CASH POP DOUBLER PROMOTION

Q2 2025

APRIL 29, 2025

SC DRAW GAME PORTFOLIO

- Mega Millions
- Powerball
- Pick 3
- Pick 4
- Palmetto Cash 5
- Cash Pop













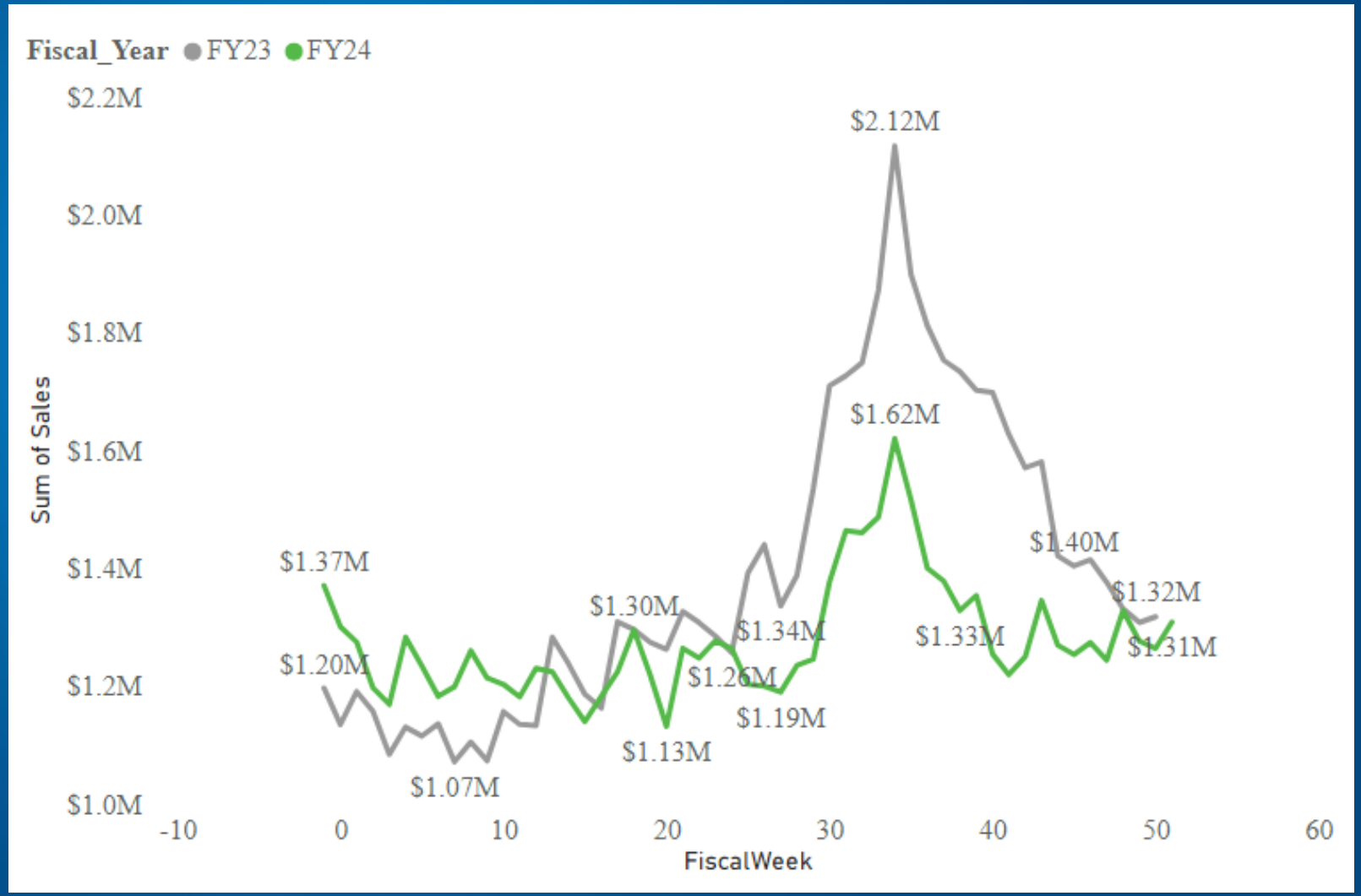
CASH POP

- Cash Pop launched in SC in January 2022
- Wager amounts:
  - $1
  - $2
  - $5
  - $10

Pops Played	SC	Average
1	79.07%	82.98%
2	9.13%	7.60%
3	4.40%	3.44%
4	2.33%	1.81%
5	2.49%	2.38%
6	0.68%	0.46%
7	0.38%	0.25%
8	0.23%	0.14%
9	0.10%	0.06%
10	0.15%	0.15%
11	0.03%	0.02%
12	0.02%	0.01%
13	0.01%	0.01%
14	0.01%	0.01%
15	0.96%	0.69%
Avg. Pops Played	1.59	1.46

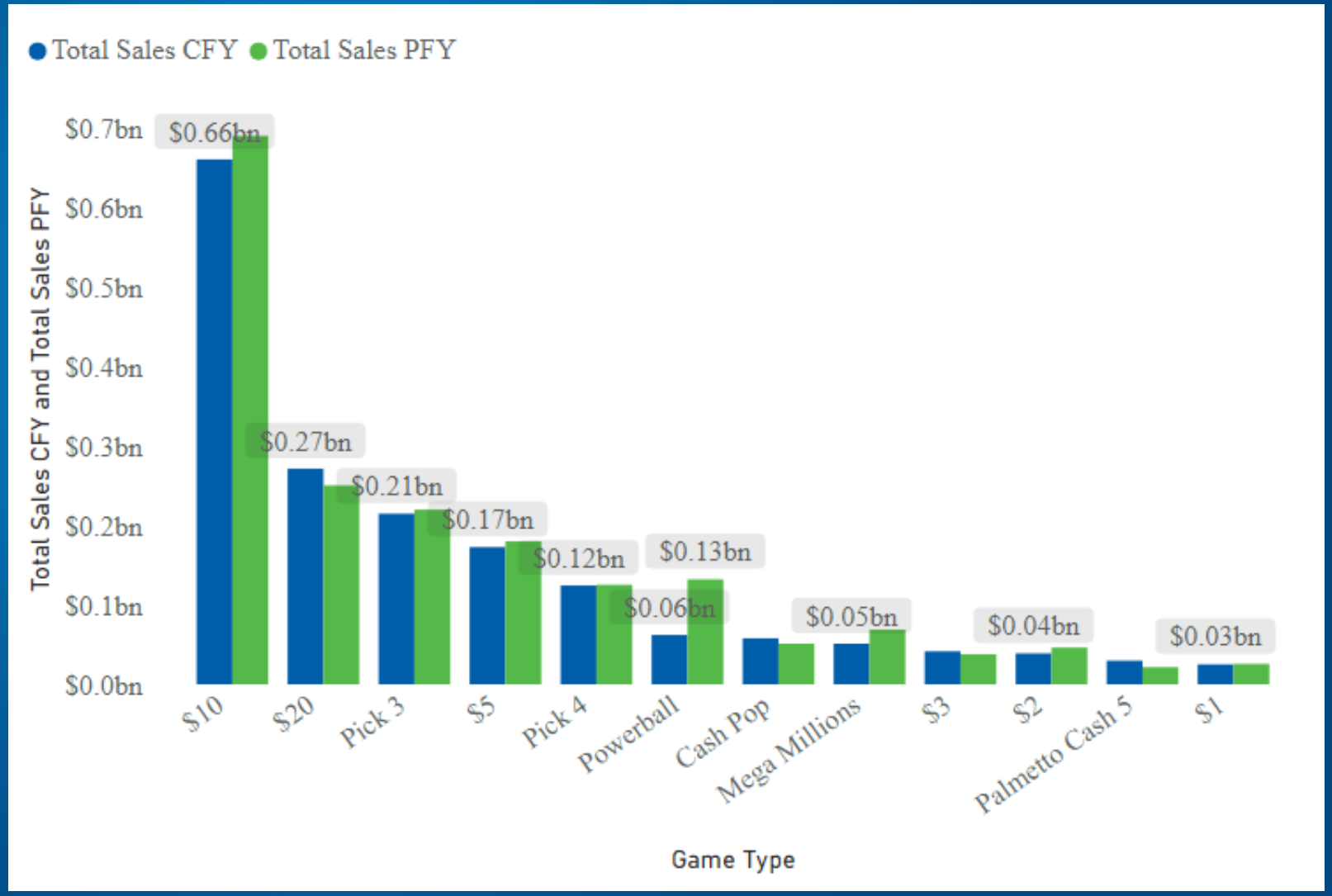
CASH POP PERFORMANCE

- Roughly $70M per year, 3% of total sales
- 67% payout
- $0.25 WPC (1st in U.S.)
- Historically strong Q3



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PLANNING & SUPPORT

PROMOTION PLANNING

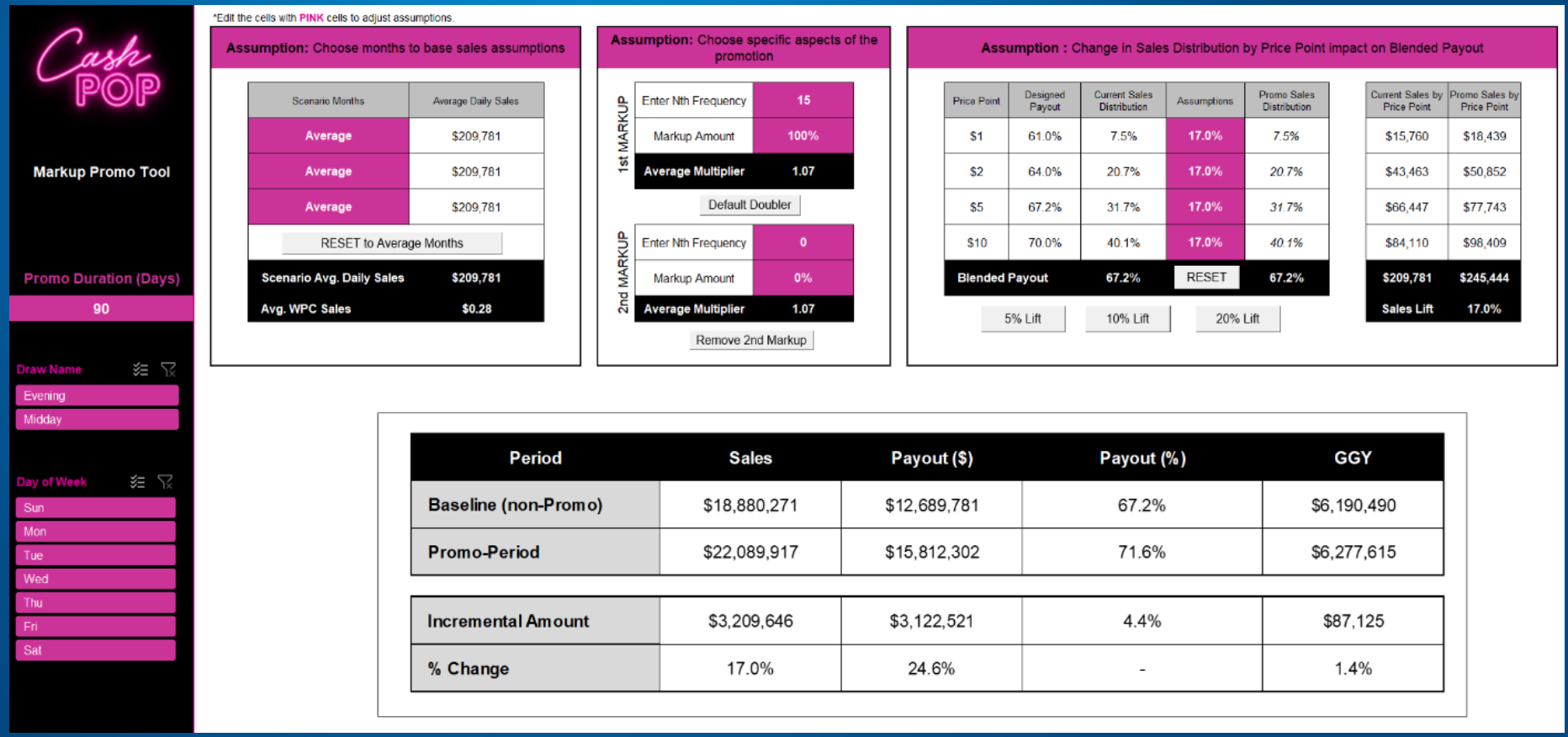
PARAMETERS:

- Winning payout doubled on every 15th ticket
- No qualifying purchase
- Q2: 9/29/24-1/4/25



PROMOTION PLANNING

- IGT provided a costing tool for forecasting sales



Period	Sales	Payout ($)	Payout (%)	GGY
Baseline (non-Promo)	$18,880,271	$12,689,781	67.2%	$6,190,490
Promo-Period	$22,089,917	$15,812,302	71.6%	$6,277,615
Incremental Amount	$3,209,646	$3,122,521	4.4%	$87,125
% Change	17.0%	24.6%	-	1.4%

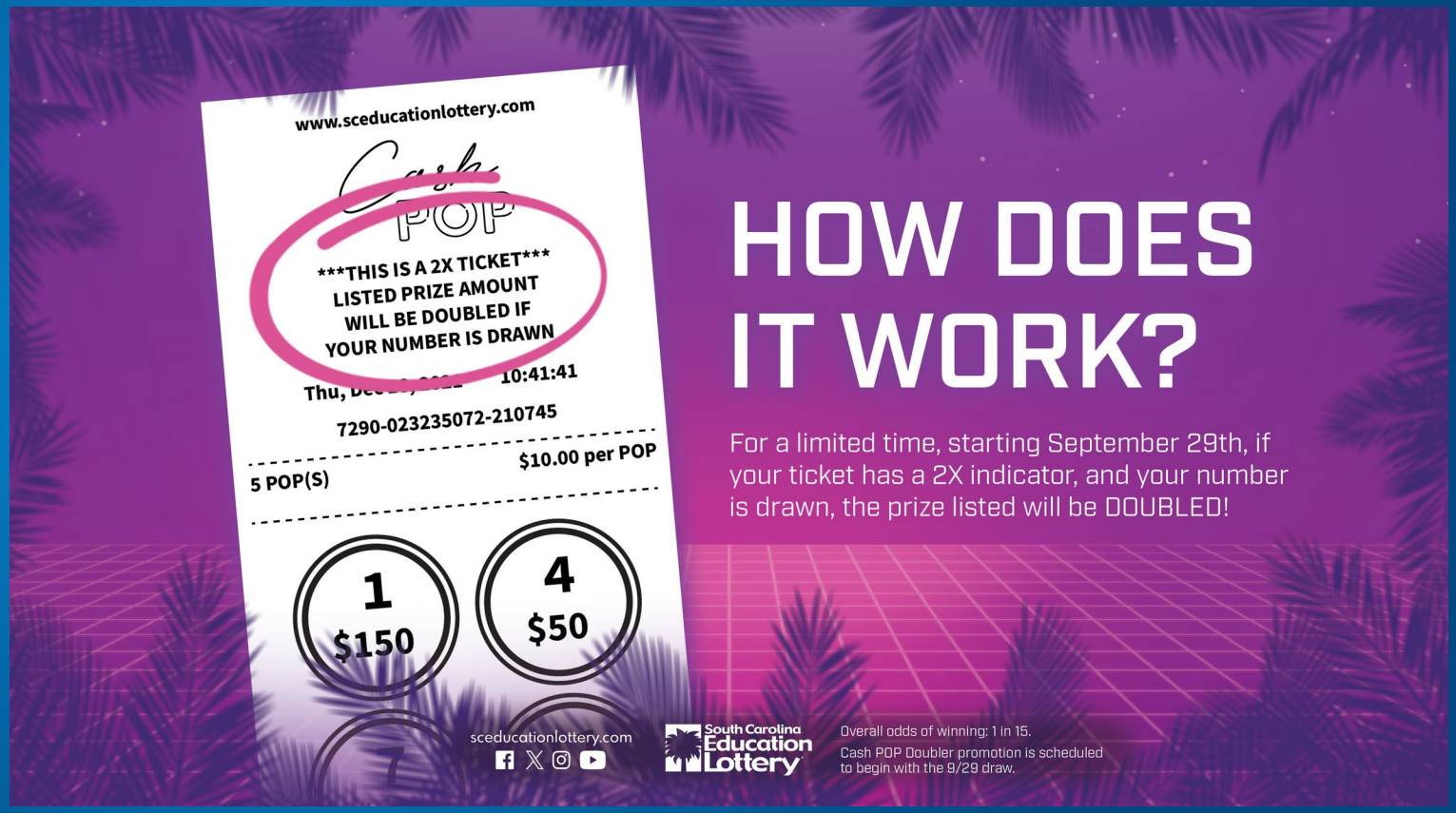
SALES COMPETITION

- **Internal competition among LSRs to increase regional sales**
  - Push for the sale at POS
  - Player education
  - Winner awareness
  - Competitions among retailers
  - Incentivized with merchandise



PRINT & DIGITAL ASSETS

- PID, POS at retail
- Social posts
- Players' Club Rewards App
- Outdoor Signage



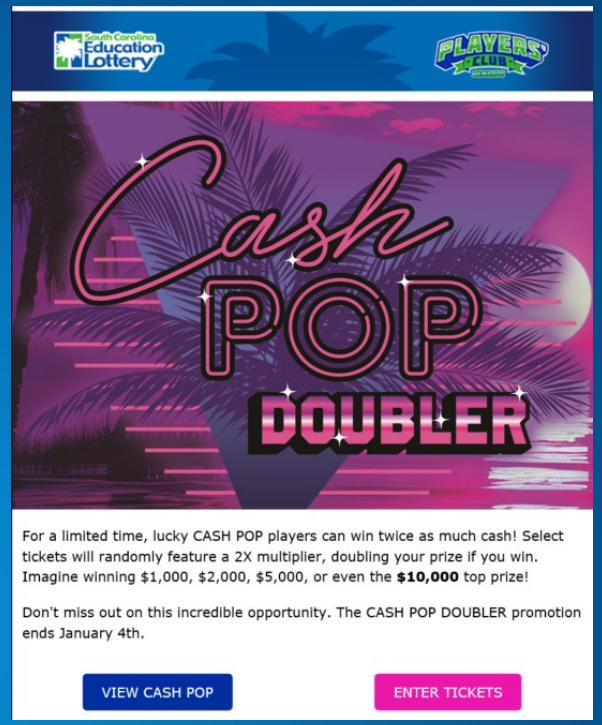

FOR A LIMITED TIME ONLY!
Cash POP
DOUBLER
2x
YOUR WINS!
sceducationlottery.com
South Carolina Education Lottery
Overall odds of winning: 1 in 15.
Cash POP Doubler promotion is scheduled to begin with the 9/29 draw.

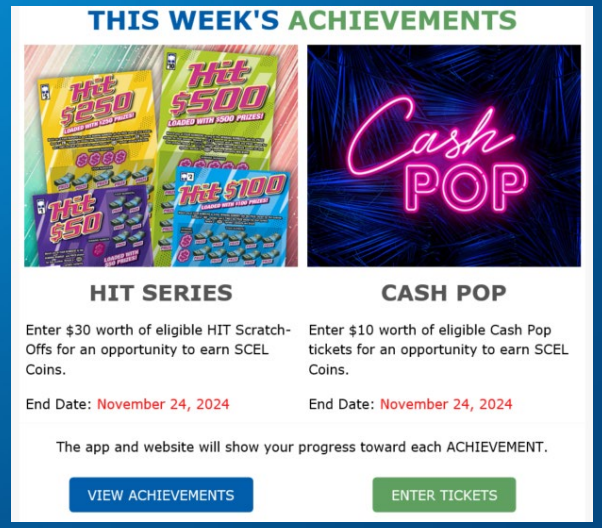

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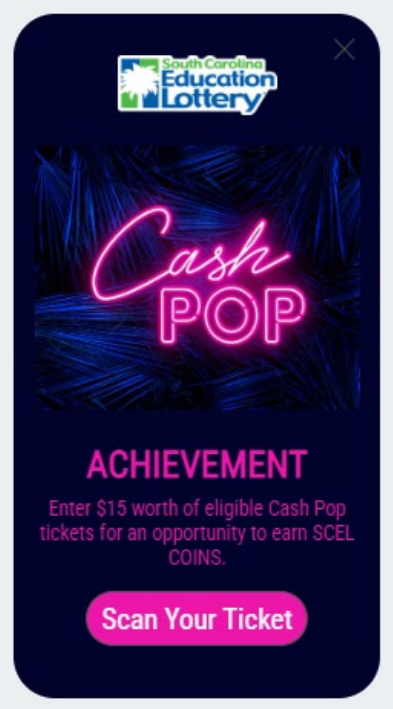

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REWARDS SUPPORT

- Weekly & monthly achievements
- Targeted emails and in-app messages



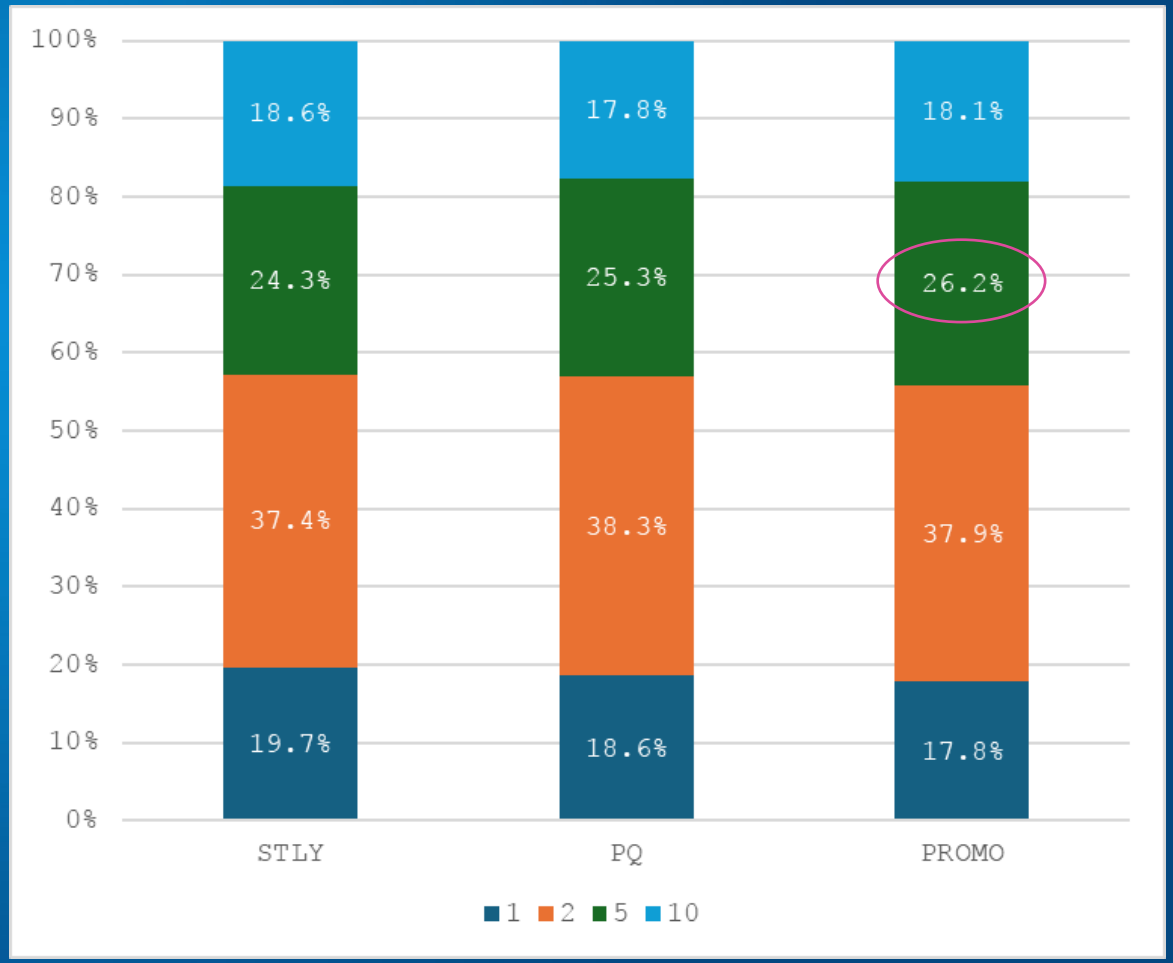




RESULTS

RESULTS: PLAYER BEHAVIOR

- Slight increase in $5 wagers
- Higher average cost per pop



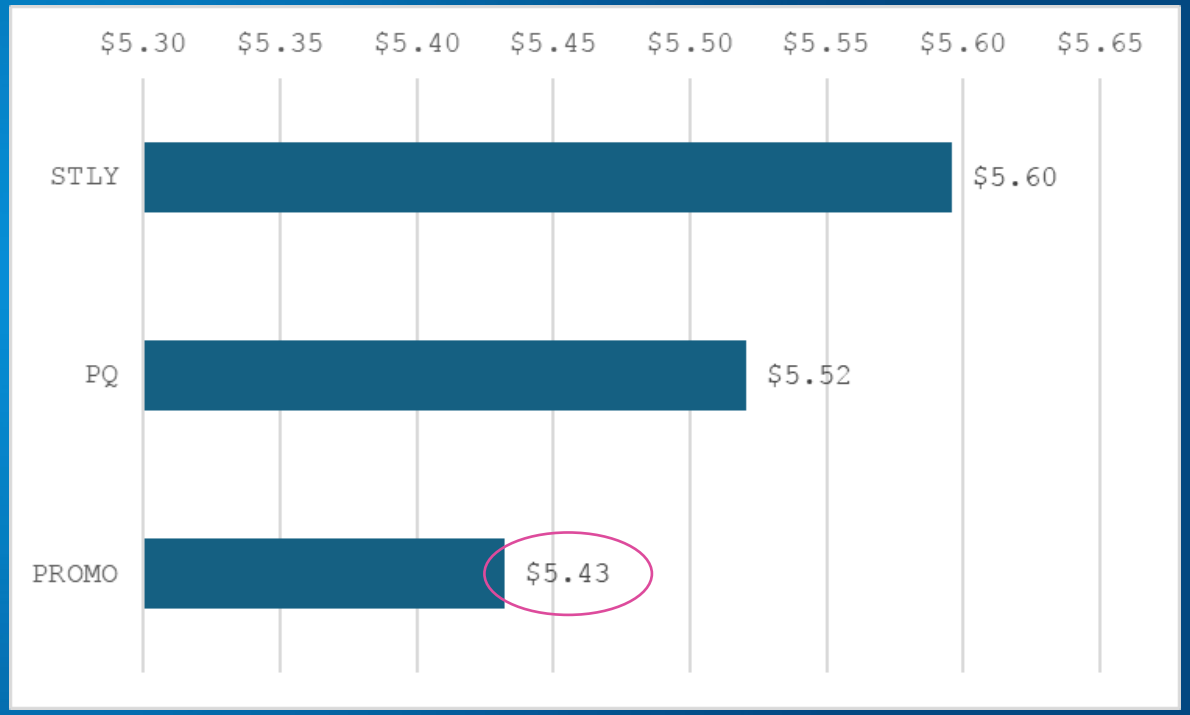
RESULTS: PLAYER BEHAVIOR

- Fewer pops per ticket

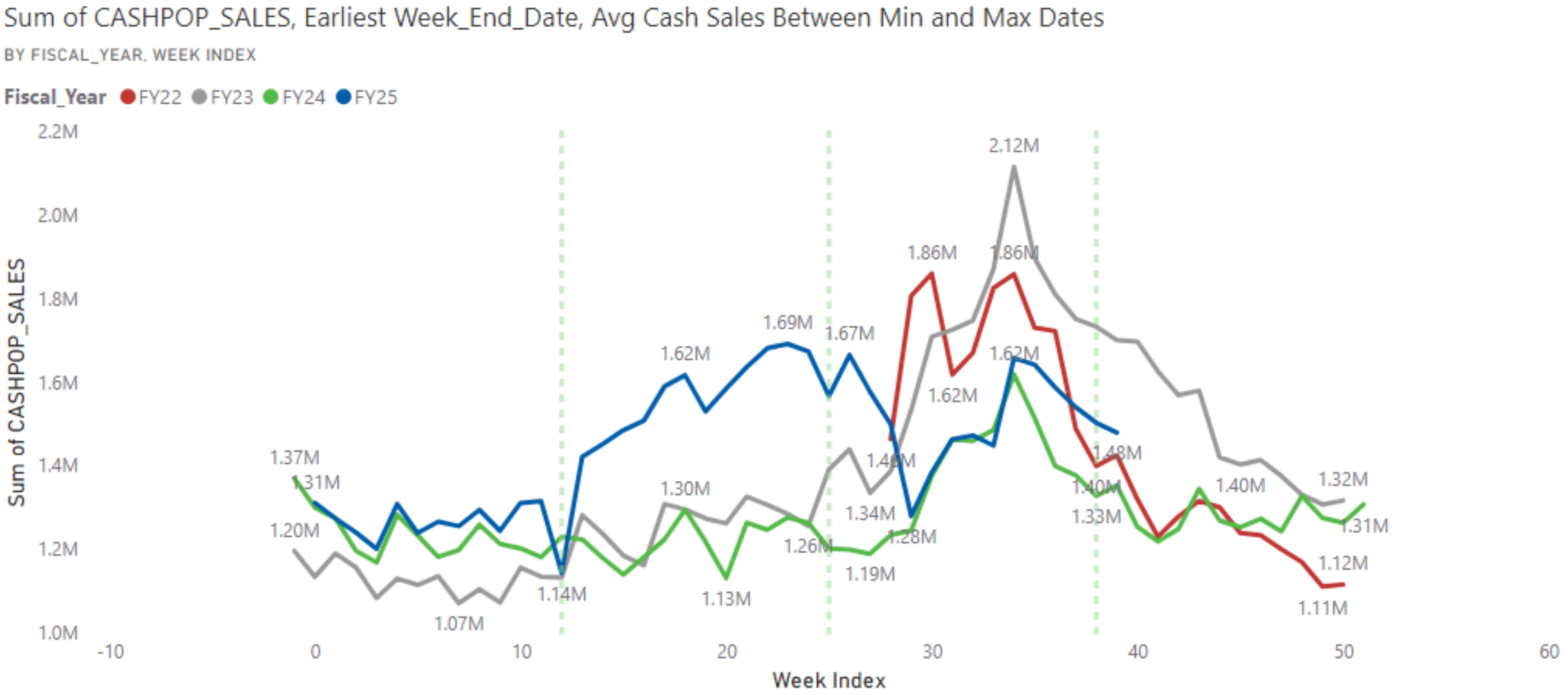
	STLY	PQ	PROMO
1	79.94%	80.07%	81.89%
2	9.23%	9.29%	8.62%
3	4.27%	4.33%	3.82%
4	2.25%	2.23%	1.95%
5	2.20%	2.12%	1.91%
6	0.64%	0.60%	0.56%
7	0.34%	0.35%	0.28%
8	0.20%	0.20%	0.16%
9	0.08%	0.10%	0.07%
10	0.13%	0.14%	0.13%
11	0.03%	0.04%	0.03%
12	0.02%	0.02%	0.02%
13	0.01%	0.01%	0.01%
14	0.01%	0.00%	0.01%
15	0.65%	0.51%	0.55%
	1.52	1.50	1.45

RESULTS: PLAYER BEHAVIOR

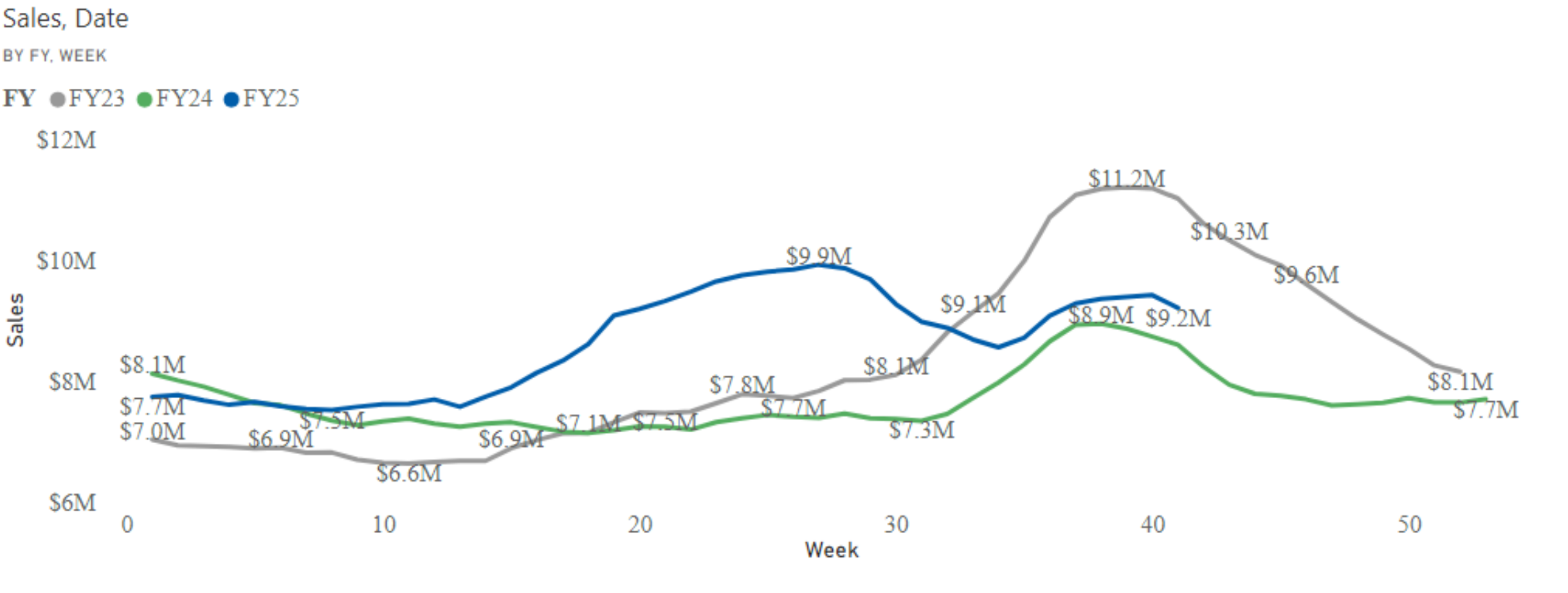
- Decreased average ticket cost



RESULTS: SALES



RESULTS: SALES



RESULTS: SALES

- 24.6% sales increase
- 26.6% wager increase

	STLY	Prior Q	PROMO
Total Sales	$17,067,434	$17,717,323	$22,069,422
Average Weekly Sales	$1,219,102	$1,265,523	$1,576,387
Weekly Per Capita	$0.23	$0.24	$0.29
Promo Lift vs Period	29.3%	24.6%	-
Total Wagers	3,049,967	3,209,381	4,063,273
Promo Lift vs Period	33.2%	26.6%	-



RESULTS: MARGIN

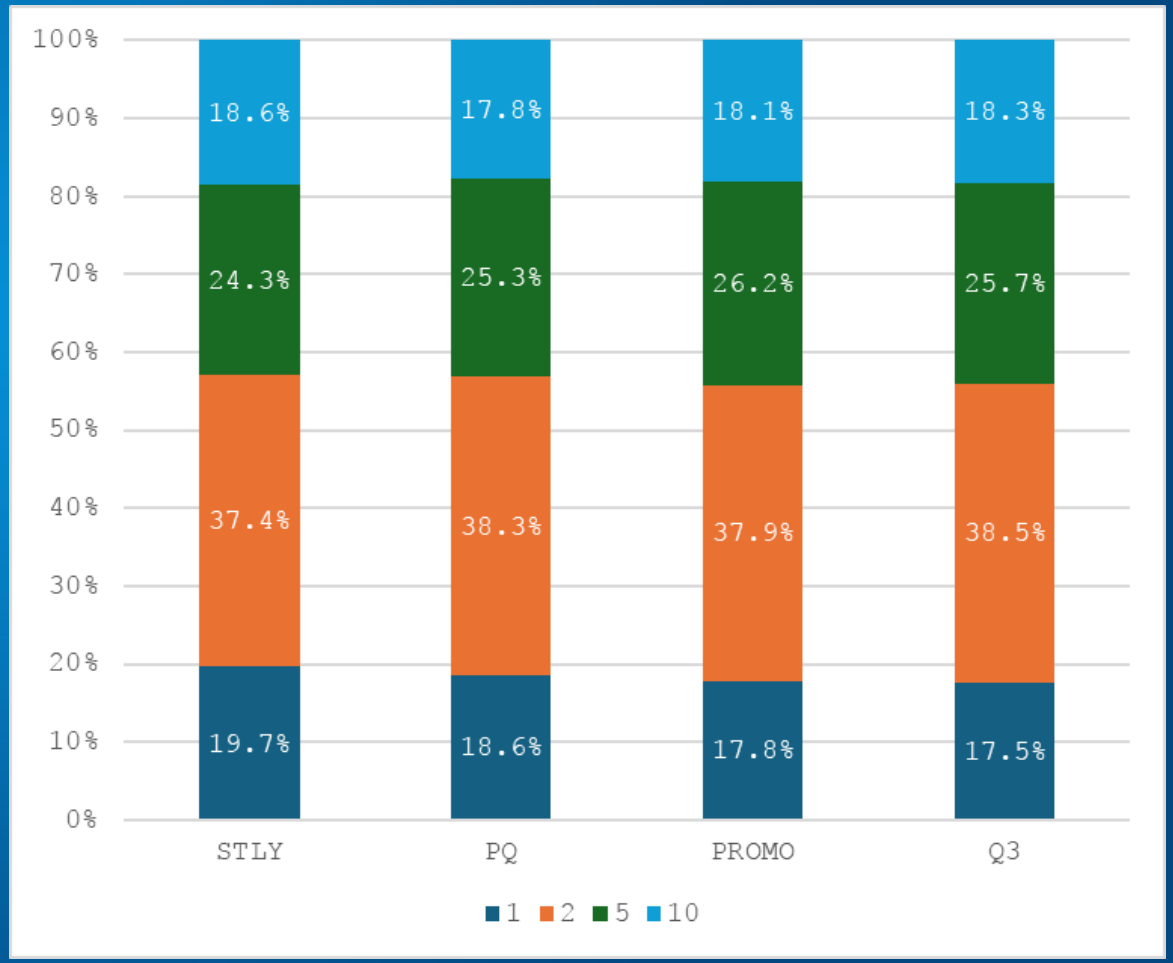
- Promo payout = 71%
- Margin = 3% Lift

Promo Period	
FY25 Sales	$22,111,897
FY24 Sales	$17,047,247
Sales $ Lift	$5,064,650
Sales % Lift	30%
FY25 Prizes	$15,665,344
FY24 Prizes	$10,769,365
Prizes Lift	$4,895,979
Prize % Lift	45%
FY25 Margin	$6,446,553
FY24 Margin	$6,277,882
Margin $ Lift	$168,671
Margin % Lift	3%

Q3 & TAKEAWAYS

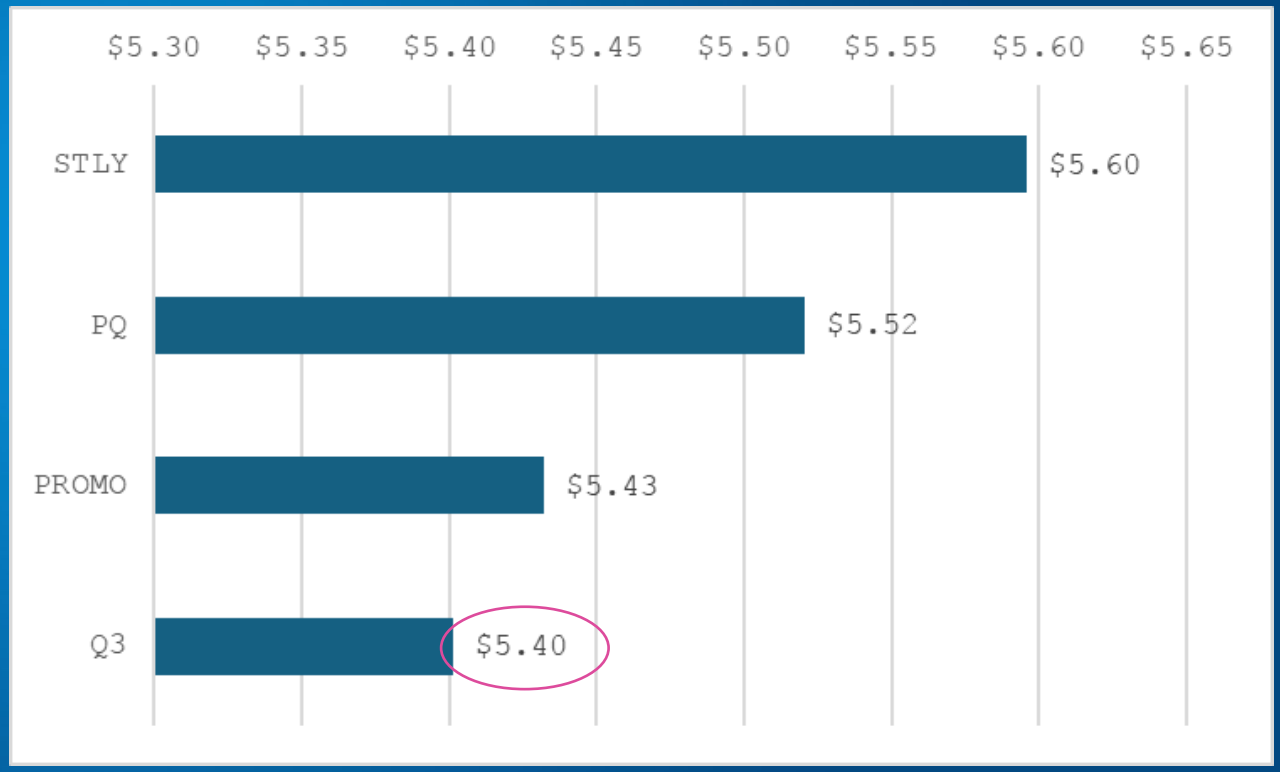
TAKEAWAYS: Q3 PLAYER BEHAVIOR

- Maintained $4.06 average cost per pop



TAKEAWAYS: Q3 PLAYER BEHAVIOR

- Average ticket cost lower vs Promo and Q1



TAKEAWAYS: Q3 PLAYER BEHAVIOR

- Maintained 1.45 pops per ticket



	STLY	PQ	PROMO	Q3
1	79.94%	80.07%	81.89%	82.04%
2	9.23%	9.29%	8.62%	8.49%
3	4.27%	4.33%	3.82%	3.84%
4	2.25%	2.23%	1.95%	1.96%
5	2.20%	2.12%	1.91%	1.85%
6	0.64%	0.60%	0.56%	0.56%
7	0.34%	0.35%	0.28%	0.29%
8	0.20%	0.20%	0.16%	0.18%
9	0.08%	0.10%	0.07%	0.07%
10	0.13%	0.14%	0.13%	0.13%
11	0.03%	0.04%	0.03%	0.03%
12	0.02%	0.02%	0.02%	0.02%
13	0.01%	0.01%	0.01%	0.01%
14	0.01%	0.00%	0.01%	0.01%
15	0.65%	0.51%	0.55%	0.53%
	1.52	1.50	1.45	1.45

TAKEAWAYS: Q3 SALES & MARGIN

- 19% increased sales vs Q1
- 23% increased margin vs Q1

Promo Sales Lift	
Q1	$ 1,262,251
Q3	$ 1,503,260
Avg Wkly Lift $	$ 241,008
Avg Wkly Lift %	19%

Promo Margin Lift	
Q1	$ 477,643
Q3	$ 587,134
Avg Wkly Lift $	$ 109,491
Avg Wkly Lift %	23%



TAKEAWAYS

- Players adjusted their behavior to take advantage of the promotion parameters
- New behavior has mostly maintained through Q3



TAKEAWAYS

- Q2 was the right time to run the promotion
- Increased sales and margin through Q2 and Q3
- Buy-in from sales team and retailers was anecdotally beneficial
- Exploring other promotion options like an instant-win feature for 2026



THANK YOU

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South Carolina Education Lottery®