

Massachusetts State Lottery Commission Meeting

Executive Director's Report

Delivered by: Michael R. Sweeney

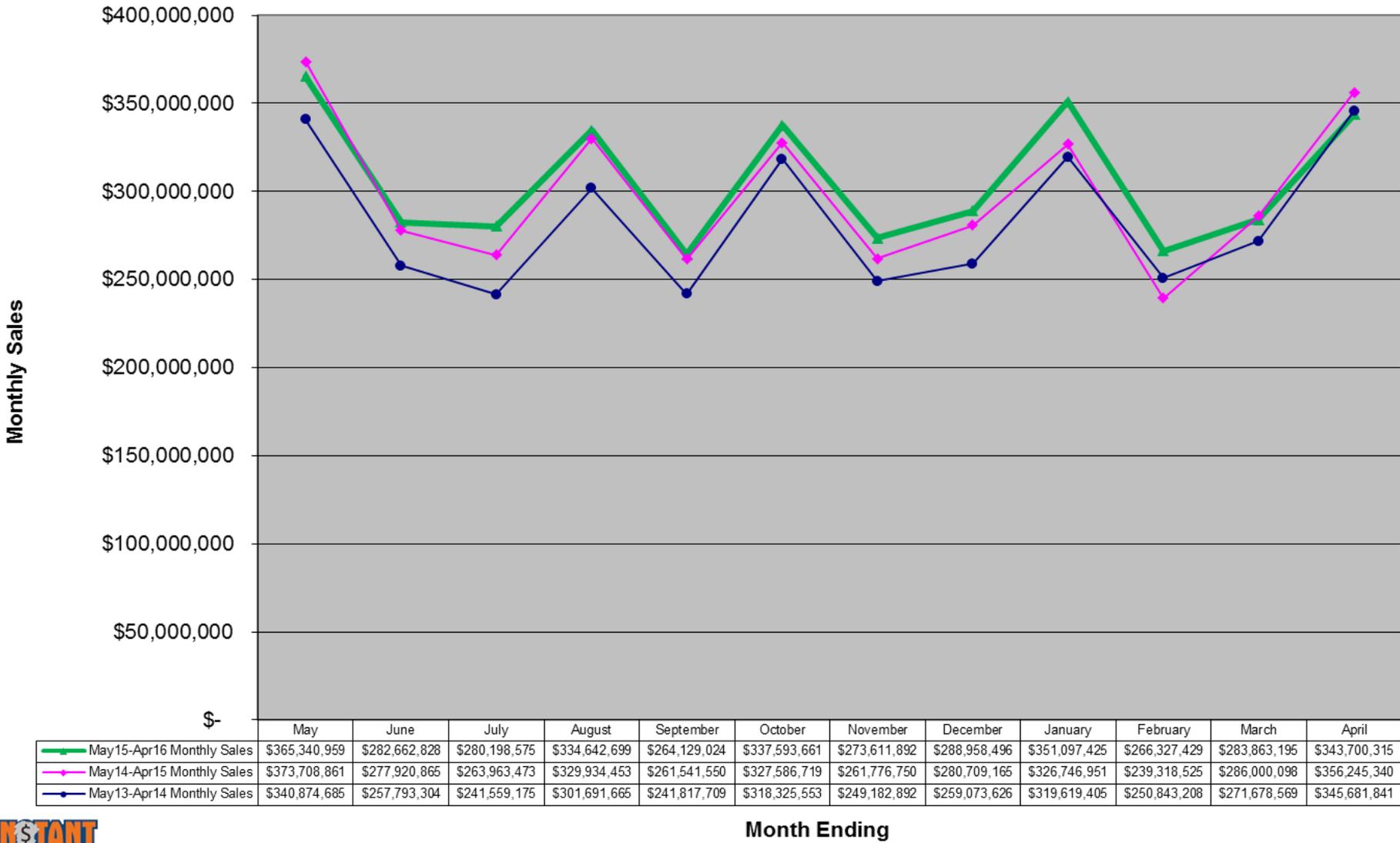
May 31, 2016



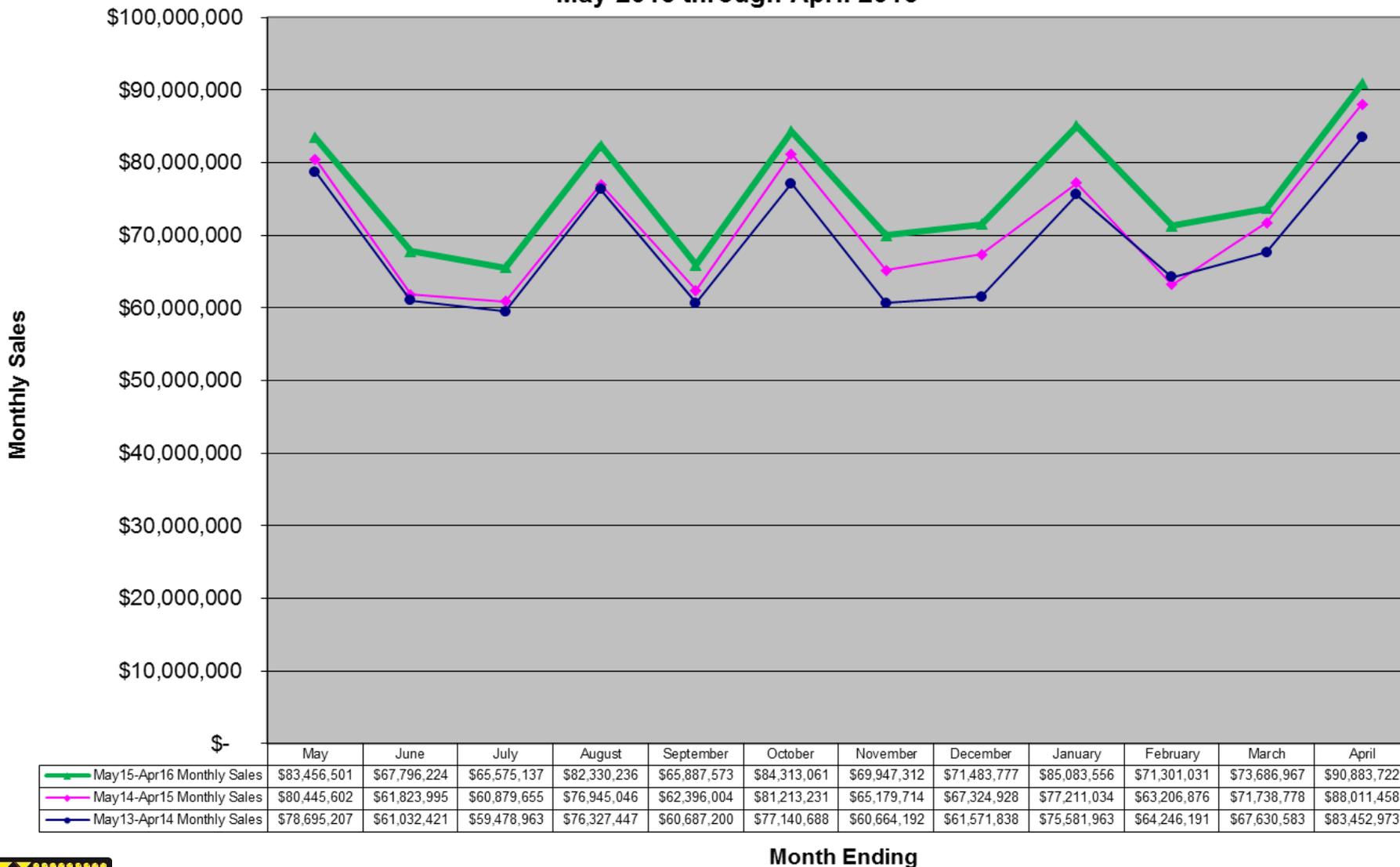
Lottery Sales Update - April

- Overall sales for April of 2016 were down \$5.5 million from April 2015.
- Due in part to a shift in the calendar that resulted in 7 additional days being included in the net profit figure for April 2016, net profit for the month was \$90.9 million compared to \$87.5 million in April 2015. After subtracting a 7-day average net profit figure of \$18.2 million, the adjusted change for April 2016 vs. April 2015 is a \$14.8 million decrease in net profit.
- Due primarily to a shift in the calendar that resulted in 6 additional days being included in the Fiscal Year 2016 year-to-date net profit figure, our net profit for the first ten months of FY16 is \$841.5 million compared to \$820.9 million through the first ten months of FY15. After subtracting a 6-day average net profit figure of \$16.6 million, the adjusted year-over-year change for the first ten months of FY16 vs. the first ten months of FY15 is a \$4.0 million increase in net profit.
- Our prize payout for April 2016 was 74.41 percent, as compared to 70.70 percent in April 2015. Our year-to-date prize payout for FY16 is 73.34 percent, as compared to 72.42 percent for the same ten-month period of FY15.
- Powerball sales experienced an increase of \$4.5 million over April of last year due primarily to larger jackpots (\$314.7 million on April 30). KENO sales experienced an increase of \$2.9 million over April of last year. Mass Cash sales were up \$431,034 over April of 2015.
- Instant Ticket sales were down \$12.5 million compared to April of 2015. Compared to April of 2015, Lucky for Life sales were down \$289,822, Mega Millions sales were down \$230,703, Numbers Game sales were down \$218,555, Jackpot Poker sales were down \$51,078 and Megabucks Doubler sales were down \$8,540.

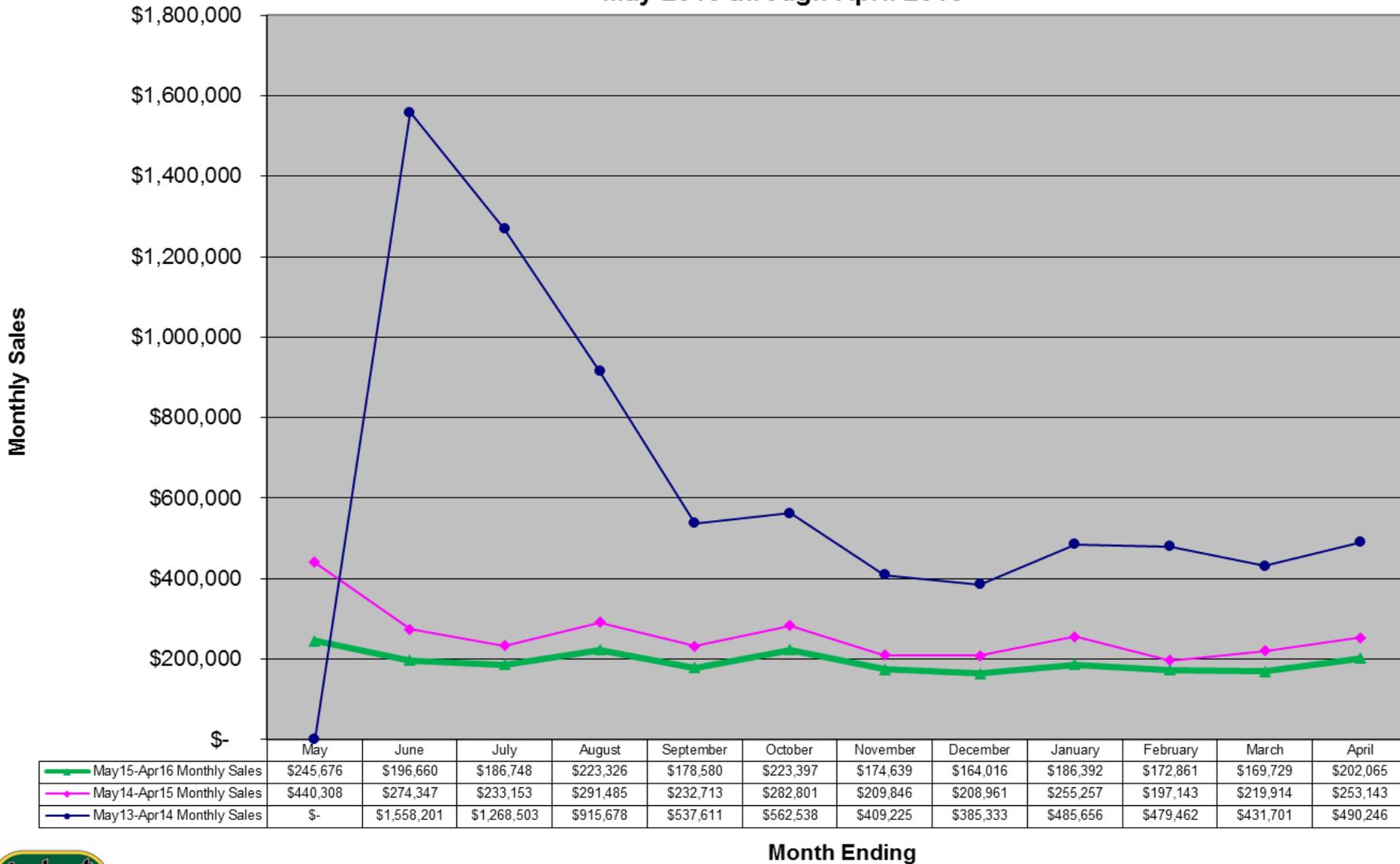
Instant Ticket Monthly Sales Unadjusted Non Fiscal Year May 2013 through April 2016



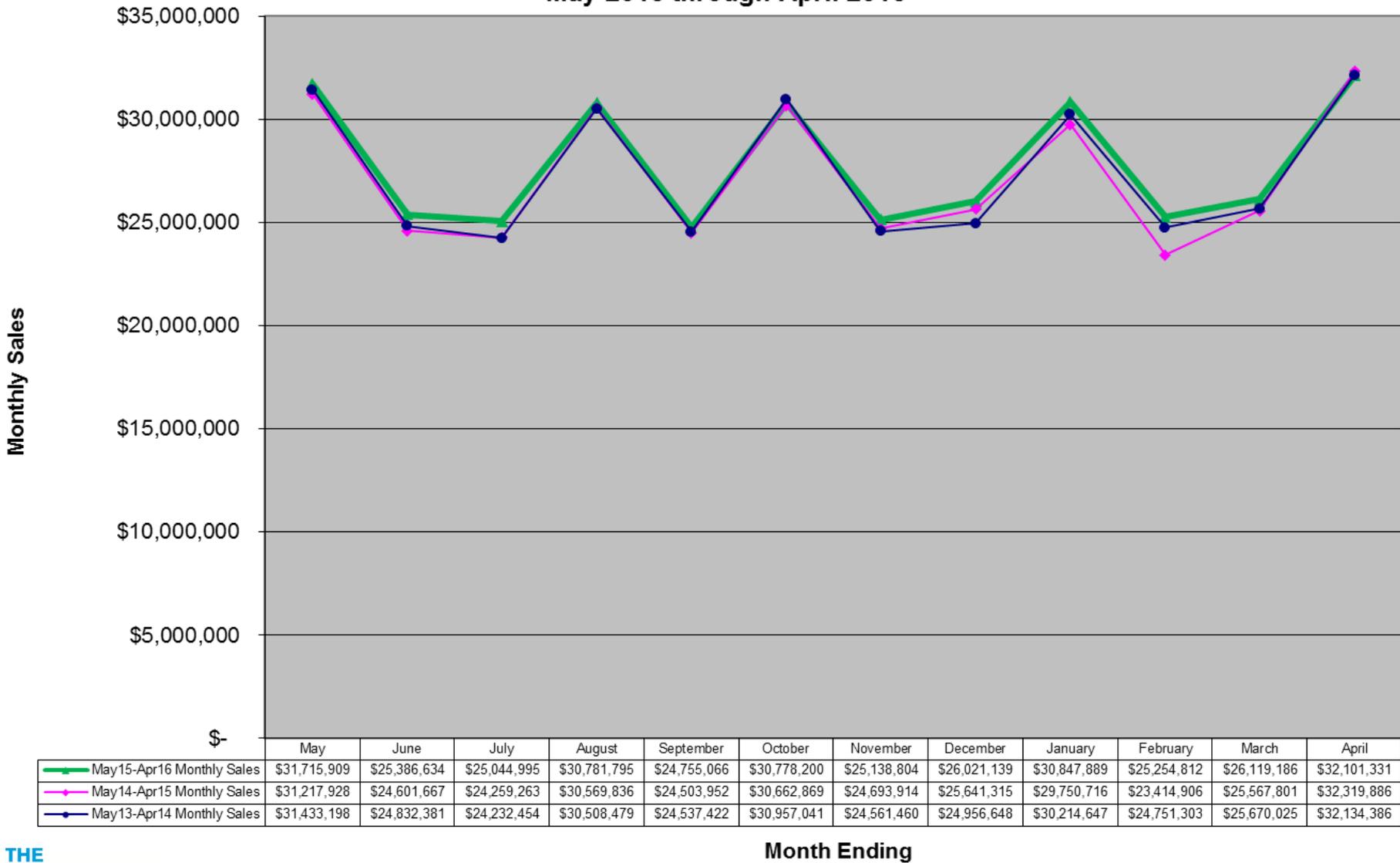
KENO Game Monthly Sales Unadjusted Non Fiscal Year May 2013 through April 2016



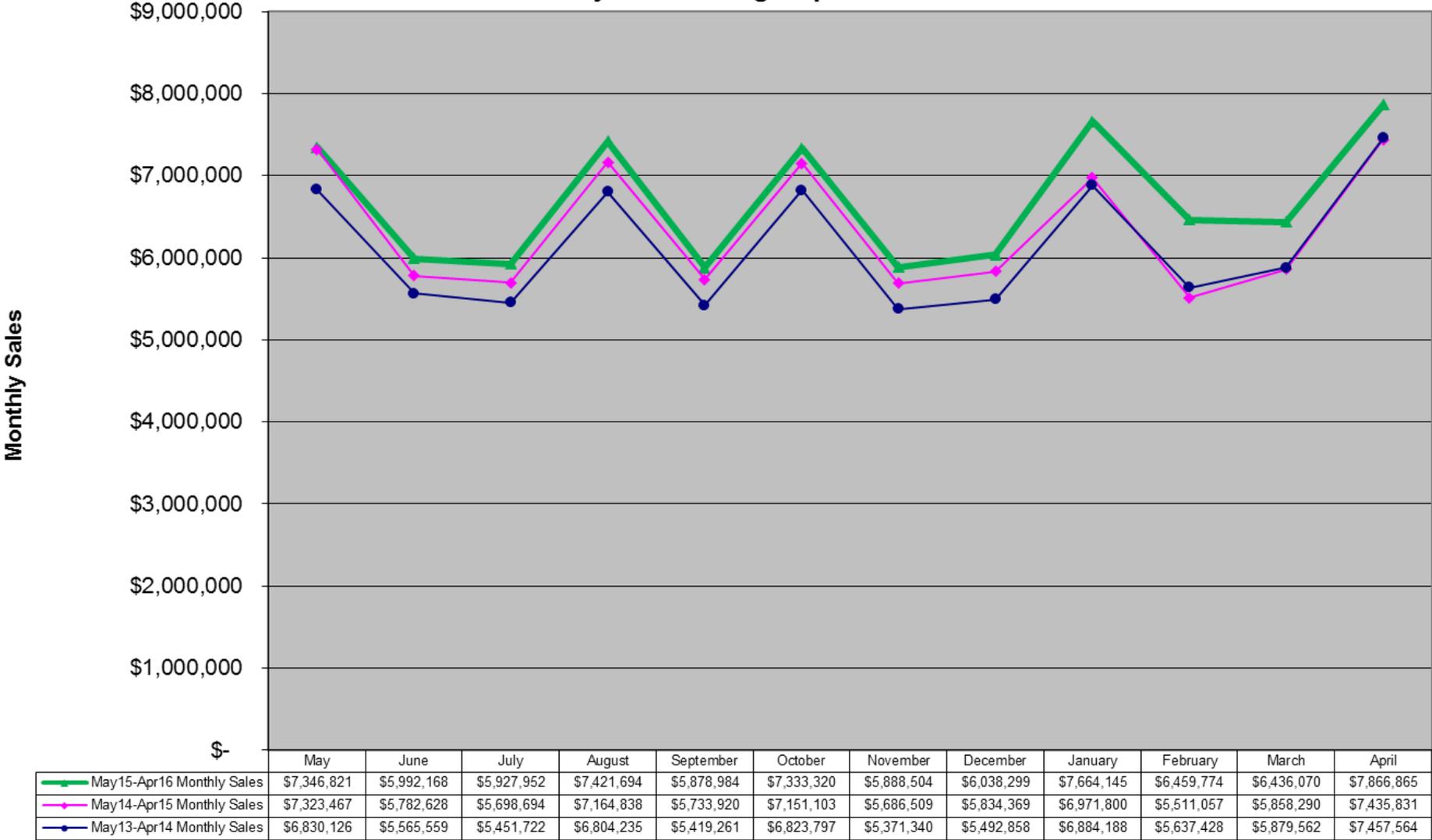
Jackpot Poker Game Monthly Sales Unadjusted Non Fiscal Year May 2013 through April 2016



Numbers Game Monthly Sales Unadjusted Non Fiscal Year May 2013 through April 2016

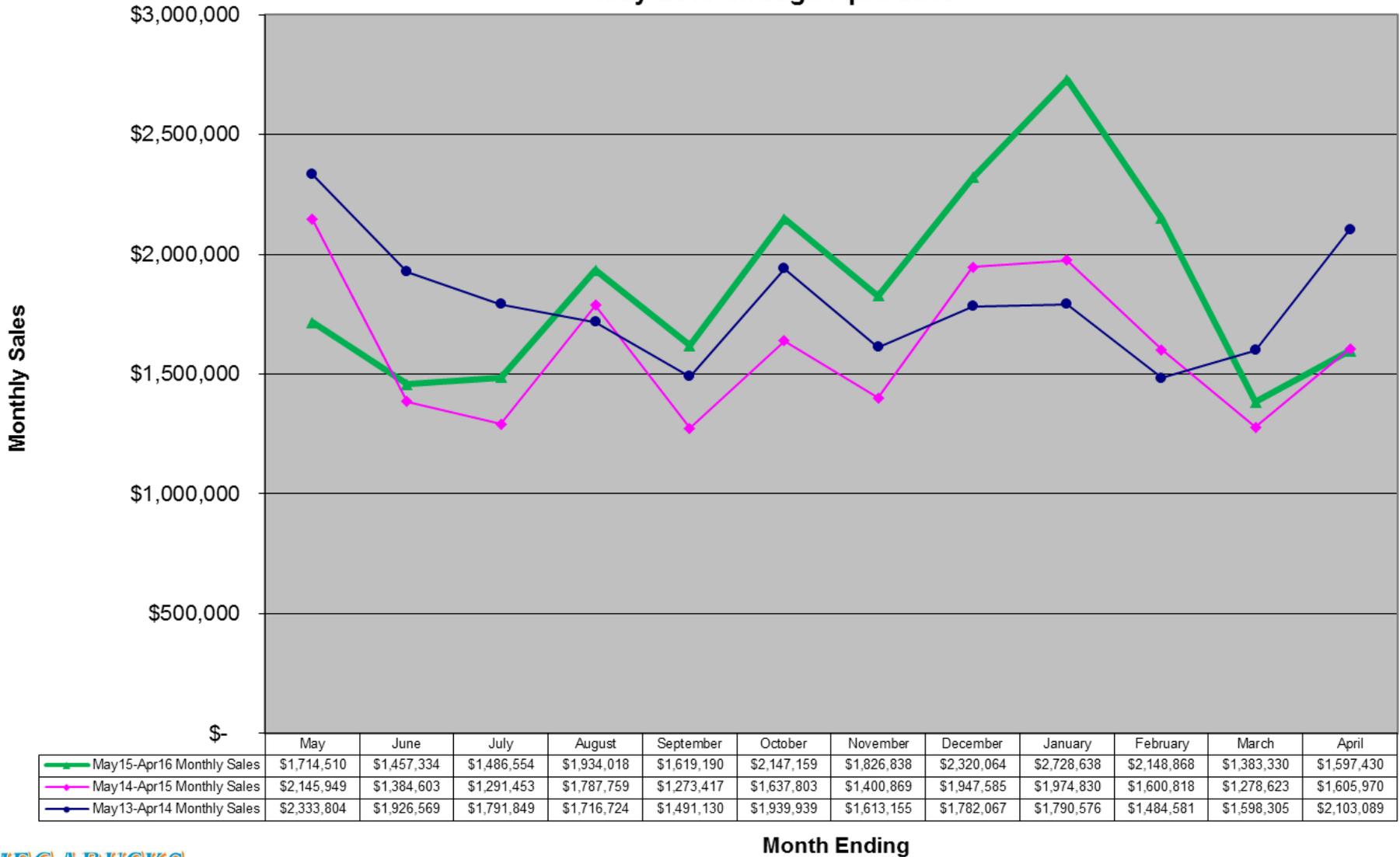


**Mass Cash Game Monthly Sales
Unadjusted Non Fiscal Year
May 2013 through April 2016**

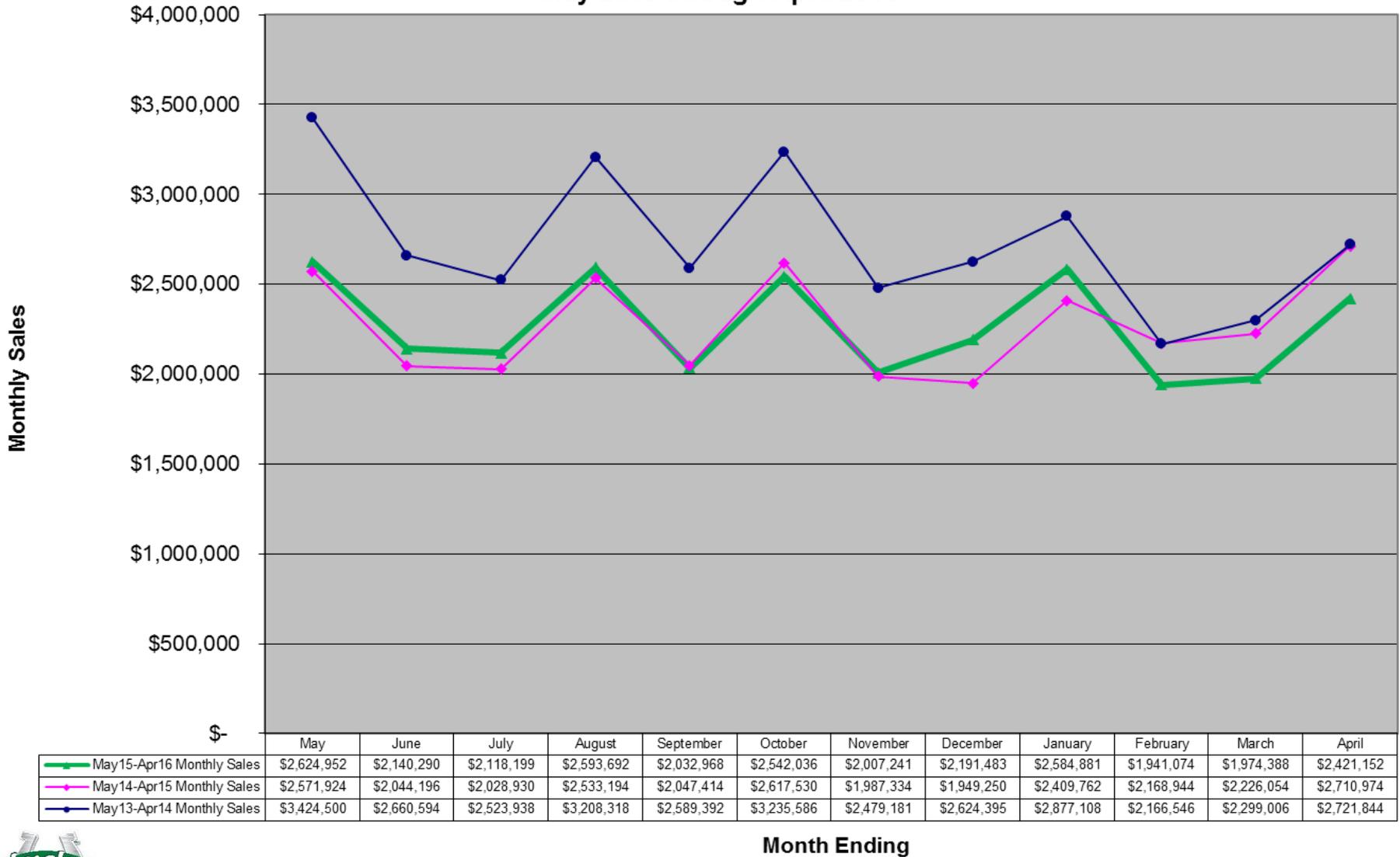


Month Ending

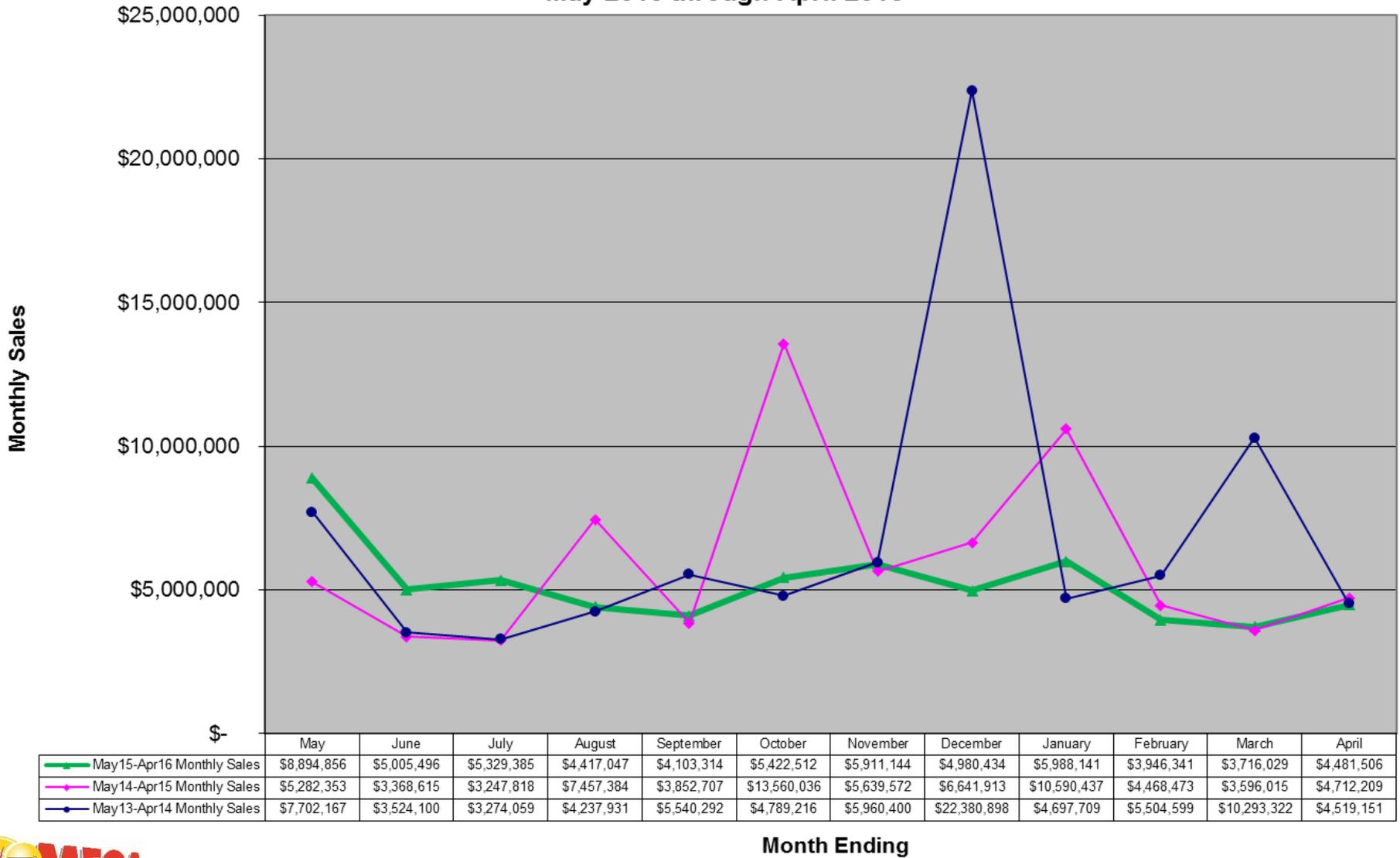
Megabucks Doubler Game Monthly Sales Unadjusted Non Fiscal Year May 2013 through April 2016



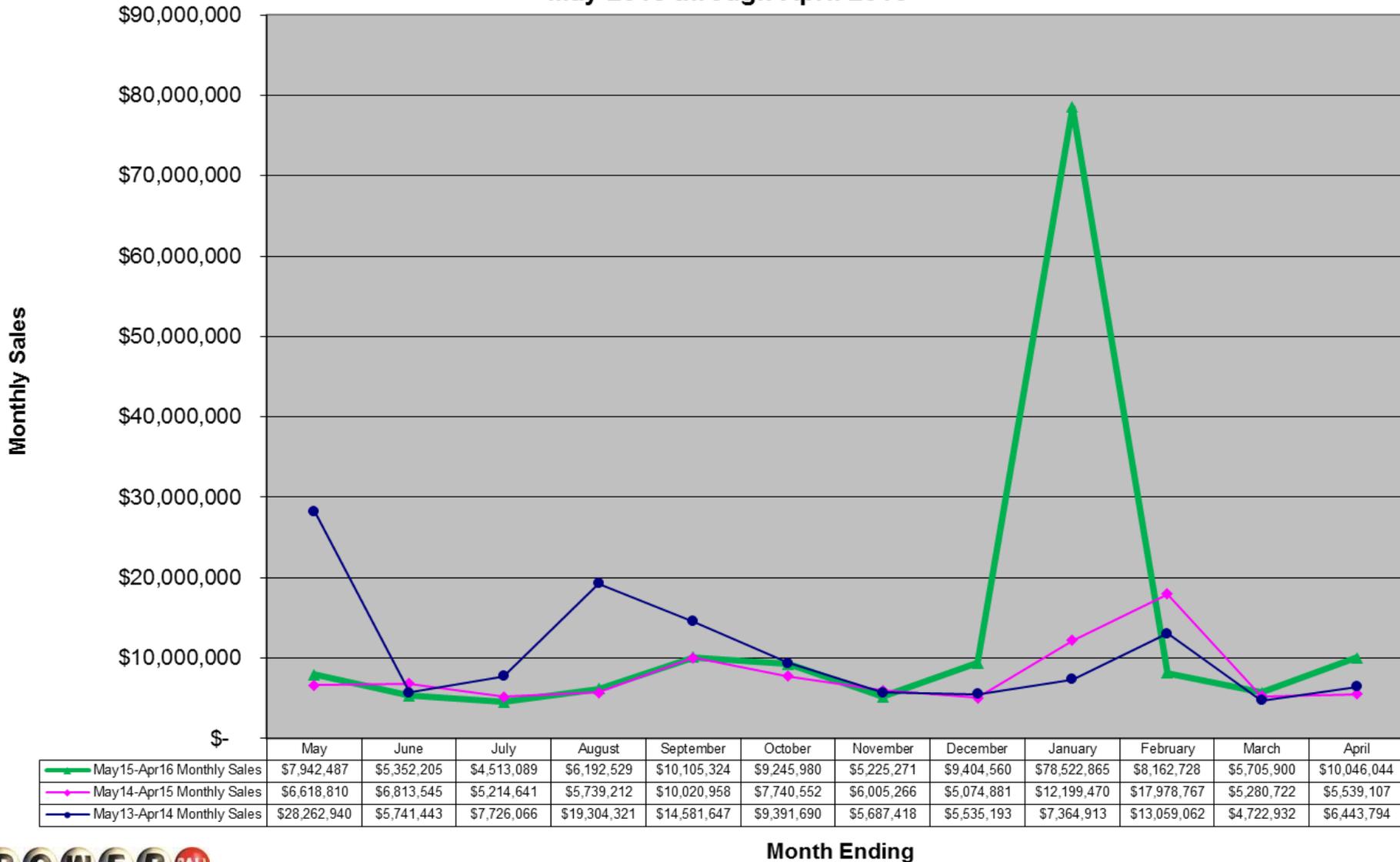
Lucky for Life Game Monthly Sales Unadjusted Non Fiscal Year May 2013 through April 2016



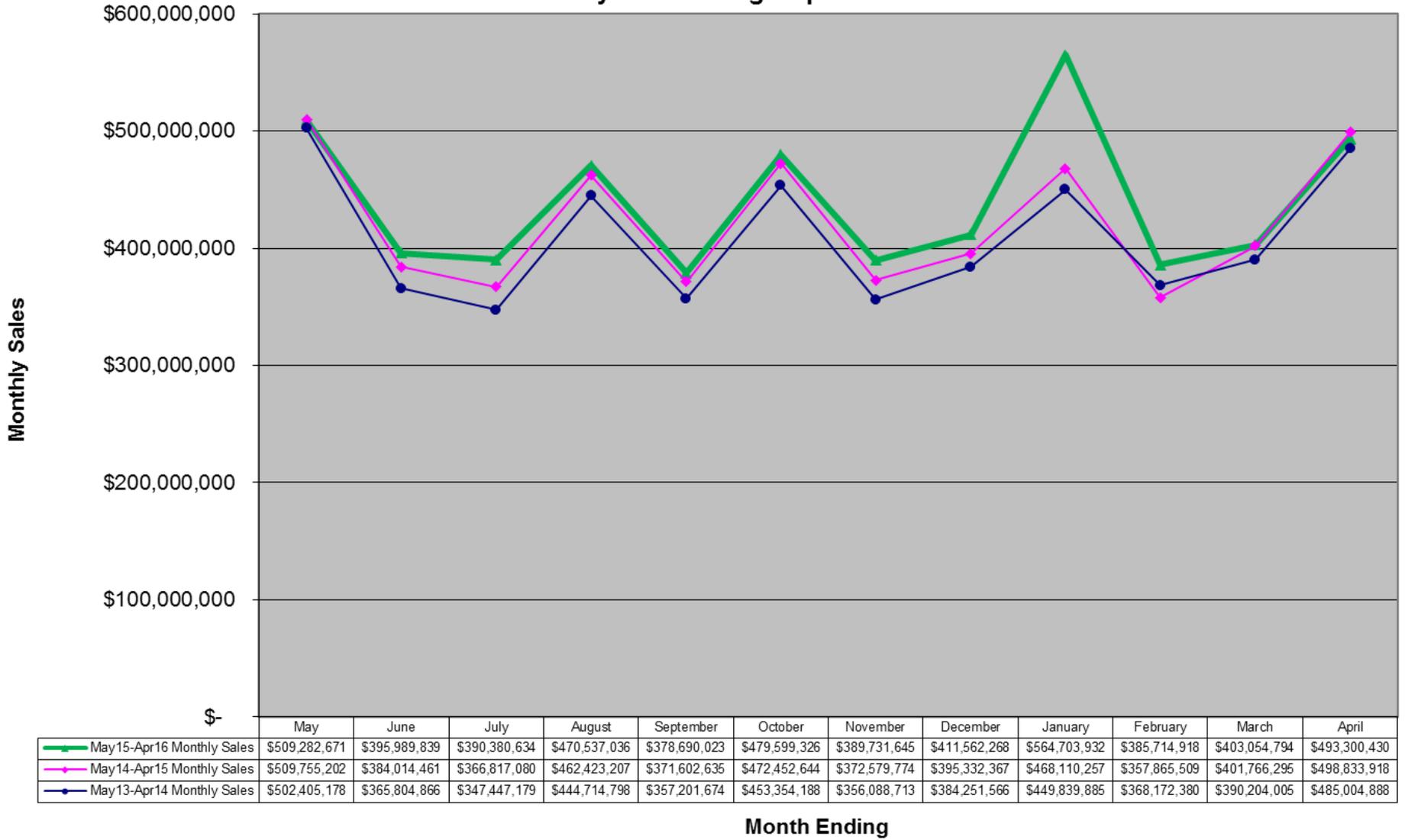
Mega Millions Game Monthly Sales Unadjusted Non Fiscal Year May 2013 through April 2016



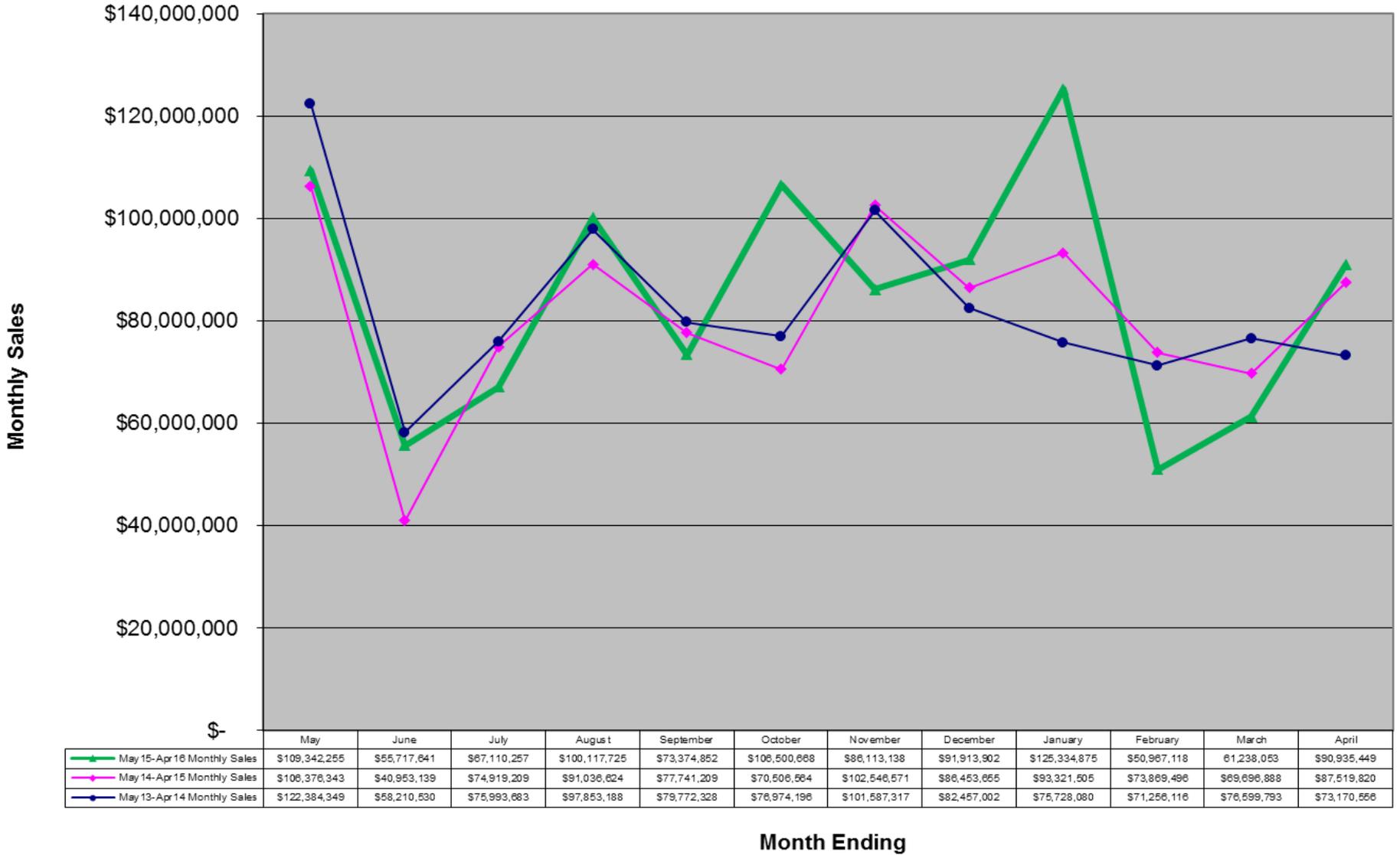
Powerball Game Monthly Sales Unadjusted Non Fiscal Year May 2013 through April 2016



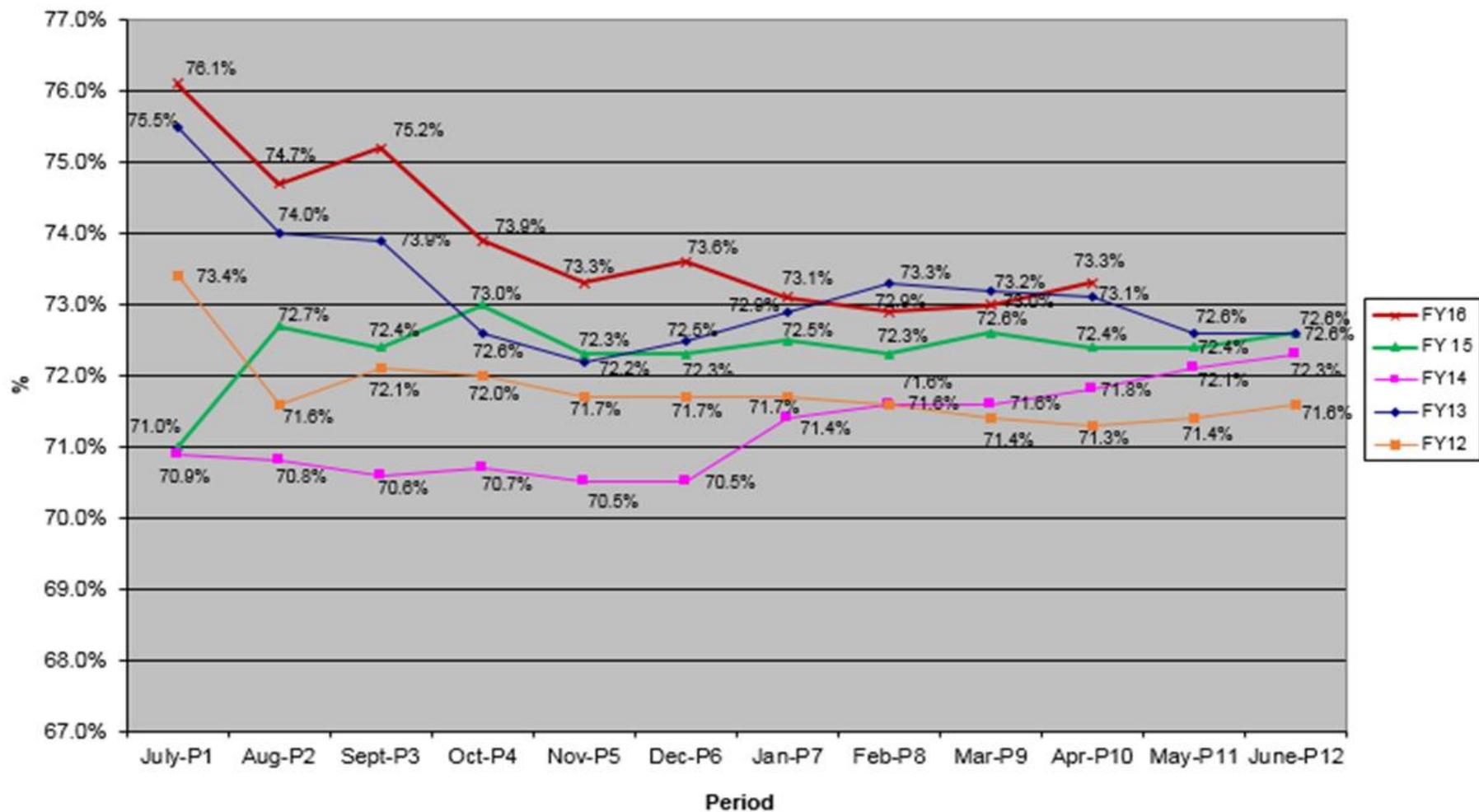
All Games Monthly Sales Unadjusted Non Fiscal Year May 2013 through April 2016



Monthly Net Profit May 2013 through April 2016



5 Year Comparison Prize Payout as a % of Sales Through April 2016



MSLC Gross Sales Results

APRIL FY16 vs. FY15 Unadjusted Non Fiscal Year

(\$ millions)

Through April 30, 2016

	FY16	% of Total	FY15	% of Total	\$ Change	% Change
Instant Tickets	\$343.7	69.7%	\$356.2	71.4%	-\$12.5	-3.5%
Mega Millions	\$4.5	0.9%	\$4.7	0.9%	-\$0.2	-4.9%
Powerball	\$10.0	2.0%	\$5.5	1.1%	\$4.5	81.4%
KENO	\$90.9	18.4%	\$88.0	17.6%	\$2.9	3.3%
Mass Cash	\$7.9	1.6%	\$7.4	1.5%	\$0.4	5.8%
Lucky for Life	\$2.4	0.5%	\$2.7	0.5%	-\$0.3	-10.7%
Numbers Game	\$32.1	6.5%	\$32.3	6.5%	-\$0.2	-0.7%
Megabucks Doubler	\$1.6	0.3%	\$1.6	0.3%	\$0.0	-0.5%
Jackpot Poker	\$0.2	0.0%	\$0.3	0.1%	-\$0.1	-20.2%
Total	\$493.3	100.0%	\$498.8	100.0%	-\$5.5	-1.1%
Instant Tickets	\$343.7	69.7%	\$356.2	71.4%	-\$12.5	-3.5%
Draw Games + KENO	\$149.6	30.3%	\$142.6	28.6%	\$7.0	4.9%
Total	\$493.3	100.0%	\$498.8	100.0%	-\$5.5	-1.1%
Unadjusted	Month	3/27/16-4/30/16	Month	3/29/15-5/2/15		
		5 weeks		5 weeks		
		35 days		35 days		

MSLC Gross Sales Results

YEAR-TO-DATE FY16 vs. FY15 Unadjusted Non Fiscal Year

(\$ millions)

Through April 30, 2016

	FY16	% of Total	FY15	% of Total	\$ Change	% Change
Instant Tickets	\$3,024.1	69.2%	\$2,933.8	70.4%	\$90.3	3.1%
Mega Millions	\$48.3	1.1%	\$63.8	1.5%	-\$15.5	-24.3%
Powerball	\$147.1	3.4%	\$80.8	1.9%	\$66.3	82.1%
KENO	\$760.5	17.4%	\$714.1	17.1%	\$46.4	6.5%
Mass Cash	\$66.9	1.5%	\$63.0	1.5%	\$3.9	6.1%
Lucky for Life	\$22.4	0.5%	\$22.7	0.5%	-\$0.3	-1.2%
Numbers Game	\$276.8	6.3%	\$271.4	6.5%	\$5.5	2.0%
Megabucks Doubler	\$19.2	0.4%	\$15.8	0.4%	\$3.4	21.5%
Jackpot Poker	\$1.9	0.0%	\$2.4	0.1%	-\$0.5	-21.1%
Total	\$4,367.3	100.0%	\$4,167.8	100.0%	\$199.5	4.8%
Instant Tickets	\$3,024.1	69.2%	\$2,933.8	70.4%	\$90.3	3.1%
Draw Games + KENO	\$1,343.1	30.8%	\$1,234.0	29.6%	\$109.2	8.8%
Total	\$4,367.3	100.0%	\$4,167.8	100.0%	\$199.5	4.8%
Unadjusted	Year	6/28/15-4/30/16	Year	6/29/14-5/2/15		
		44 weeks		44 weeks		
		308 days		308 days		

April Instant Tickets Sales Update

Double 8s

Price Point: \$1

4 Week Sales: \$1,765,199



\$100,000 Double Match

Price Point: \$2

4 Week Sales: \$7,481,616



Ultimate Millions

Price Point: \$30

4 Week Sales: \$47,619,780

\$1,000,000 Gold Rush

Price Point: \$5

4 Week Sales: \$13,281,660



May Instant Tickets Sales Update

Power Play Cashword

Price Point: \$2

1 Week Sales: \$265,800

\$2 POWER PLAY CASHWORD

YOUR 20 LETTERS

THE LOTTERY

If you win in the CASHWORD PUZZLE, scratch the POWER PLAY MULTIPLIER. Multiply your prize won by the number revealed! (1X, 2X, 5X or 10X)

TKT# 000

SCRATCH HERE

POWER PLAY MULTIPLIER

WIN UP TO \$50,000!

PRIZE LEGEND

2 WORDS	-\$2
3 WORDS	-\$4
4 WORDS	-\$5
5 WORDS	-\$10
6 WORDS	-\$20
7 WORDS	-\$100
8 WORDS	-\$200
9 WORDS	-\$1,000
10 WORDS	-\$50,000

VOID IF REMOVED

See back for play instructions.

\$5 20X CASHWORD

WIN UP TO \$500,000!

THE LOTTERY

YOUR LETTERS

PUZZLE 1 KEY

2 WORDS	\$5
3 WORDS	\$10
4 WORDS	\$20
5 WORDS	\$40
6 WORDS	\$100
7 WORDS	\$500
8 WORDS	\$1,000
9 WORDS	\$10,000
10 WORDS	\$500,000

PRIZE MULTIPLIER: Multiply the TOTAL prize(s) won by the MULTIPLIER!

WIN 1X, 2X, 5X OR 20X THE TOTAL PRIZE WON!

20X

PUZZLE 2 KEY

2 WORDS	\$5
3 WORDS	\$10
4 WORDS	\$20
5 WORDS	\$40
6 WORDS	\$100
7 WORDS	\$500
8 WORDS	\$1,000
9 WORDS	\$10,000

VOID IF REMOVED

EACH PUZZLE IS PLAYED SEPARATELY. SEE BACK FOR DETAILS.

20X Cashword

Price Point: \$5

1 Week Sales: \$536,250

June Instant Tickets Release (June 21)

Hit \$100

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



Hit \$200!

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



Hit \$500

Price Point: \$5
Top Prize: \$1,000,000



Hit 1,000!

Price Point: \$10
Top Prize: \$4,000,000



June Instant Tickets POS Advertising (June 21)

The Lottery's Vol. 16

GREATEST INSTANT HITS!

WIN UP TO \$1,000,000! HIT \$500!
LOADED WITH \$500 PRIZES!
OVER \$10,000,000 IN \$500 PRIZES!

WIN UP TO \$4,000,000! HIT \$1,000!
LOADED WITH \$1,000 PRIZES!
OVER \$200,000,000 IN PRIZES!

WIN UP TO \$100,000! HIT \$200!
LOADED WITH \$200 PRIZES!
OVER 435,000 PRIZES FROM \$100 TO \$10,000!

WIN UP TO \$100,000! HIT \$100!
LOADED WITH \$100 PRIZES!
WIN UP TO 15 TIMES!

EXCITING TOP PRIZES OF \$10,000, \$100,000, \$1 MILLION AND \$4 MILLION!

THE LOTTERY
masslottery.com

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. Please recycle your Lottery tickets.

11 x 17 Poster

The Lottery's Vol. 16

GREATEST INSTANT HITS!

WIN UP TO \$1,000,000! HIT \$500!
LOADED WITH \$500 PRIZES!
OVER \$10,000,000 IN \$500 PRIZES!

WIN UP TO \$4,000,000! HIT \$1,000!
LOADED WITH \$1,000 PRIZES!
OVER \$200,000,000 IN PRIZES!

WIN UP TO \$100,000! HIT \$200!
LOADED WITH \$200 PRIZES!
OVER 435,000 PRIZES FROM \$100 TO \$10,000!

WIN UP TO \$100,000! HIT \$100!
LOADED WITH \$100 PRIZES!
WIN UP TO 15 TIMES!

EXCITING TOP PRIZES OF \$10,000, \$100,000, \$1 MILLION AND \$4 MILLION!

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Wobbler

Numbers Game Promotion (June 5 - June 25)

From June 5 through June 25, players who place a \$1 four-digit Exact Order or Any Order wager on either the Midday or Evening Numbers Game drawing will have a second chance to win \$2,016.

For each day of the promotion, a four-digit “The Way Mass Plays” number will be drawn and posted on masslottery.com. Tickets from either of that day’s drawings that match the “The Way Mass Plays” number in the exact order win \$2,016.

THE WAY MASSACHUSETTS PLAYS

THE NUMBERS GAME

Drawings Twice a Day
SUNDAY THROUGH SATURDAY
12:55 p.m. AND 7:57 p.m.

Watch all Lottery drawings on masslottery.com minutes after they are drawn!

JUNE 5 THROUGH JUNE 25, 2016:
A BONUS CHANCE TO WIN \$2,016!

Place a four-digit Exact Order or Any Order NUMBERS GAME wager for \$1.00 or more starting June 5 and ending on June 25, 2016 for a bonus chance to win \$2,016!

Be sure to ask your Sales Agent for assistance if you need help filling out a NUMBERS GAME bet slip. The average prize for a \$1.00 Exact Order four-digit wager is approximately \$5,000. The average prize for a \$1.00 Any Order four-digit wager is approximately \$300.

Starting June 6 through June 27, a four-digit “The Way Mass Plays” number will be posted on masslottery.com each day after 10 a.m. (“The Way Mass Plays” numbers for each Friday, Saturday and Sunday will be posted the following Monday.) Match “The Way Mass Plays” number in the Exact Order to your \$1.00 or more, four-digit NUMBERS GAME wager purchased for either the mid-day or evening drawing the day before and win \$2,016!

To claim a prize, bring your ticket to a Lottery office within 30 days of “The Way Mass Plays” number posting. Winners must complete a claim form and present valid photo identification and proof of a Social Security number. The \$2,016 prize will be paid less applicable taxes and withholding.

You can win more than once!



You must be 18 years or older to play the Lottery.
If you have a problem with gambling, help is available. Call 1-800-428-1234.

THE LOTTERY
masslottery.com

11 x 17 Poster

Social Media Messaging

Mass. State Lottery
@MAStateLottery

There's still time to get your tickets for tonight's #Powerball drawing! Pools close at 9:50 p.m.



RETWEETS 4
LIKES 5

**Jackpot Awareness
(Twitter)**



**First 3 "Ultimate Millions"
\$1 million prize winners
(Facebook)**



**Mother's Day gift winner
(Instagram)**

Massachusetts State Lottery
Published by Christian Teja [?] · May 10 at 7:11pm · ✨

Congratulations to our first three \$1 million 'Ultimate' prize winners! Read their stories and more at <http://www.masslottery.com/winners>

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 2,800 people.

242,230 people reached Boost Post

2.4K 138 Comments 95 Shares

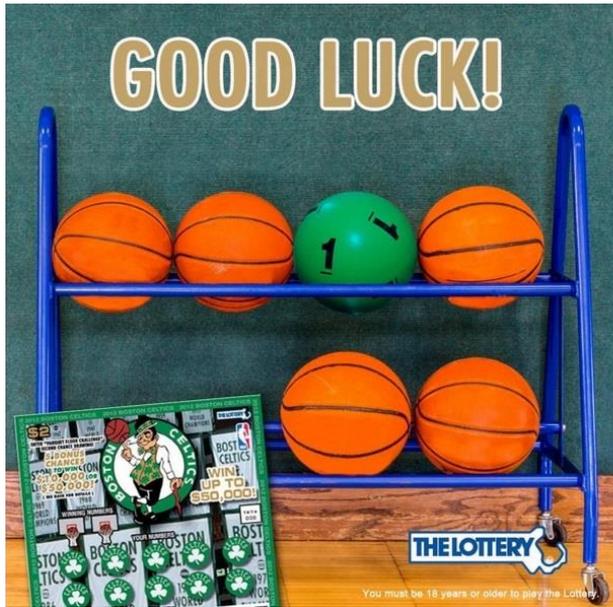
Like Comment Share

37 likes 5d

- mastatlottery Congratulations to Patricia Hill of Chicopee, who won \$20,000 on a \$2 #Cashword ticket she received as a Mother's Day gift!
- kippy1230 Congrats Pat!!!!!!
- brittsindustries_lottery Nice hit! 🎉🎉🎉
- adurds @krock127
- viplotterywinner Awesome 😄 how are you going?

♡ Add a comment... ⋮

Social Media Messaging



NBA Draft Lottery
(Instagram)

 mastatelottery

13 likes 3d

mastatelottery Best of luck to the @celtics in tonight's #NBADraftLottery! #NBALottery #NBADraft #GreenRunsDeep

MCCG share
(Facebook)

 **Massachusetts State Lottery** shared Massachusetts Council on Compulsive Gambling's post.
Published by Christian Teja [?] · May 20 at 12:02pm · *

 **Massachusetts Council on Compulsive Gambling**
May 18 at 3:05pm · Like Page

If you think your friend or family member has a gambling problem, talk to them about it today. You or your loved one can call or live chat with us 24/7 about how to get help.



Helpline | MCCG

Since 1987, the Council Helpline has been ready to take your call 24-hours a day, 7-days a week. We're here to listen, to offer information and to provide referrals for self-help, treatment providers and other community resources to people experiencing

MASSCOMPULSIVEGAMBLING.ORG

 **Boston Bruins** @NHLBruins · May 4

Enter the @MAStateLottery second chance drawing for another chance to win B's prizes: bbu.in/26UBZge Boost Post



Bruins Second Chance Drawing
cross-promotion
(Twitter)



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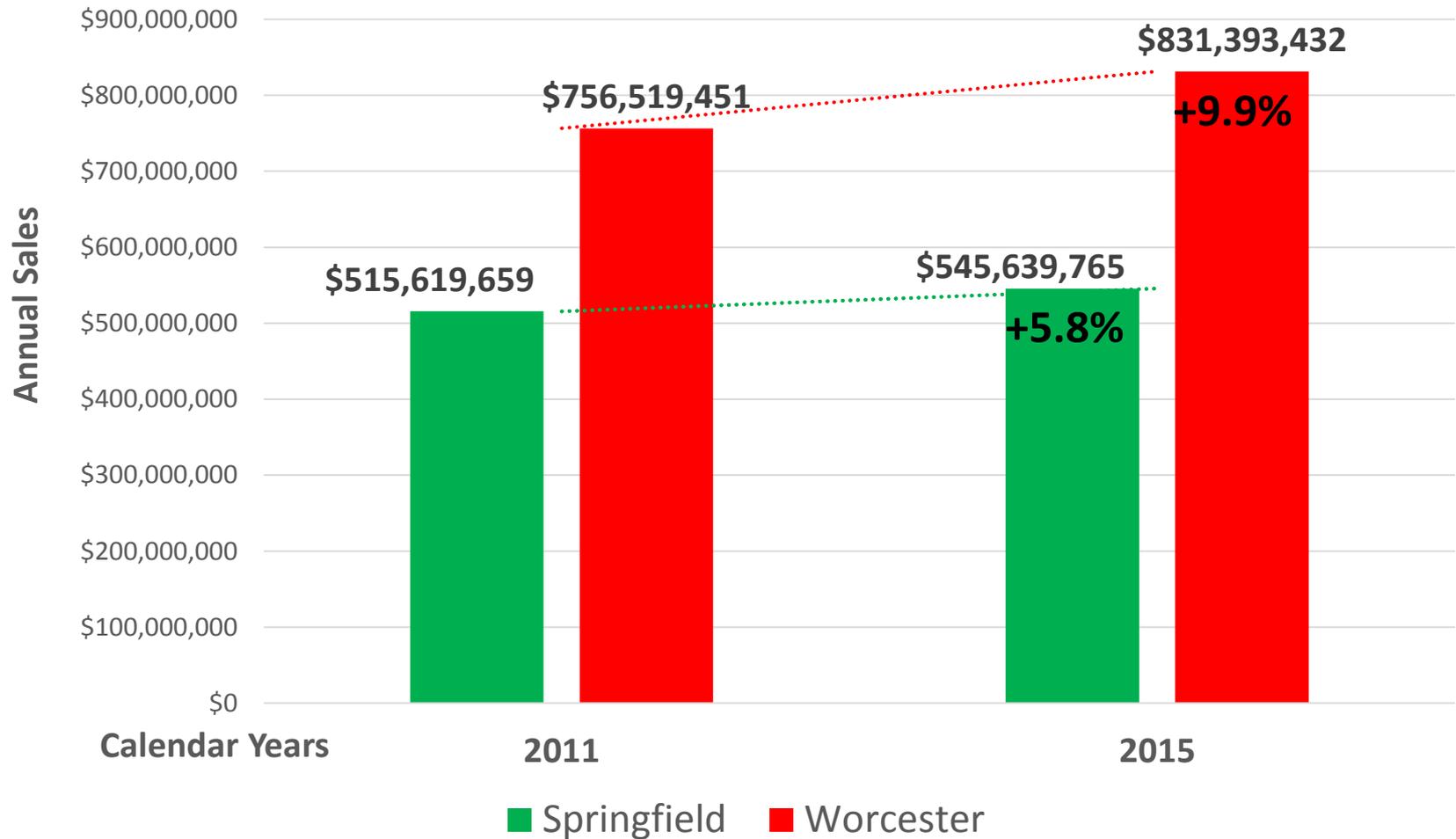
Sales by District

Springfield and Worcester Districts



Sales by District

Springfield and Worcester Districts



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.

