



WHY BECOME A LOTTERY RETAILER



TOGETHER WE CAN INCREASE YOUR BOTTOM LINE!

Illinois Lottery retailers average \$20,000 in annual Lottery earnings, and top-selling Lottery retailers make over \$200,000 each year!

- Increase traffic and your customer base!
- It's good for Illinois and good for business!



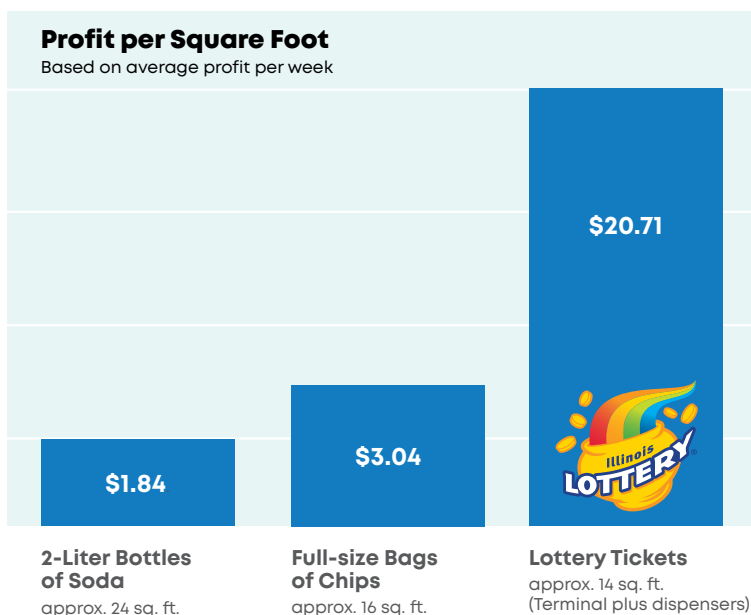
POTENTIAL ANNUAL EARNINGS

\$20,000–\$200,000

High return on investment

Lottery Tickets:

- Take up very little space
- Have no upfront cost
- Make high yearly/weekly profits and higher profit per square foot than most other popular items





START SELLING TODAY

As a Lottery retailer, you will earn:

5%

**COMMISSION
ON EVERY
TICKET SOLD**

1%

**SELLING BONUS ON
WINNING TICKETS OF
\$1,000 OR MORE SOLD**

**UP TO \$500,000 IN
BONUSES PER TICKET**

1%

**CASHING BONUS
ON ALL WINNING
TICKETS CASHED BY
YOUR STORE**

UP TO \$600 PER TICKET

Become a Lottery Retailer in Approximately 4 Weeks

1. Business Development Manager will assist with the following:
 1. Gather store information
 2. Gather necessary licensee(s) information
 3. Answer application questions
2. Complete New Retailer Application
 1. Credit check
 2. Background check
 3. W-9 form
3. \$50 application fee and copy of State ID or driver's license
 1. EFT Authorization Form
 2. Attend new retailer equipment training
 3. Have equipment installed



Fees

- \$50 application fee – applies to new applicants, change of ownership applicants, and applicants for additional locations of current Lottery retailers (per location)
- \$25 license renewal fee (every 2 years)
- \$10 weekly service fee

Account Management

One of Camelot Illinois' priorities is to streamline and improve the Illinois Lottery ticket management process.

- Illinois Lottery retailers receive a dedicated Lottery Sales Representative for in-store support and a Tel-Sel Representative for customer service and ordering support.
- You are not required to pay for Instant Tickets until 90 days after their activation or whenever the tickets are actually sold, and the cash is in the drawer (i.e., 90% redeemed).
- Accounting for terminal sales is automatically performed for you by the terminal.
- Each week, a report shows you how much you owe the Illinois Lottery; this amount is collected through Electronic Funds Transfer (EFT).
- Commissions, selling bonuses, and cashing bonuses are credited to you each week.
- Daily reports and running sales totals can be produced on-demand.



Your Lottery Sales Representative and hotline resources are always available to help! **1-844-806-8930**

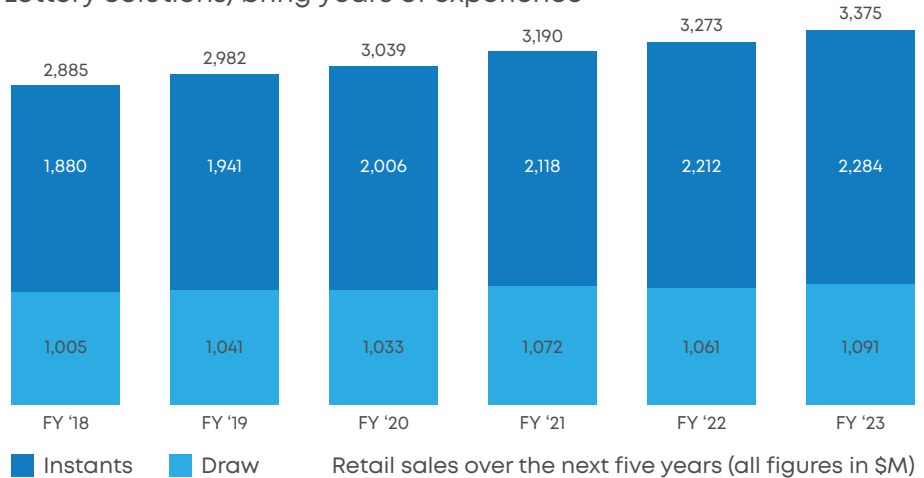


OUR PLAN FOR YOUR BUSINESS GROWTH

Camelot's five year plan for Illinois sales growth is \$490,000,000 - we're committed to your success.

On January 2, 2018, Camelot Illinois began operating the Lottery on behalf of the State of Illinois. Our goal is to re-establish Illinois as one of the top lotteries in the United States. In support of our mission, our partners (e.g., Camelot Lottery Solutions) bring years of experience in lottery consultancy services to a number of U.S. lotteries and international lotteries.

We're a leading gaming solutions provider and operator in 55 countries with over 300,000 operating terminals processing over 23 billion transactions per year — all while maintaining the highest security certifications.



LOTTERY GENERATES MORE SALES

Over 60% of Illinois residents play the Lottery. Why miss out?

- Lottery products are impulse purchases driven by convenience.
- Lottery provides fun and excitement for your customers – fun and excitement that increases sales.
- Lottery players visit more, spend more, and buy more.

NACS studies show Lottery players:

VISIT
26%
MORE OFTEN

SPEND
2X
AS MUCH

BUY OTHER PRODUCTS
85% OF THE TIME
ALONG WITH TICKETS

DID YOU KNOW?

- You can pay winning tickets up to \$600 (reimbursed by the Illinois Lottery).
- 2 out of 3 winners reinvest part of their winnings back into the Illinois Lottery and your store.
- Illinois Lottery signage and POS trigger impulse Lottery purchases.

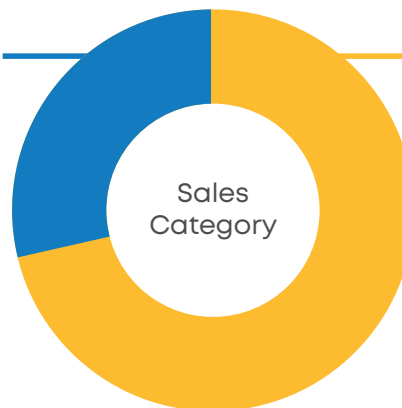


Lottery is the #1 impulse product you can sell.

New Age Beverage	(8.4%)	Gum	(0.7%)
Candy	(3.0%)	Nuts	(0.6%)
Salty Snacks	(4.7%)	Snack Cake	(0.9%)
Soft Drinks	(4.0%)	Other	(3.6%)
Water	(1.6%)		



Food & Beverage ■ 27.5% Lottery ■ 72.5%



DID YOU KNOW?

- Instant Tickets provide increased revenue and instant excitement.
- Draw Games offer a variety of fun ways to play: huge multi-state Jackpots, Illinois-only multimillion-dollar games and a Daily Game starting at \$100,000. Plus, two other favorite Daily Games. Draw Games allow your customers to win big and often!
- Winning instantly creates in-store buzz. Cashing tickets can increase in-store spending on other products.

ILLINOIS LOTTERY GAMES DRAW TIMES							
	MON	TUES	WED	THUR	FRI	SAT	SUN
POWERBALL			9:59 PM			9:59 PM	
MEGA MILLIONS		10:00 PM			10:00 PM		
Lotto	9:22 PM			9:22 PM		9:22 PM	
LuckyDay LOTTO	DRAWS EVERY DAY AT 12:40 PM & 9:22 PM						
PICK 3 PICK 4	DRAWS EVERY DAY AT 12:40 PM & 9:22 PM						



Here's what some of our customers have to say about us:



[The Lottery] brings in a lot of foot traffic. We like those players who come in twice a day. When they do, they pick up items twice a day, win-win. They buy groceries and get their lottery ticket at the end or come in to buy a lottery ticket and say, 'I just need to grab one item.' When they go back, they pick up other items as well.



Offering Lottery in our stores is definitely a traffic driver. Selling Lottery also increases basket size as customers usually leave the store with other items. Customers enjoy the convenience of buying tickets as they gas up their cars or pick up their snacks and drinks.

Schnucks



WE INVEST IN OUR RETAILERS

Multi-million dollar marketing investment to support **YOUR BUSINESS** and **YOUR SUCCESS** with the Illinois Lottery!

- More customers through your doors
- Free point-of-sale materials and displays
- Game play promotion and advertising done for you
- Training and state-of-the-art equipment
- Retailer Incentive Program designed to reward you for featuring the best-in-class Lottery retailing

EARN REWARDS EVERY MONTH!



WE INVEST IN ILLINOIS

It's proven that consumers are driven to a cause. Proceeds from Illinois Lottery sales help fund K-12 public schools in Illinois and help the State build roads, bike trails, and schools.

1 We're proud of what we've accomplished with our retail partners.

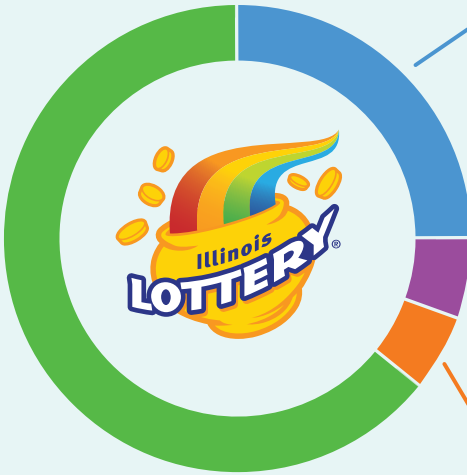
MORE THAN
\$20 BILLION
contributed to education funding since the Illinois Lottery's inception

OVER
\$60 MILLION
special causes like homelessness prevention, Illinois Veterans services, the fight against breast cancer, MS research, Special Olympics, police memorial funds and assistance for people living with HIV/AIDS.



2 2019 Fiscal Recap

64%
PRIZE PAID TO WINNERS
\$1,907,000,000



25%
TRANSFER TO GOOD CAUSES
\$754,000,000
Common School Fund, Capital Projects Fund, and Specialty Tickets

6%
RETAILER COMMISSIONS/ SELLING BONUSES
\$165,000,000

5%
OTHER EXPENSES
Including Operations
\$154,000,000

WORLD-CLASS EQUIPMENT PROVIDED

Each retailer receives:



- 1. The Photon** – New Lottery terminal with digital imaging and thermal printer.



- 2. The Genion** – Ultra-efficient ticket checking terminal that offers user-friendly technology and interactive displays.



- 3. Player Advertising Displays** – HD counter-facing monitor supported by the Intralot Horizon system. Bringing high-definition messaging and advertising to customers.

- 4. 4G Communications Modem (not pictured)** – Handles all transactions efficiently, effectively, and seamlessly.

Permanent Point-of-Sale

The Camelot team has designed new equipment to transform the display, promotion, and merchandising of Instant Tickets and Draw-based Games. The new equipment delivers the best retail experience for both retail staff and customers alike.

From state-of-the-art design to optimizing store placement, customers can find and purchase games faster, easier, and more often.

- Cutting-edge window signage
- Instant Ticket counter displays incorporating play slip stocking units with multi-advertising points
- Mini Jackpot messaging boards integrated with Instant Ticket displays
- Counter terminal surrounds with built-in HD monitor

On-counter positioning of Illinois Lottery products and point-of-sale will determine how successful your store will be. Perfect placement is close to the register in what we call the “red zone.” This area is best for engaging your customers.



Be Smart, Play Smart® Must be 18 or older to play. If you or someone you know has a gambling problem, crisis counseling and referral services can be accessed by calling 1-800-GAMBLER (1-800-426-2537). For additional info or to exclude yourself, call 1-800-252-1775 or visit illinoislottery.com.

