Arizona Lottery | love the play

Planning for the Holidays

Mary Cimaglio, Senior Instant Games Manager

April 2025

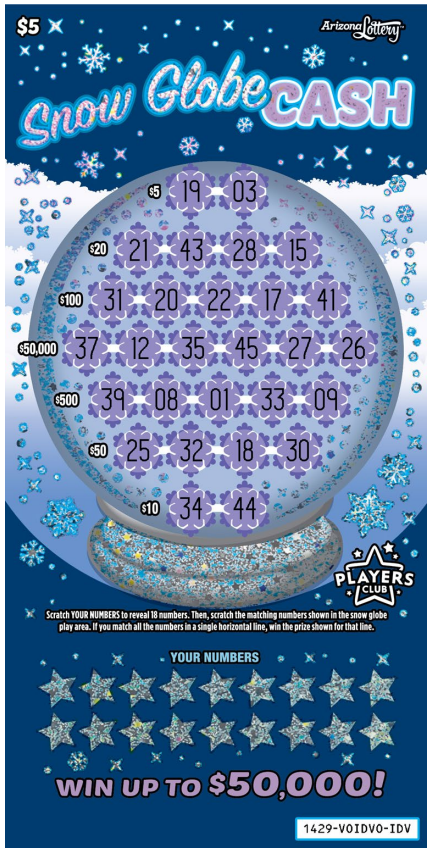
Holiday Games & Sales

FY24 Games

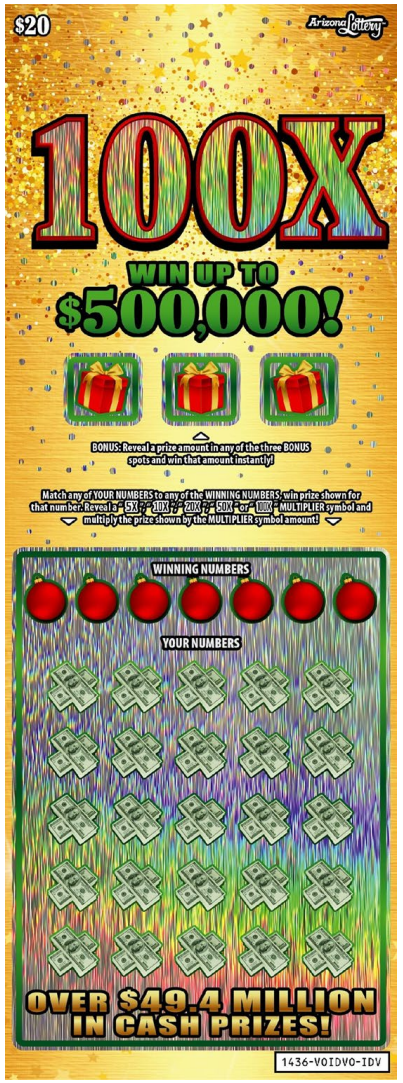

$1
TO: FROM:
Arizona Lottery
Holiday Cash
Reveal a "" symbol, win prize shown.
WIN UP TO $500!
1426-VOIDVO-IDV


$2
TO: FROM:
Arizona Lottery
SNOW MUCH FUN
PLAYERS CLUB
Match any of YOUR NUMBERS to either WINNING NUMBER, win prize shown for that number.
Reveal a "" symbol, win DOUBLE the prize shown!
WINNING NUMBERS
YOUR NUMBERS
PRIZE
WIN UP TO $10,000!
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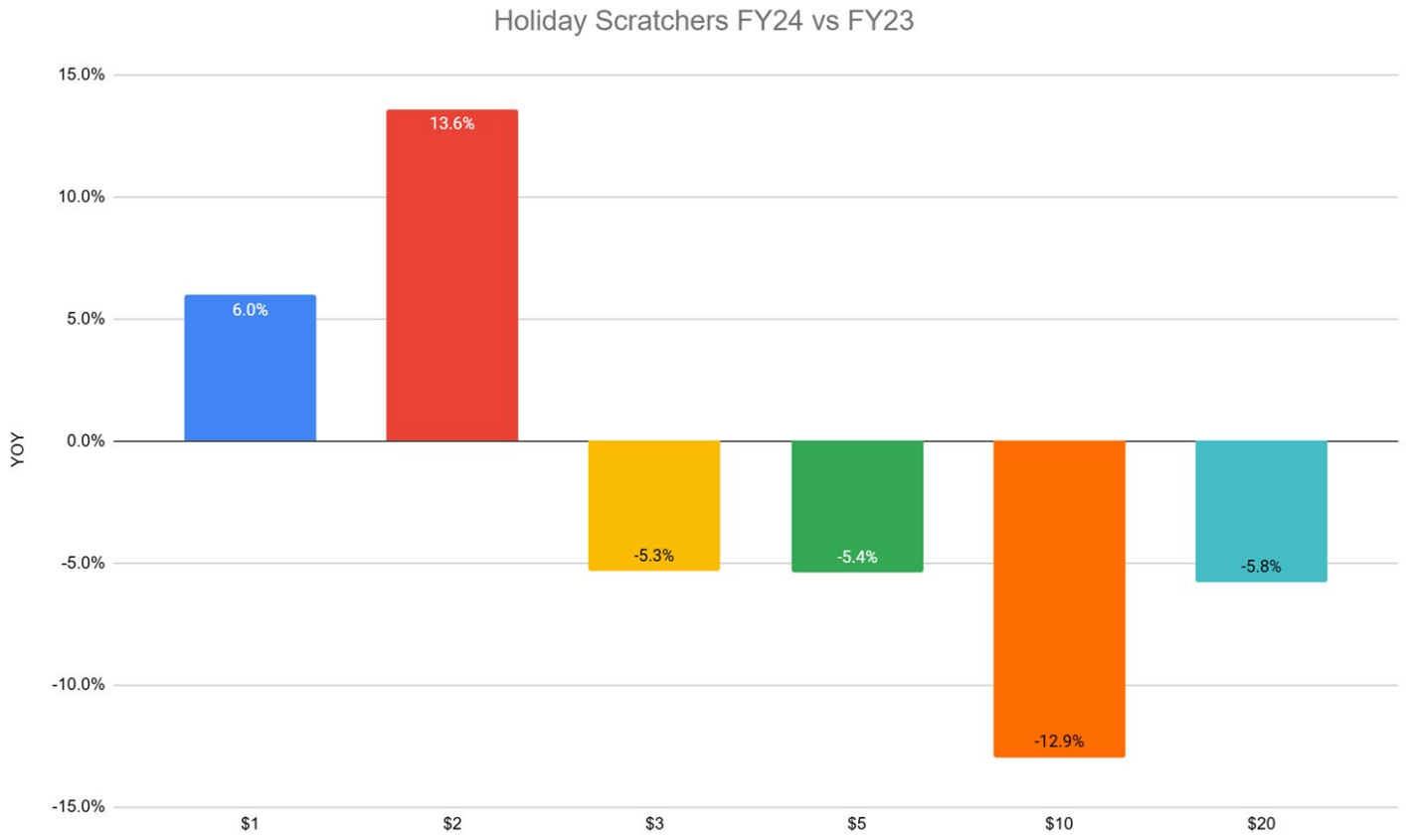

$3
Arizona Lottery
Naughty or Nice CROSSWORD
YOUR LETTERS
If a completed name in a winning combination contains a "" symbol, win DOUBLE your prize.
PRIZE LEGEND
SCRATCH WIN
10 NAMES $20,000
9 NAMES $1,000
8 NAMES $500
7 NAMES $100
6 NAMES $50
5 NAMES $10
4 NAMES $5
3 NAMES $3
WIN UP TO $20,000!
PLAYERS CLUB
SEE BACK FOR COMPLETE INSTRUCTIONS.
1428-VOIDVO-IDV


$5
Arizona Lottery
Snow Globe CASH
PLAYERS CLUB
Scratch YOUR NUMBERS to reveal 18 numbers. Then, scratch the matching numbers shown in the snow globe play area. If you match all the numbers in a single horizontal line, win the prize shown for that line.
YOUR NUMBERS
WIN UP TO $50,000!
1429-VOIDVO-IDV


$10
Arizona Lottery
25 DAYS OF Winning
WIN UP TO $100,000!
PLAYERS CLUB
Scratch DAYS 1-25. Reveal a "" symbol, win PRIZE shown for that DAY. Reveal a "10X" symbol to win 10 TIMES the prize for that DAY!
DAY 25
OVER $11.9 MILLION IN PRIZES!
1430-VOIDVO-IDV

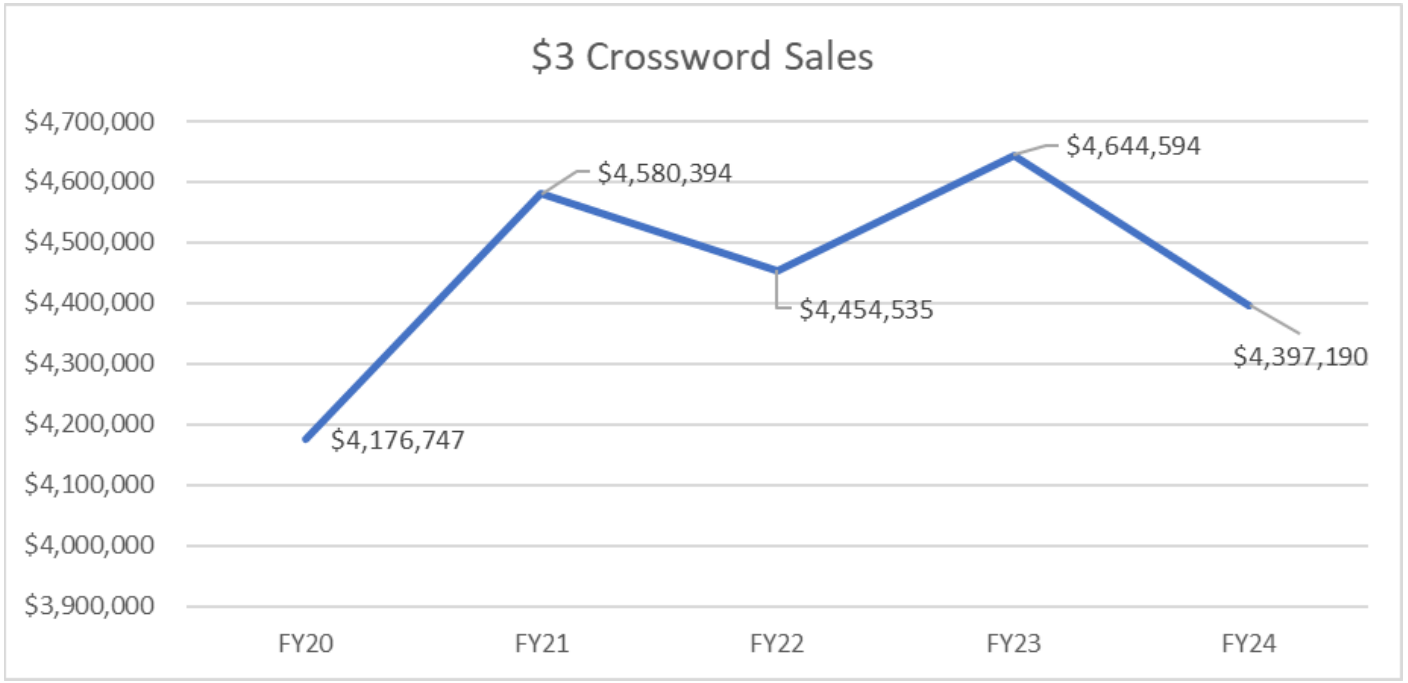

$20
Arizona Lottery
100X
WIN UP TO $500,000!
BONUS: Reveal a prize amount in any of the three BONUS spots and win that amount instantly!
Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown for that number. Reveal a "5X", "10X", "20X", "50X" or "100X" MULTIPLIER symbol and multiply the prize shown by the MULTIPLIER symbol amount!
WINNING NUMBERS
YOUR NUMBERS
OVER $49.4 MILLION IN CASH PRIZES!
1436-VOIDVO-IDV

Declining Sales



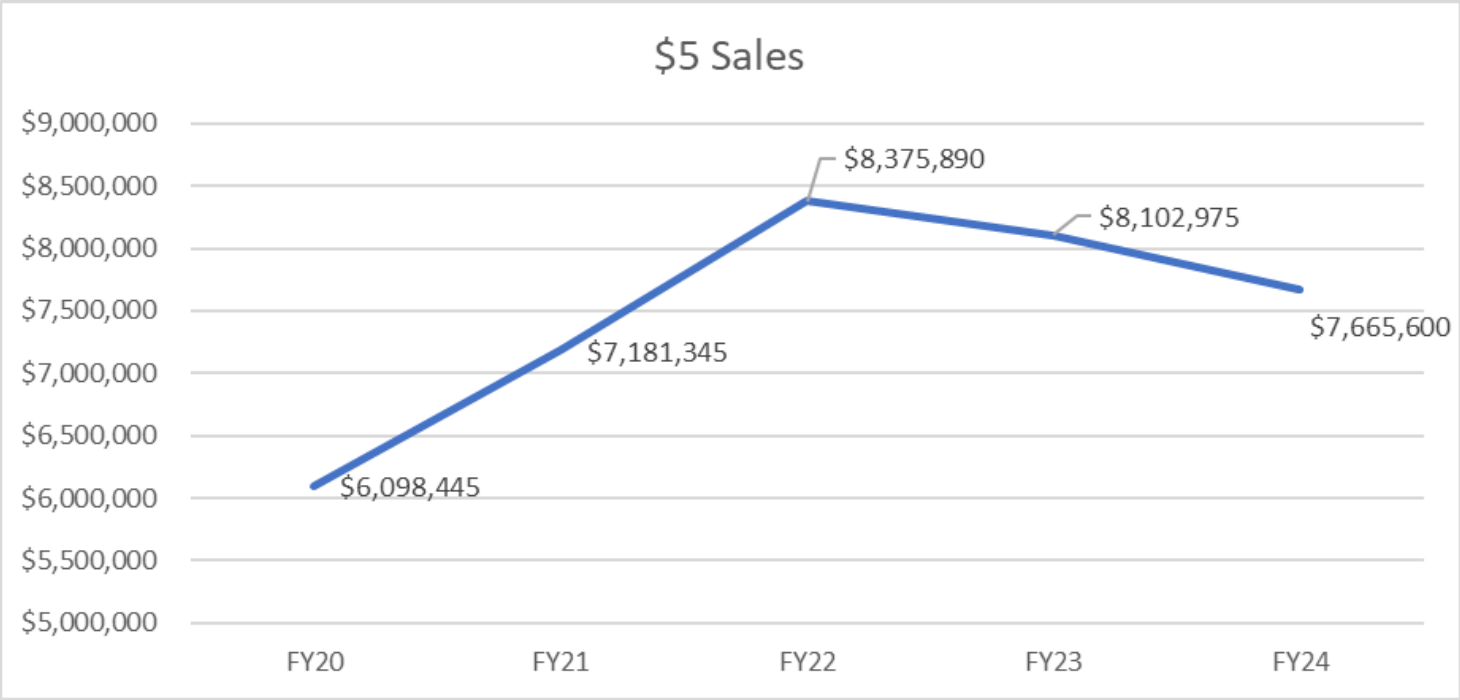
FY24 Sales were 6% **lower** than FY23

$3 Crossword


$3 Crossword Sales
$4,700,000
$4,600,000
$4,500,000
$4,400,000
$4,300,000
$4,200,000
$4,100,000
$4,000,000
$3,900,000
$4,176,747
$4,580,394
$4,454,535
$4,644,594
$4,397,190
FY20
FY21
FY22
FY23
FY24

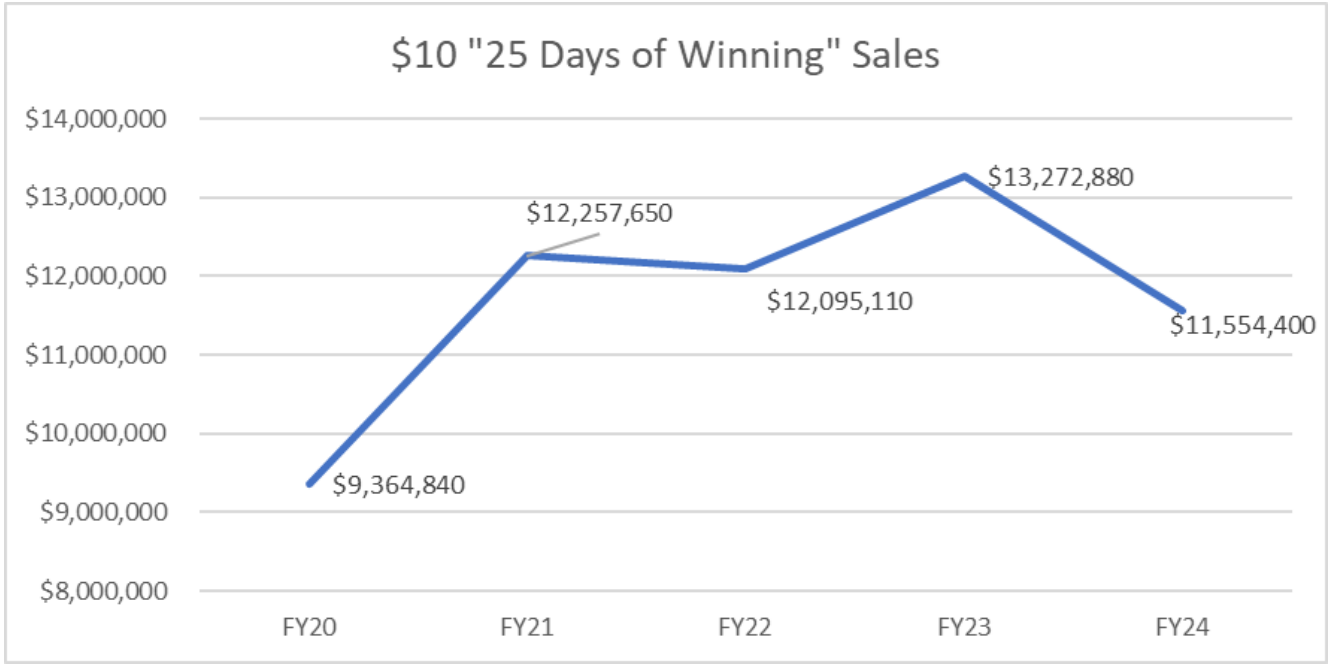

$3
Naughty or Nice
CROSSWORD
YOUR LETTERS
WIN UP TO
$20,000
SEE BACK FOR COMPLETE INSTRUC
$3
PEPPERMINT SCENTED!
CANDY CANE
CROSSWORD
YOUR LETTERS
WIN UP TO
$20,000
SEE BACK FOR COMPLETE INSTRUC
$3
CHRISTMAS
CROSSWORD
YOUR LETTERS
If a completed word in a winning combination contains a "$" symbol, win DOUBLE your prize.
PRIZE LEGEND
SCRATCH WIN
10 WORDS $20,000
9 WORDS $1,000
8 WORDS $500
7 WORDS $100
6 WORDS $50
5 WORDS $10
4 WORDS $5
3 WORDS $3
WIN UP TO
$20,000!
SEE BACK FOR COMPLETE INSTRUCTIONS.
1336-VOIDVO-IDV

$5 Sales


$5 Sales
$9,000,000
$8,500,000
$8,000,000
$7,500,000
$7,000,000
$6,500,000
$6,000,000
$5,500,000
$5,000,000
$6,098,445
$7,181,345
$8,375,890
$8,102,975
$7,665,600
FY20
FY21
FY22
FY23
FY24

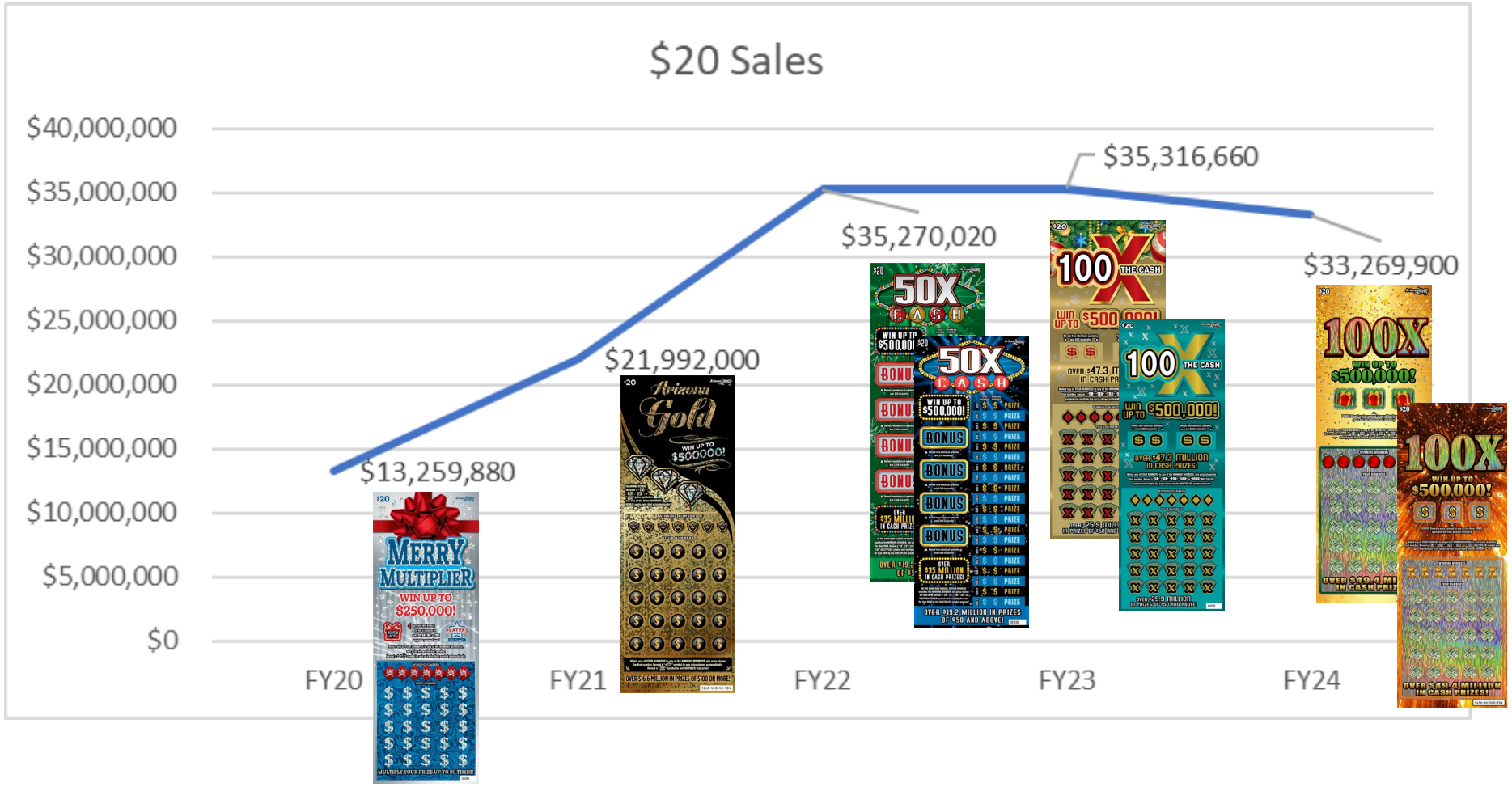

$5
Snow Globe CASH
$5
SLEIGH BELL
$5
Peppermint
PAYOUT!
BONUS
HOT CHOCOLATE BONUS: Reveal a "gift" symbol to win $25 instantly!
PRIZE
YOUR NUMBERS
WIN UP TO $50,000!
SEE TICKET BACK FOR INSTRUCTIONS
1337-V01DV0-1DV

$10 “25 Days of Winning”





$20 Sales

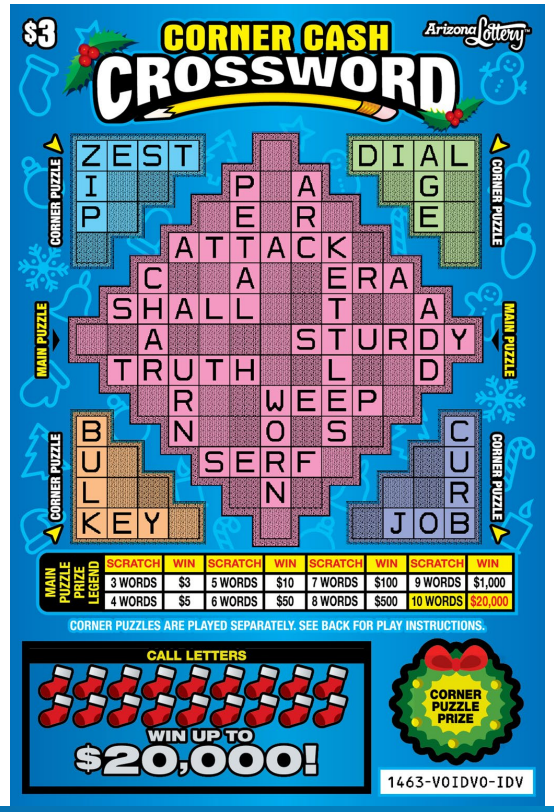

$20 Sales
$40,000,000
$35,000,000
$30,000,000
$25,000,000
$20,000,000
$15,000,000
$10,000,000
$5,000,000
$0
$13,259,880
$21,992,000
$35,270,020
$35,316,660
$33,269,900
FY20
FY21
FY22
FY23
FY24

Lineup Changes

FY25


$1
TO:
FROM:
Arizona Lottery
Happy Holidays!
Reveal a " " symbol, win prize shown.
WIN UP TO
$500!

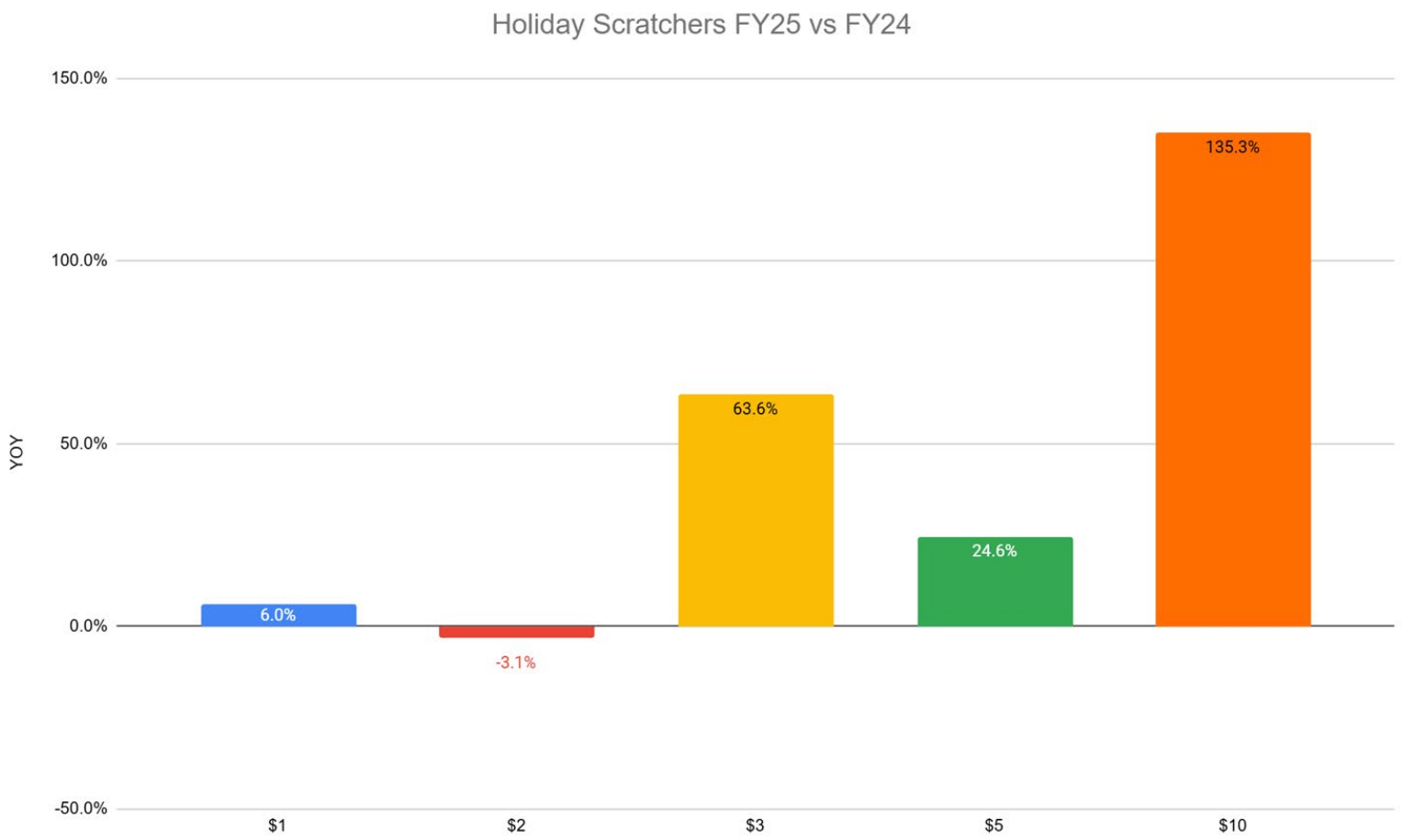

$2
Arizona Lottery
Milk & Cookie Cash
Match any of YOUR NUMBERS to either WINNING NUMBER, win prize shown for that number.
Reveal a " " symbol, win DOUBLE the prize shown!
WINNING NUMBERS
YOUR NUMBERS
WIN UP TO $10,000!
000


$3
Arizona Lottery
CORNER CASH
CROSSWORD
ZEST
ZIP
PUP
PAR
PEER
ATTACK
CAT
ERA
SHALL
SAT
TRUTH
STURDY
WEEP
WORN
SERF
DIAL
AGE
BULK
KEY
CUR
JOB
CORNER PUZZLE
MAIN PUZZLE
MAIN PUZZLE PRIZE LEGEND
SCRATCH | WIN | SCRATCH | WIN | SCRATCH | WIN | SCRATCH | WIN
3 WORDS | $3 | 5 WORDS | $10 | 7 WORDS | $100 | 9 WORDS | $1,000
4 WORDS | $5 | 6 WORDS | $50 | 8 WORDS | $500 | 10 WORDS | $20,000
CORNER PUZZLES ARE PLAYED SEPARATELY. SEE BACK FOR PLAY INSTRUCTIONS.
CALL LETTERS
WIN UP TO
$20,000!
CORNER PUZZLE PRIZE
1463-VOIDVO-IDV


$5
Arizona Lottery
Festive $500s
Loaded with $500s!
Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown for that number. Reveal a " " symbol to win prize shown automatically.
Reveal a " " symbol to win $500 automatically!
WINNING NUMBERS
YOUR NUMBERS
WIN UP TO $50,000!


$10
Arizona Lottery
TRIPLE RED
777's
WIN UP TO $100,000!
Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown for that number. Reveal a RED " 7 " symbol to win that prize automatically. Reveal a RED " 77 " symbol to win DOUBLE the prize shown.
Reveal a RED " 777 " symbol to win TRIPLE the prize shown!
WINNING NUMBERS
YOUR NUMBERS
WIN UP TO 20 TIMES!
000

FY25 Results



FY25 Sales: **+32%**
(excluding $20)

Research

Holiday Research

- Conducted by Ipsos
- Launched December 2024
- Surveyed Ipsos Panel & AZL Players Club
- Averaged 18 minutes

RESEARCH OBJECTIVES

Spending Patterns

- ✓ Do $2 crossword players move up to $3 during the holidays?
- ✓ Do lottery spending habits change during the holidays (increase/decrease/remain the same)?
- ✓ What effect would dropping the $1 price point have on holiday sales?
- ✓ Did the removal of $10 25 Days of Winning impact spending? Did the introduction of $10 Triple Red 7s increase spending?

Impact of Players Club promotion

- ✓ Did Players Club promotion encourage purchases?
- ✓ Do Players Club members prefer different prizes?

Oversized Holiday Scratchers

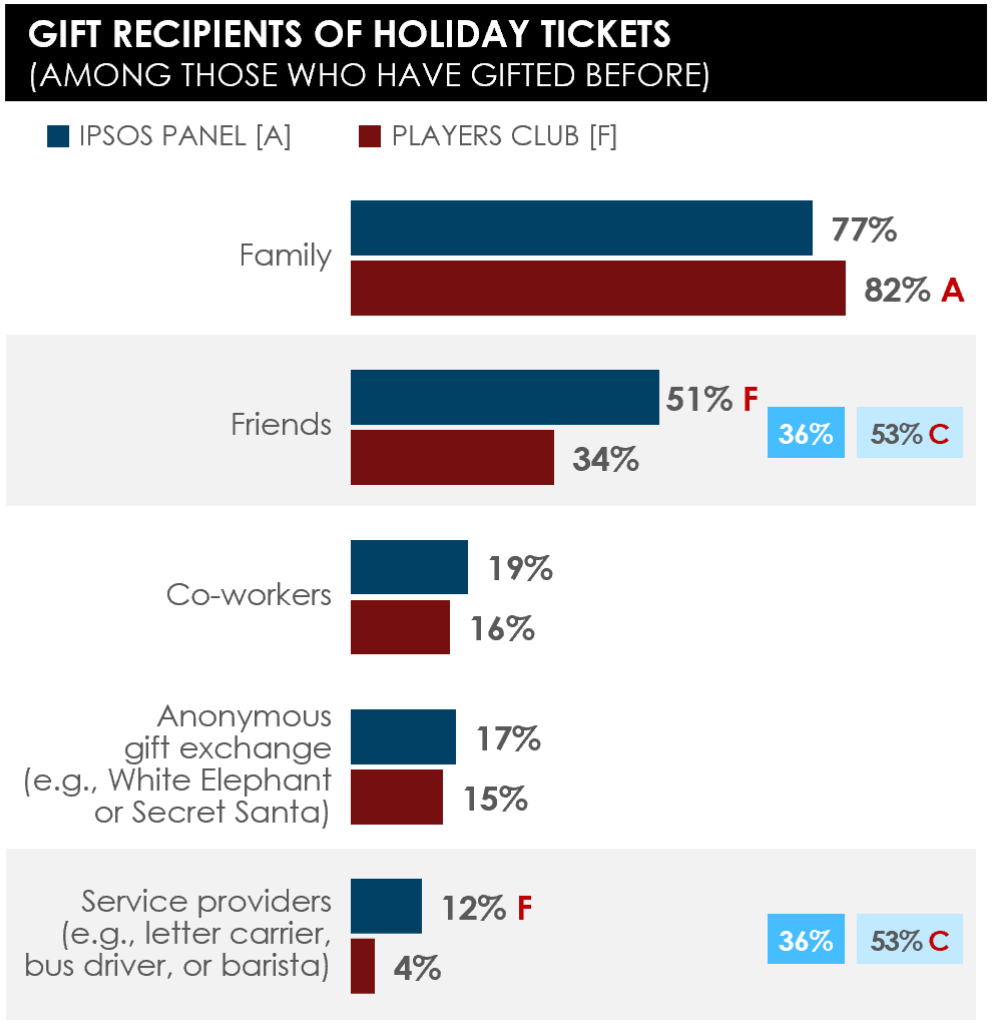
- ✓ Is there interest in oversized holiday Scratchers if they must be purchased at alternative locations?

Gifting behavior

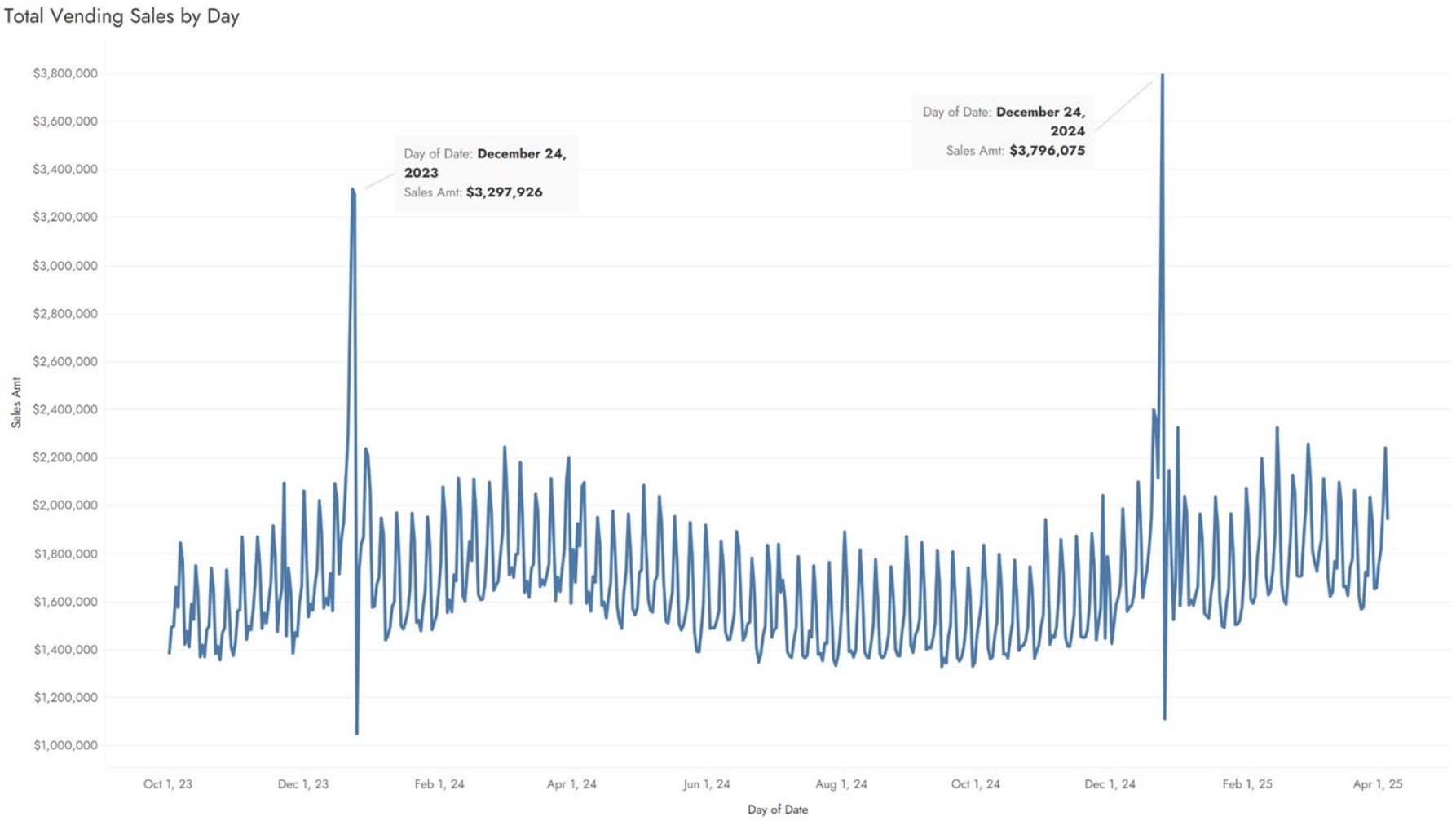
- ✓ Who do they give lottery games to? How much?
- ✓ Do players spend it on themselves? If so, how much?
- ✓ Planned or impulse purchases?

Survey Results

- Most gifters aim to spend <$30, with an average around $20
- $3 Crossword preferred for personal play, unlikely to be gifted
- $1 Happy Holidays and $5 Festive $500s are favored for gifting



Impulse vs Planned



Looking Ahead to FY26

Key Strategies

- Continue Pulsing Core Games
- Launch a $20
- $5 Ticket: $500 Value Proposition
- Fast Play: Introduce a $10
- Marketing & Retail Adjustments





Arizona Lottery™ | love the play

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