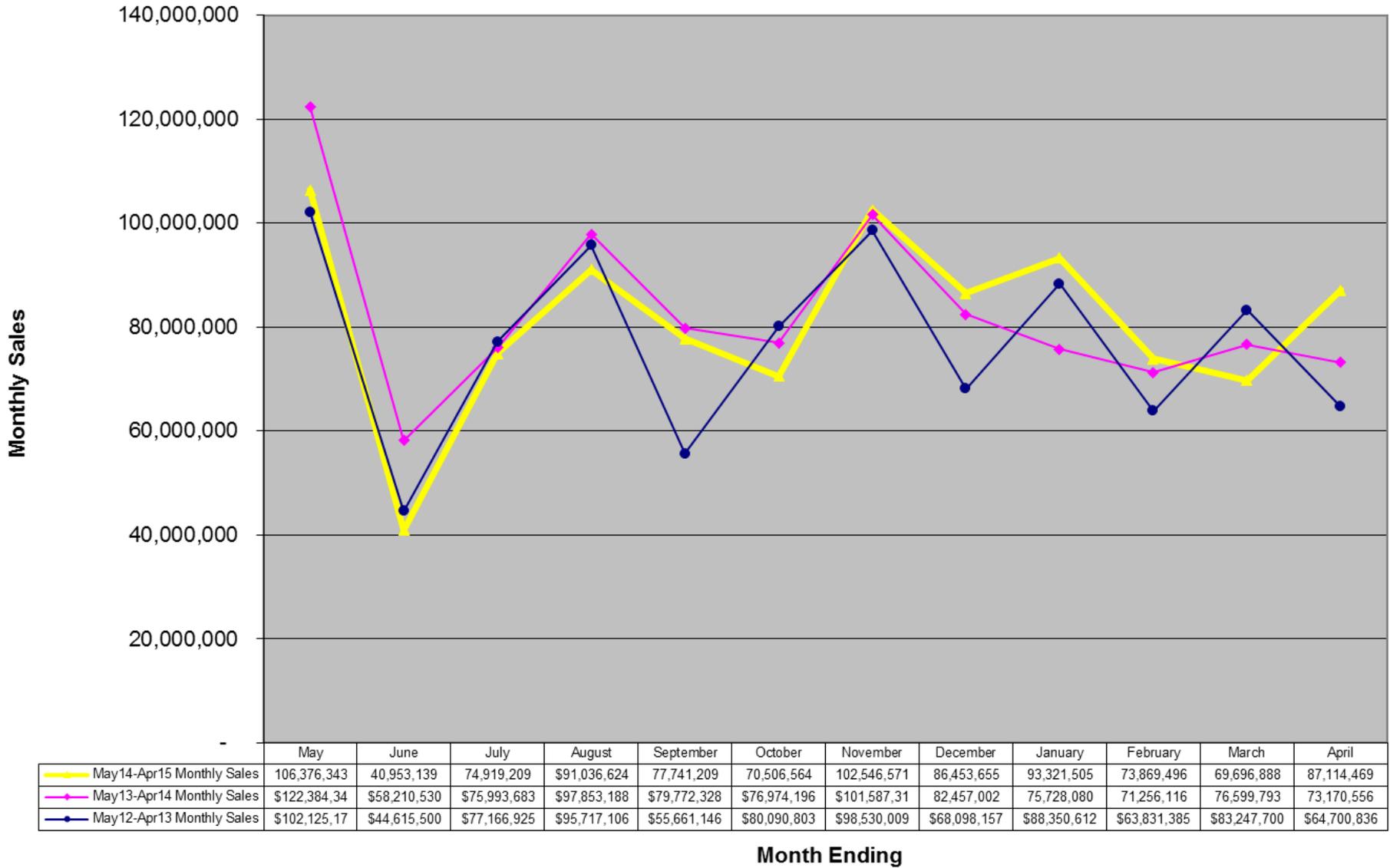
Month Ending



All Game Monthly Sales May 12 thru April 15



Net Profit Monthly Sales May 12 thru April 15



MSLC Revenue Results								
April FY15 vs. FY14								
(\$ millions)								
Through April 25, 2015								
	FY15	% of Total		FY14	% of Total		\$ Change	% Change
Instant Tickets	\$285	71.5%		\$269	70.6%		\$17	6.2%
MegaMillions	4	0.9%		4	0.9%		0	2.1%
Powerball	4	1.1%		5	1.4%		-1	-17.1%
Keno	70	17.6%		67	17.6%		4	5.4%
Mass Cash	6	1.5%		6	1.6%		0	-0.5%
Race Game	0	0.0%		0	0.0%		0	0.0%
Lucky For Life	2	0.5%		2	0.6%		0	-0.7%
Numbers Game	26	6.5%		26	6.7%		0	0.5%
Super 50-50 Raffle	0	0.0%		0	0.1%		0	-100.0%
Megabucks	1	0.3%		2	0.4%		0	-23.9%
Jackpot Poker	0	0.1%		0	0.1%		0	-48.7%
Total	\$399	100.0%		\$381	100.0%		\$19	4.9%
Instant Tickets	\$285	71.5%		\$269	70.6%		\$17	6.2%
Online Games	114	28.5%		112	29.4%		2	1.8%
Total	\$399	100.0%		\$381	100.0%		\$19	4.9%

MSLC Revenue Results								
Year-to-Date FY15 vs. FY14								
(\$ millions)								
Through April 25, 2015								
		FY15	% of Total		FY14	% of Total	\$ Change	% Change
Instant Tickets		\$2,863	70.4%		\$2,722	69.2%	\$141	5.2%
MegaMillions		63	1.5%		70	1.8%	-8	-10.8%
Powerball		80	2.0%		93	2.4%	-13	-14.1%
Keno		697	17.1%		670	17.0%	26	3.9%
Mass Cash		62	1.5%		60	1.5%	2	3.0%
Race Game		0	0.0%		0	0.0%	0	0.0%
Lucky For Life		22	0.5%		26	0.7%	-4	-15.5%
Numbers Game		265	6.5%		266	6.8%	-1	-0.4%
Super 50-50 Raffle		0	0.0%		1	0.0%	-1	-100.0%
Megabucks		15	0.4%		17	0.4%	-1	-8.4%
Jackpot Poker		2	0.1%		6	0.1%	-4	-60.2%
Total		\$4,068	100.0%		\$3,931	100.0%	\$137	3.5%
Instant Tickets		\$2,863	70.4%		\$2,722	69.2%	\$141	5.2%
Online Games		1,205	29.6%		1,209	30.8%	-4	-0.3%
Total		\$4,068	100.0%		\$3,931	100.0%	\$137	3.5%

Thank you for the opportunity to share this information. We look forward to your feedback and to further discussion on these figures, as well as other Lottery initiatives.

