



Team Kentucky:

I'm pleased to report that - in the face of unprecedented times - Kentucky Lottery sales have risen to unprecedented levels.

Congratulations to the Lottery's staff, management, retailers and board of directors for once again shattering a sales record through finishing fiscal year 2020 by selling \$1,203,442,000 in tickets. That's the largest sales figure in Kentucky Lottery history, and is \$73.9 million (6.5%) more than the previous record set in FY19.

The Lottery's cash transfers to the Commonwealth in FY20 were \$278.5 million, an increase of \$5.8 million (and another record). These transfers are even more impactful now, as Lottery retailers and staff have worked to keep our essential businesses open. Thanks to that work, more money than ever is available to help our state's best, brightest and most deserving students attend college in Kentucky.

If there was ever a time these students are depending on these funds, it's now. These proceeds help keep our students here at home to attend college, and helps Kentuckians return to school to get a degree in high-demand fields.

Thanks to everyone involved with the Kentucky Lottery for their commitment to keep fueling imagination and funding education.



ACHIEVING RECORD SALES

FY20 marks the 22nd year out of the past 27 that the Kentucky Lottery has achieved record sales. Scratch-off tickets once again were the largest individual game category, finishing the year at \$741.1 million. This is a \$71.9 million (10.7%) increase from the previous year.

Kentucky's Pick 3 game posted the largest draw game dollar increase in sales, rising \$17.4 million (11.6%) to \$167.3 million. Pick 4 posted the largest draw-game percentage sales increase for the year of 14.1%. That translated into sales for the game of \$50.9 million, up \$6.3 million from FY19. A pair of new draw games launched in FY20 - Fast Play and Cash Pop – accounted for \$17.9 million in additional sales.

Internet lottery sales also showed significant growth throughout the year, due in large part to sales during stay-at-home orders as a result of the pandemic. iLottery sales finished FY20 at \$45.0 million, an increase of \$18.2 million (68%). Internet sales continued to be a modest amount of overall business, comprising 3.7% of total sales.

We take great pride in finishing FY20 during a tumultuous period unlike anything that's existed in our more than threedecade history, and are working hard to continue this positive growth.



Mark F. Sommer Kentucky Lottery



Marty Hells Marty Gibbs Kentucky Lottery Interim President and CEO



INTERNET SALES SEE RECORD GROWTH

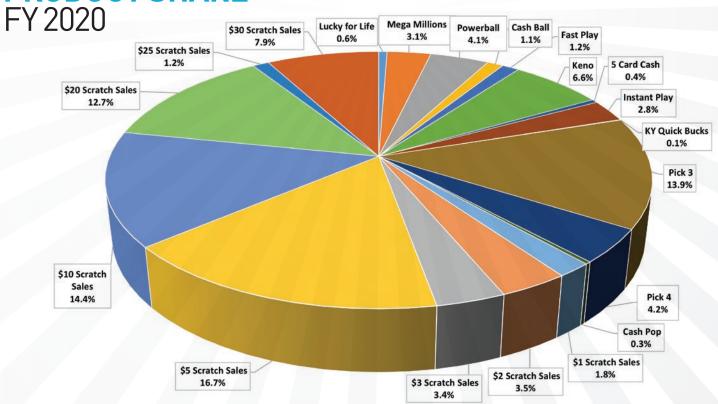
Sales for the Kentucky Lottery's online channel overall rose from \$26.8 million in FY19 to \$45 million in FY20 (a 67.9% increase).

Instant Play games saw the most growth with a 91.7% increase in sales. Keno also saw significant growth, increasing by 47.7%. COVID-19 led many new players to sample the online program which provided a safe option for those who wanted to play the Lottery from the comfort of their home.

Players also benefited from the launch of a redesigned mobile app, which made it easier to find Instant Play games and wager for most draw games. Fan favorite capabilities, including winning numbers, scanning tickets to determine if they are winners and entering second chance promotions, remain available.



PRODUCT SHARE





FY20 proved to be one of the most challenging in the Kentucky Lottery's history, but adversity is little more than a dare to KLC employees. What could have been a disastrous fiscal year due to COVID-19 and the shuttering of hundreds of Lottery retailers set the KLC team into brainstorming that involved all aspects of the company, from sales and finance to information technology and retail outlets.

Howard Kline, executive vice president and chief financial officer, said FY20 turned out to be one for the record books -- despite setbacks that closed many commercial establishments across the nation.

Kline said for the first weeks of the government-mandated COVID-19 shutdown, consumers and businesses alike quickly became concerned "and it wasn't just in our industry but in all industries," Kline said. "The first two to three weeks were kind of scary. We had some serious concerns about how we were going to end the fiscal year. I think after 30 days, people started feeling more comfortable with their own situation and we noticed that in our sales."

"This was spring break time," he said. "A lot of vacations were canceled for people in Kentucky and I think 'staycation' came into play. Movie theaters weren't open — basically all discretionary spending was shut down. The malls were shut down. You couldn't even go window-shopping."

Maggie Garrison, interim chief operating officer, said, "It was a slow go this year through mid-March. We had a record Mega Millions jackpot last year, so we knew we were struggling to outpace that ... but then April really took off. We found ourselves in a situation where the demand for Lottery tickets was still there, and fortunately we were still selling. A lot of other businesses were closed and to our benefit, we weren't. The Lottery kept operations going -- our retailers were there for us, so I think we were just in a great position to respond to the demand."

Kline attributed the increase in sales to the corporation's top seller – Scratch-off tickets. "There was a lot of traffic in grocery stores and c-stores, so we were an easy pick-up," he said. "That is our No.1 selling product."

In the face of adversity, retailers and Lottery staff worked together to keep sales steady — if not increased. Areas like Oak Grove, Kentucky, deemed many convenience stores non-essential because they didn't sell gasoline, so store management worked with county officials to add drive-thru to their operations under abbreviated hours. Moves like this helped keep businesses afloat and the Lottery sales on track with budget during unprecedented times.

"We had to make system changes to allow retailers to return tickets that weren't selling," Garrison said. "That was probably our biggest hurdle. Our claims process was completely changed. We stopped allowing people to come into the office, so we had to accept appointments. We signed up retailers to cash higher-value tickets, and we found that cashing agents were a huge help so we weren't being bombarded with appointments in the office."

Kline said immediate concerns centered around providing the same level of service to both consumers and retailers without physically being in the office. "Can we continue to be effective? Can we continue to provide the same level of services that our retailers need? Can we continue to get inventory to them? Can we continue to hold drawings?"

"The hard work from KLC employees and Lottery retailers translated into record sales for Q4 (April – June 2020), totaling a whopping \$374.6 million," Kline said. "And the fiscal year ended on a record high note with total sales of \$1.2 billion, an overall increase of 6.5% over the previous year. We also had record cash dividend transfers of \$278.5 million."

Pick 3, Pick 4 and Cash Ball draw games all sold extremely well, with increases of 11.6%, 14.1% and 14.2%, respectively. Sales of Scratch-off tickets totaled \$741.1 million, an increase of an impressive 10.7%. When taverns and bars were shut down as nonessential businesses, Keno sales took a hit, ending 6.5% behind last year's sales.

"I like all the records we set, so I hope that we see more records in 2021. Clearly the bottom line was that we generated the results that frankly were expected of us," Kline said.

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2020 KENTUCKY LOTTERY ANNUAL REPORT | 5

YET AGAIN, SCRATCH-OFFS BREAK RECORD 250,000! Amont somus Amont som

Scratch-offs sales in FY20 rose \$71.9 million (10.7%) to \$741.1 million.

Games at the \$5 price point were the best sellers, bringing in \$200.4 million for the year. The largest increase in sales occurred at the \$30 price point, which saw sales more than double from \$44.3 million in FY19 to \$95.2 million in FY20.

One highlight of the year was the introduction of the second \$30 Scratch-off ticket, Gold Rush. This ticket included enhancements from the first \$30 ticket such as larger bonus prizes that were developed as a result of focus group testing.

Bigger and better prize structures were introduced, with larger top prizes and more differentiation in top prizes between price points. Players have also noticed an increase in mid-tier winning tickets, the majority of which see prizes cashed in at retail (leading to higher commissions for retailers and increased sales from more tickets being purchased).

Another key reason for growth was the continuation of game families. First started with tickets available in FY18, the family line up was expanded in FY20 to the Kentucky Millions brand. These families all have similar play styles and graphics, which enabled marketing that covered tickets at multiple price points. Kentucky Millions had games at the \$2, \$5, \$10 and \$20 price points.

Other highly successful offerings for the year included the licensed property games Monopoly and Wheel of Fortune, the latter of which was promoted through an appearance by TV icon Vanna White.

Solid results continued to be realized from the deployment of Gemini touchscreen vending machines. The front of the device features a 42-inch touchscreen monitor which displays 28 Scratch-off games available for purchase.

WIN

UP TO

\$30

3 TOP PRIZES OF \$3,000,000!*

Players can also purchase all draw games there and have the ability to pick their own numbers for Powerball and Mega Millions tickets. In the field in FY20 there were 470 of the devices, which averaged more than \$200,000 each in annual sales. An additional 575 of the machines will be deployed in FY21, bringing their overall ranks to more than a thousand in retailers all across the Commonwealth.

More tickets in retailers meant more sales. A program to encourage retailers to increase their facings - the number of individual games on display continued in FY20. That program added nearly 18,000 new facings.

For the year, the \$30 ticket Gold Rush sold the most in terms of sales dollars (\$48.9 million), while the \$3 Crossword ticket sold the largest number of physical tickets in FY20 at 6.6 million tickets.

VANNA WHITE CELEBRATES NEW TICKET IN KENTUCKY

Vanna White spent a day in Louisville in late September 2019 interacting with fans and doing media interviews on behalf of the Kentucky Lottery. She was there to kick off sales of the new \$5 Wheel of Fortune Scratch-off ticket.

Fans lined up for an hour and a half to meet the legendary TV personality and get photos and autographs, and she answered questions during a Q&A session.

White was one of 200 women selected to audition for "Wheel of Fortune" in 1982, selected by show creator Merv Griffin because he liked her chemistry with host Pat Sajak. In 1992, she was recognized in the Guinness Book of World Records as "Television's Most Frequent Clapper." Averaging 720 claps per episode, she puts her hands together more than 28,800 times per season.

White attended what the Kentucky Lottery billed as "Kentucky's Largest Wheel Watch Party". She was set to watch that night's episode of Wheel on a Jumbotron in the KFC Yum! Center Arena, along with a small group of VIP second-chance winners in a private suite.



RECORDS BROKEN IN FY20

- Total sales \$1,203,442,000
- Cash dividend transfers \$278,486,000
- Payments to retailers \$71,045,000
- Total prize expense \$801,241,000
- Scratch-off sales \$741,063,000
- Pick 3 sales \$167,322,000
- Pick 4 sales \$50,917,000
- iLottery Instant Play sales -\$33,263,000

TERMINAL



RECAP

TERMINAL GAME SALES CLOSED THE YEAR AT \$429.1 MILLION

(WHICH INCLUDES \$11.7 MILLION IN DRAW-GAME INTERNET SALES). THIS IS A 3.2% DECREASE (\$14.0 MILLION)

FROM FY19.













\$2.00





POWERBALL:

Powerball sales finished the year at \$49.9 million, down 32.1% (\$23.6 million) from the previous FY. A lack of sustained jackpot runs was the main reason for the decline. While Kentucky did not have a jackpot winner in FY20, one lucky player matched all of the white ball winning numbers but not the Powerball to win the game's second prize of \$1 million. Another 24 lucky players matched four of the white ball winning numbers and the Powerball to win the game's \$50,000 third prize - and one of those 24 players purchased the Power Play option, meaning that prize was multiplied even higher.

MEGA MILLIONS:

Much like Powerball, Mega Millions sales suffered due to the lack of sustained jackpot runs. A significant increase in sales during FY19 was attributable to several significant jackpot runs during that year for the game, including a near world-record breaking \$1.5 billion run in October 2018. Mega Millions sales in Kentucky ended FY20 at \$37.0 million, a 41.4% decline (\$26.1 million). Kentucky still has not seen a Mega Millions jackpot winner, but one player won the game's second prize of \$1 million in FY20.

PICK 3 AND PICK 4:

Pick 3, which far and away continues to be the most widely played Kentucky Lottery draw game, posted an 11.6% sales increase from the previous year. Sales for the game ended FY20 at \$167.3 million, a \$17.4 million increase. Pick 4 sales increased for the same period, ending up 14.1% at \$50.9 million. That's a \$6.3 million increase from FY19.

CASH BALL 225:

Cash Ball 225 finished the year with \$13.7 million in sales, a 14.2% (\$1.7 million) increase from the previous year. There were six players who won the game's top prize of \$225,000 in FY20.

LUCKY FOR LIFE:

Lucky For Life finished FY20 with \$7.2 million in sales. That's a \$351,000 decrease (4.7%) from FY19. Kentucky had two players win the game's second prize of \$25,000 a year for life in FY20.



5 CARD CASH:

Sales of the 5 Card Cash game ended the year at \$5.4 million. This was a \$1.5 million (21.7%) decrease from FY19. There were two winners of the game's top prize of \$100,000 for the period.

KENO:

Keno sales dropped in FY20, due largely to the loss of social environment retailers and the darkening of Keno monitors at retail during the COVID-19 pandemic. Sales for the game finished the year at \$78.8 million, a \$5.5 million (6.5%) drop. There were no top prize winners in FY20; however, there were 12 winners of \$10,000 in the game, as well as a pair of \$20,000 winners and a \$40,000 winner.

FAST PLAY:

FY20 brought the introduction of a new category of Kentucky Lottery games that print ondemand from the terminal, are easy to play and offer a chance to win instantly. With Fast Play games, there is no drawing to wait for – players know immediately if they've won a prize based on the how to play information printed on each ticket. The game also has a rolling jackpot feature which increases every time a Fast Play ticket is purchased until the jackpot is won. The game had a solid launch with \$14.5 million in sales and 22 jackpot winners who claimed top prizes from \$2,307 to \$180,544.

CASH POP:

Cash Pop, also introduced in FY20, is a new monitor game with drawings every four minutes between each Keno drawing. To win, players only have to match the one Cash Pop number drawn. Like Keno, players choose how many Cash Pop number(s) they want to play from 1 through 15, or can choose "Cover All" to play all 15 numbers for a guaranteed win. Tickets print with a player's number(s) and corresponding computer-selected prize amounts.

Launched four days after the COVID-19 global pandemic was declared, the game still went on to land \$3.4 million in sales.

WINNERS WINNERS **EVERYWHERE**

THE KENTUCKY LOTTERY AWARDED A RECORD \$801.2 MILLION

IN PRIZES IN FY20. HERE ARE JUST A FEW OF THE THOUSANDS AND THOUSANDS OF WINNING MOMENTS WE CREATED.

Cynthia Rankins of West Point -\$50,973 Fast Play 10X The Cash "My horoscope did say I was going to come into a large amount of money in 2020."

David Shearer of Danville -\$250,000 Kentucky Cash Blowout "When I saw what I'd won.

I couldn't walk or talk."



Robert Calfee of Park City -\$1,000,000 Mega Millions

"I can't believe I'm holding

onto a small piece of paper

worth \$1 million."

Anthony McIntyre Sr. of Georgetown - \$100,000 - 5 Card Cash

"I was sure hoping I wasn't dreaming."

EXCHANGE I WON THIS TIC

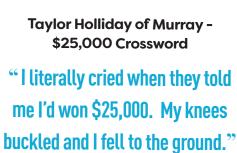
Keith Overall Sr. of Shelbyville -\$100,000 - Triple Red 777's

"I was sweating, and my hands were shaking. My heart started pounding really hard."



Jennifer Steiner of Louisville -\$100,000 - Gold Rush

"When I went to pick out the tickets I said, 'Well, might as well go big or go home.' So, I went home and won big."







Sheila Grubb of Butler County -\$1,000,000 Millionaire Jumbo Bucks

"My first thought was it was a fake ticket. I took the ticket into the store and scanned it myself on the ticket checker just to make sure." I couldn't walk or talk."



\$100,000

Inagination.

Education.

\$3,800,000,000

in Kentucky Lottery proceeds have funded college scholarship and grant programs.

Kayla Alsup

CRESTWOOD

SENIOR, MURRAY STATE UNIVERSITY

KEES RECIPIENT

ENVIRONMENTAL ENGINEERING MAJOR

PLANS AFTER COLLEGE: WORK ON AN

EPA SUPERFUND SITE, CLEANING UP THE ENVIRONMENT

Kentucky Lottery proceeds fund a variety of college scholarship and grant programs. The most notable among them is the KEES program, which for 20 years has been solely funded by Lottery proceeds.

These profits also pay for the need-based College Access Program (CAP) and the Kentucky Tuition Grants (KTG) initiatives. In addition, Lottery proceeds fund the Work Ready KY Scholarship which helps students go to college to study in-demand professions, and the Dual Credit Program which allows students to earn college credits while still in high school.

Here are just a few examples of the impact made by these dollars over the last two decades.



I was able to use my KEES scholarship that I worked so hard for in high school, lowering my loans substantially.











CORPORATE SOCIAL RESPONSIBLY

The Kentucky Lottery is a founding member of the Kentucky Council on Problem Gambling (KYCPG). The council was formed in 1995 to educate the community about problem and compulsive gambling, offer training to counselors interested in treating gambling disorders and offer financial assistance for treatment to those wanting help.

Managed in conjunction with the KYCPG, the 1-800-GAMBLER hotline is staffed 24/7 by professionals trained in problem and compulsive gambling issues. Anyone with any sort of gambling problem can call the number for information, guidance and referrals to treatment programs and Gamblers Anonymous. If people don't want to speak with someone for more information, they can send a text to 1-800-GAMBLER to interact with a counselor. They can also go to the Lottery's website at www.kylottery.com, click on the "Play Responsibly" button at the bottom of the page, and be taken to a link where they can conduct an online chat with a counselor. These services are available 24 hours a day, seven days a week.

The Kentucky Lottery was the first U.S. lottery to hold all three responsible gambling certifications offered in the worldwide industry.



PLAY RESPONSIBLY **BILLBOARDS:**

The Kentucky Lottery continued the "Play Responsibly" billboard campaign in FY20. Billboards across the Commonwealth shared the message along with the 1-800-GAMBLER phone number. In total, 42 boards and received 30,109,222 impressions. The campaign is slated to be continued in FY21.

IN MEMORIAM

Sadly, the Kentucky Lottery lost a pair of well-known and much-loved employees in FY20







Delores Jordan

Delores Jordan joined the Lottery as an administrative assistant in 1995, eventually working for two vice presidents of sales and marketing. She was dedicated to the company and to those she worked for, and was a devoted daughter, mother, grandmother and great grandmother. Delores was described as, "fast to listen, slow to give advice but always there for those in need".

TaLisa Brents

TaLisa Brents spent more than half her life as a part of the Kentucky Lottery family, working on the crew that produced the televised draw show. She started at age 19 as a camera operator, worked her way up to director, and at one point even made the transition from behind the camera to in front of it as a drawing host. Her smile and attitude lit up the studio every time she was there.



This annual report is dedicated to Delores and TaLisa, and the roles they played in our success. Godspeed, our friends.

KLC RECOGNIZED 26TH STRAIGHT YEAR FOR Financial Excellence

Kentucky Lottery Corporation STATEMENTS OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION For the Years Ended June 30, 2020 and 2019 (dollars in thousands)

For 26 consecutive years, the KLC has achieved the highest form of recognition in governmental accounting and financial reporting. The KLC once again earned in FY20 the Certificate of Achievement for Excellence in Financial Reporting from the Government Finance Officers Association of the United States and Canada. The award recognizes organizations that demonstrate a spirit of full disclosure and clearly communicate their financial story. The KLC was the second lottery in North America to receive this award, and only one other U.S. lottery has received this designation more often than the KLC.

FINANCIAL STATEMENTS

Kentucky Lottery Corporation STATEMENTS OF NET POSITION June 30, 2020 and 2019 (dollars in thousands)

ASSETS	2020	2019
Current Assets		
Cash and equivalents	\$17,458	\$28,547
Cash and equivalents, annuitants	2,600	2,600
Investments at fair value, current portion	2,203	1,623
Accounts receivable, net	56,862	37,269
Prepaid PowerPlay License, current portion	0	45
Other assets	824	718
Total current assets	79,947	70,802
Noncurrent Assets		
Investments at fair value, less current portion	7,701	9,138
Capital assets, net	5,592	5,727
Deposits with Multi-State Lottery Association	5,951	6,127
Total noncurrent assets	19,244	20,992
Total assets	99,191	<u>91,794</u>
LIABILITIES		
Current Liabilities		
Accounts payable, accrued expenses, and		
compensated absences, current portion	8,946	5,886
Due to the Commonwealth of Kentucky	10,693	16,956
Estimated prize liability, current portion	<u>49,928</u>	<u>38,268</u>
Total current liabilities	69,567	<u>61,110</u>
Noncurrent Liabilities		
Accrued compensated absences, less current portion	n 399	630
Estimated prize liability, less current portion	10,553	11,623
Total noncurrent liabilities	10,952	12,253
Total liabilities	80,519	<u>73,363</u>
NET POSITION		
Net investment in capital assets	5,592	5,727
Unrestricted	13,080	12,704
Net position	\$18,672	<u>\$18,431</u>

Operating revenues	2020	2019
Instant games	\$741,063	\$669,212
Draw games	429,116	443,088
iLottery instant play games	33,263	17,355
Less instant tickets provided as prizes	0	(111)
Total operating revenues	1,203,442	1,129,544
Direct costs		
Prize expense	F00 C04	471 510
Instant games	523,684	471,513
Draw games iLottery instant play games	251,615 25,942	240,051 13,248
Total prize expense	801,241	724,812
Payments to retailers	71,045	67,004
Draw game and iLottery vendor expense	15,473	13,737
Instant ticket costs	10,706	8,974
Total direct costs	898,465	814,527
Operating revenues net of direct costs	304,977	<u>315,017</u>
Operating expenses		
Advertising and promotion	11,561	11,484
Salaries, wages, and benefits	16,268	14,913
Contracted and professional services	2,196	2,440
Depreciation	1,108	1,202
Other general and administrative	1,957	1,916
Total operating expenses	_33,090	31,955
Operating income	271,887	283,062
Non-operating revenue (expense)		
Payments to the Commonwealth of Kentucky	(272,223)	(283,611)
Investment income	872	1,049
Interest expense	(495)	(566)
Other income	200	201
Total non-operating expense	(271,646)	(282,927)
Change in net position	241	135
Net position at beginning of year	18,431	18,296
Net position at end of year	<u>\$18,672</u>	<u>\$18,431</u>

The Corporation has adopted GASB Statement 72, which requires investments to be presented at fair value, resulting in an increase of income of approximately \$241 in 2020 and a decrease in income of \$135 in 2019, when compared to the historical cost method.

The above financial information was derived from the annual financial statements. The financial audit for the year ended June 30, 2020 was performed by Harding, Shymanski & Company, P.S.C. A copy of the completed annual report can be downloaded at www.kylottery.com or obtained by writing: Kentucky Lottery Corporation, PR Dept., 1011 W Main Street, Louisville, KY 40202 or by calling (502) 560-1677.

* Payments to the Commonwealth of Kentucky include both payments made and payments accrued for transfer to the Commonwealth as of June 30, 2020 and June 30, 2019.

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KLC EXECUTIVE STAFF: (as of 6/30/20)

MARGARET "MARTY" GIBBS

Interim President & CEO

MAGGIE GARRISON

Interim COO

HOWARD B. KLINE

Executive Vice President & CFO

MARY HARVILLE

Senior Vice President, General Counsel & **Corporate Secretary**

BILL HICKERSON

Senior Vice President of Security

CHIP POLSTON

Senior Vice President of Communications, Public Relations & Social Responsibility

MIKE PUCELL

Senior Vice President of Sales and Marketing

GARY RUSKOWSKI

Senior Vice President of Information Technology

AMY DROOKER

Vice President of Sales

EDIE FRAKES

Vice President of Marketing

RICK KELLEY

Vice President of Finance and Administration

T.H. MORRIS

Vice President of Systems Development

INGRAM QUICK

Vice President of Internal Audit

PETE RAMSEY

Vice President of Corporate Accounts & Business Development

MICHELE SULLIVAN

Vice President of Human Resources

BRENDA WILKERSON

Vice President of IT Operations







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HEADQUARTERS:

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