

Introducing The Lottery Corporation



**The Lottery Corporation
was formed by the
demerger of Tabcorp's
Lotteries and Keno
business**

Tabcorp's Lotteries and Keno business demerged into a separate ASX-listed company, The Lottery Corporation Limited (**The Lottery Corporation**), on 1 June 2022.

Tabcorp



(ASX: TLC)



Tabcorp

(ASX: TAH)



The Lottery Corporation Overview

The Lottery Corporation is an omni-channel business with a portfolio of high profile, recognised brands and games, strong digital growth and a retail footprint across c.7,000 retail outlets / venues (one of the largest in the country).

Lotteries Overview

- Australia's leading lottery services business, The Lottery Corporation's subsidiaries hold exclusive and/or long-dated licences and approvals to operate nationally (except WA)
- One of the highest performing lotteries businesses globally¹
- Portfolio of 10 games that covers a range of player motivations, with participation by 46% of the adult population²
- Strong omni-channel offering with a retail distribution footprint of 3,863 outlets and robust digital platform

Keno Overview

- The Lottery Corporation's subsidiaries hold Keno licences and approvals authorising conduct of Keno products in venues across New South Wales, Victoria, Queensland, South Australia and the Australian Capital Territory and online in Victoria and ACT)
- Recently awarded one of two 20-year Keno Licences in Victoria, running to 2042
- Strong omni-channel offering with Keno distributed in 3,409 venues and digitally

1. Third-highest draw lottery game sales per capita worldwide (source: La Fleur's Almanac 2021 (Lotto and spiel)).

2. Based on percentage of respondents who had purchased a lottery product over the last 12 months in The Lottery Corporation's jurisdictions of operations (source: Roy Morgan Gambling Monitor, October 2020–September 2021).



ClubLIFE
SEPT 2021 | Vol 38 | No 05

HAPPY 30TH KENO!
Still going strong after 30 years, celebrating another milestone.

MEALS ON WHEELS
Clubs using initiative to serve their hungry patrons.

THE FIGHTBACK
Clubs pushing hard in order to reopen soon.

CELEBRATE 30 YEARS OF KENO

KENO let's play!

ClubsNSW

The magazine cover features a blue background with gold confetti and stars. It contains four photographs: a group of people in business attire, a man holding a large blue Keno ball with the number 1, a person at a Keno terminal, and a Keno terminal with a colorful mascot. The Keno logo and 'let's play!' slogan are at the bottom left, and the ClubsNSW logo is at the bottom right.

30 Years of Keno

1988

NSW Government legislated for the introduction of Keno.

1989-90

Licence to conduct Keno issued jointly to CKH and AWA's wholly owned subsidiary, Club Gaming Systems Pty Ltd (Keno (NSW)).



1991

"Club Keno" launched at Western Suburbs Leagues Club (Newcastle) as a pilot in 12 clubs. The 10-Spot Jackpot starts at \$250,000 and manual ball draws took place every six minutes.

Official launch by the Chief Secretary and Minister for Administrative Services, Anne Cohen, held at Panthers Rugby League Club on 22 November.

1992

For the first time in clubs, customers had the chance to win more than \$1 million, for the 10-Spot Jackpot. The 8 & 9 Spot Jackpots were also introduced.

Keno's first birthday promotion "Cash 'n' Cars" was the game's first major promotion, conducted to coincide with the introduction of the 8-Spot Jackpot.

1992-93

Pilot tests for "Keno Live", conducting ball draws directly from a club.



1993-94

New game initiatives - Jackpot Sevens, Lucky Last & EasyPlay.

Largest ever 10-Spot Jackpot \$7.5m, won at North Ryde RSL Community Club on 26 July 1994.

1995-96

One billion dollars of Keno turnover achieved by the end of November 1995.

1997-98

- State-wide release of "Heads or Tails" in September 1997.
- State-wide release of "Keno Roulette" variant.



30 Years of Keno

2001-02

Tenth Anniversary
Celebration at Sydney Town
Hall in September 2001.

- State-wide introduction of
"Keno Racing" in March 2002.



2002-03

Introduction of an automated
number selection process for
the drawing of Keno games.
Installation of a Keno Display
System (KDS) digitally-based
video display system.

2005-06

"Keno Host" club
incentive program,
associated with the
introduction of the new
game variant "Keno
Bonus", introduced in
November 2005.



2007-08

NSW hotels became
eligible to enter into
agency arrangements
to operate Keno.

2008-09

Major television advertising
campaign, with a significant
focus on the metropolitan area
as well as regional NSW.



2009-10

Release of the self-service
terminal, Keno Touch.



2014-15

Rebranding of Keno and
several new game initiatives.



30 Years of Keno

2015–16

Renewal of Keno licence to 2050.



2016–17

Twenty fifth anniversary of the game.

"Keno Mega Millions" introduced, offering a \$5 million minimum jackpot.

- Completion of the eastern seaboard states participation in jackpot pooling, enabling jackpot growth at double the previous state stand-alone model.



2017–18

- Keno trade facing website launches. "Keno Connect" provides clubs with news, reporting and analytics, marketing and operational assets and operator incentives.

The Keno local area marketing program launches alongside Keno Connect providing clubs with bespoke promotional packages tailored to their own requirements.

2019–20

Keno launches partnership with Team Rubicon Australia (now Disaster Relief Australia) with a \$100,000 donation to bushfire-affected communities in NSW.

- Keno introduces "Ken the Kraken" as part of a major ongoing marketing campaign.



Who Are We?



LICENSES
NSW, QLD, ACT,
VIC, SA*



500+
games a day
Game every 3mins



3,600
Retail outlets



200
Transactions every minute
23.5hrs a day



30 YEARS
Delighting Customers



\$1.2b
Annual Turnover

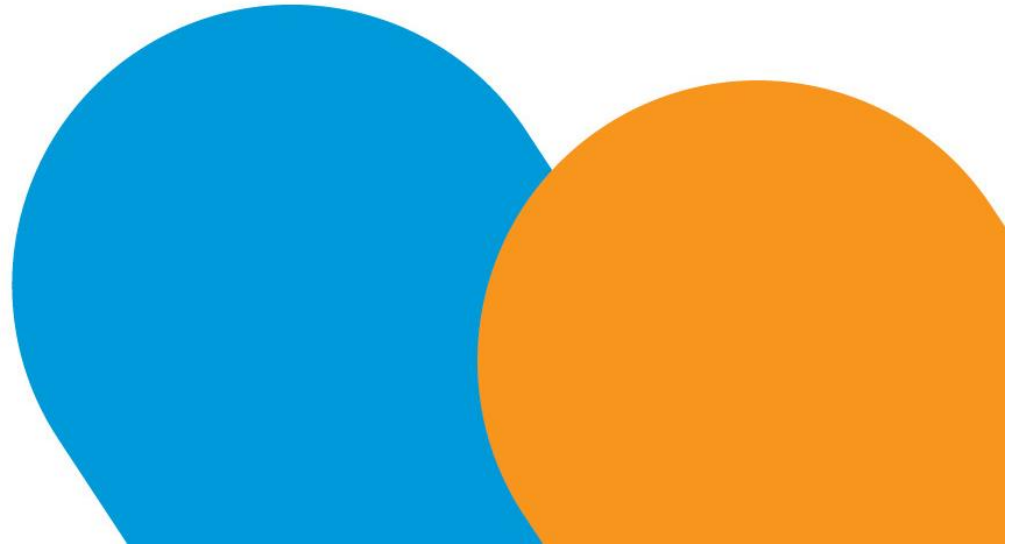


127,000
Digital Customers



~21
Millionaires
every year

Our Brands



Our Brands



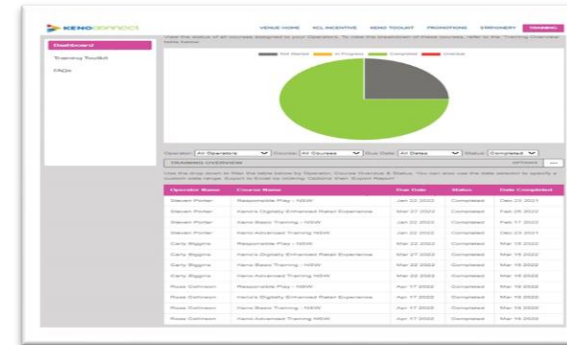
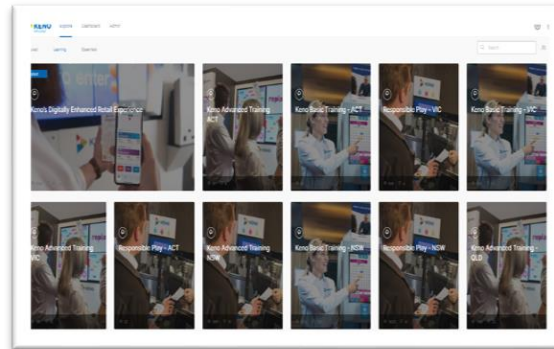
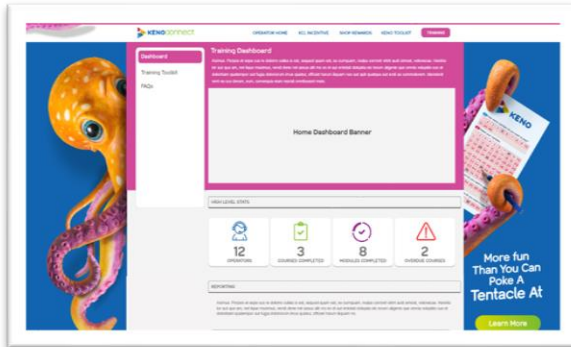
Keno Connect is the one stop shop for all Keno venue business needs.

Starting as an trade incentive portal in 2015, evolving to an all encompassing trade hub in December 2018 with over **299,000** logins since it's commencement

It is used by Venues, Operators, Internal and External Admins to access:

- Training
- Incentives - Keno Champions League (KCL)
- Promotions - Local Area Marketing (LAM)
- Customised Celebrate a Win Artwork
- Compliance and RG information
- Financial Reporting
- Venue Information
- Marketing Toolkit - Promotion Point Of Sale, Documents and Forms
- Stationary Ordering





- Provides unlimited access to eLearning materials
- It works across all digital devices
- Multimedia learning to incorporate best practice and consistency
- Ability to host venue specific training content, securely and efficiently
- Ability to have a greater reach across our network than face to face learning (given distance and time)
- Easily tracks learner progress and learning outcomes
- Advanced reporting at individual and group level
- Efficient management and upskilling of venue operators to Senior writers or managers
- Time saving for all stakeholders involved
- Supports the management of venue Keno writer numbers

In Venue Promotions

- Keno builds and nurtures B2B relationships and assists Venue Partners to deliver exciting experiences for their customers which add value to their visit.
- Venues that run LAM promotions have grown on avg 1.7% vs prior 13 weeks

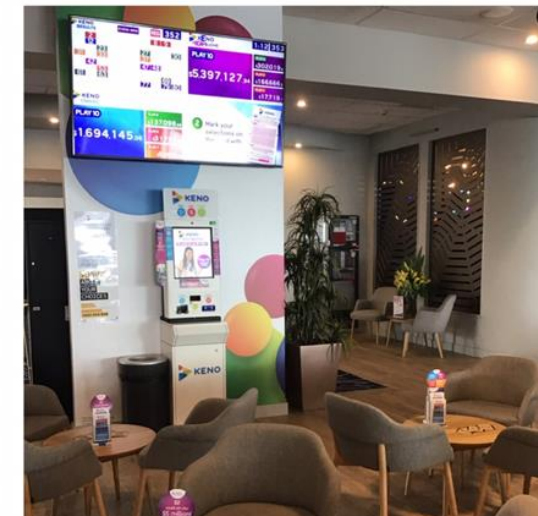
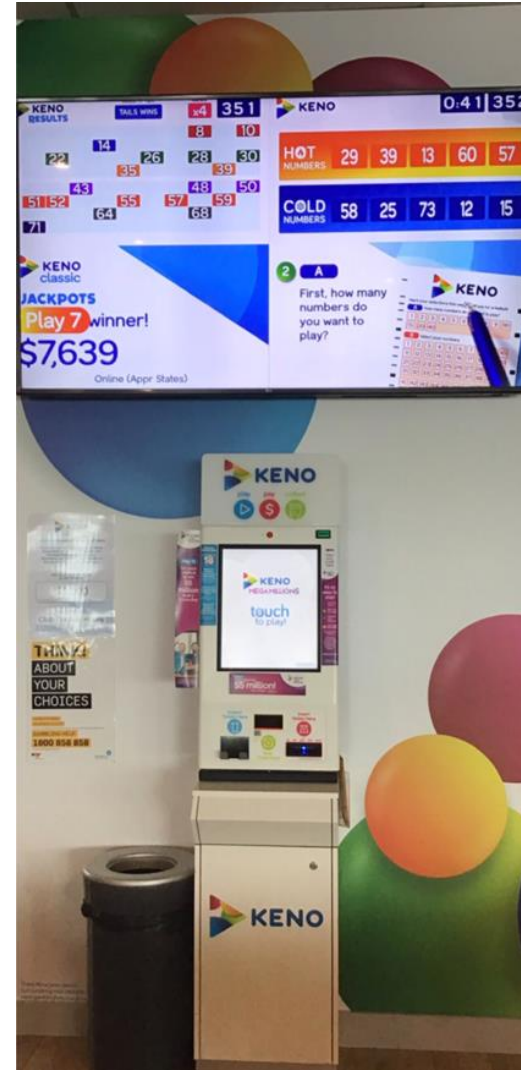


Keno Retail Image

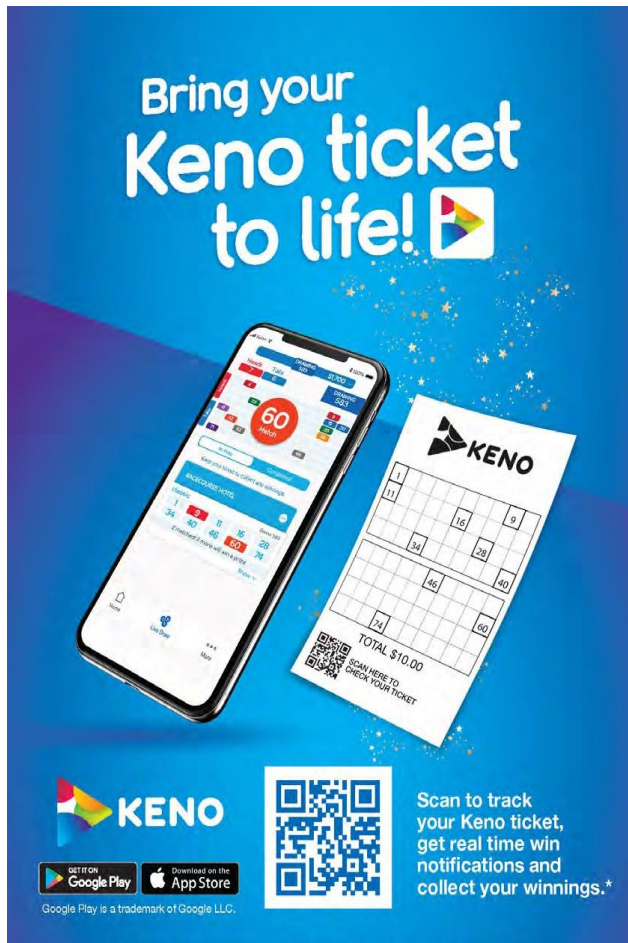
- Keno has developed a display solution which provides your customers with a crystal clear, high-definition view of Keno
- **Retail Image (RI) venues perform up to 5.2% better than venues with no (RI) in first 13 weeks after NRI installation**

Manager St Johns Park Bowling

“The new Keno retail image has brought a lot of life to our lounge area and gives Keno a real WOW factor when members and visitors enter the club. Since our new equipment was installed, we have had significant growth in Keno sales and continue to drive our Keno performance. We have seen an increase in participation fuelled by the sheer presence of our Keno



The Keno App in Venue



The app is designed to enhance the Keno play experience and increase the likelihood / frequency of in-venue play by;

1. Digitising the player's retail ticket for an immersive digital playing experience
2. Getting real time win notifications and a digital ticket history of player's retail tickets – never miss a win!
3. Option to deposit winnings into player's account and transfer to their bank account
4. Automatic entry into second chance draw or other future competitions
5. Sign up is not required to experience interactive play (although it is for other features) – quick & easy to use the app
6. Existing app users can simply update the app to unlock the new features



Since its introduction Keno purchases have always been made with cash. Over the past decade, cash purchases in Australia have been in decline, where consumers are choosing alternative payment methods for everyday transactions.

In 2022, the Keno business is launching a pilot program where selected venues in Queensland, will be the first to accept debit card payments for Keno tickets. A truly market leading initiative, some of the benefits are:

1. Provides customers with a choice of payment options
2. Addresses shift in consumer behaviour
3. Facilitates spontaneous play



* Pending regulatory approval in NSW

QUESTIONS?

THANK YOU

