

Games of Chance Based on Live Sports

The next big growth category in Lottery.

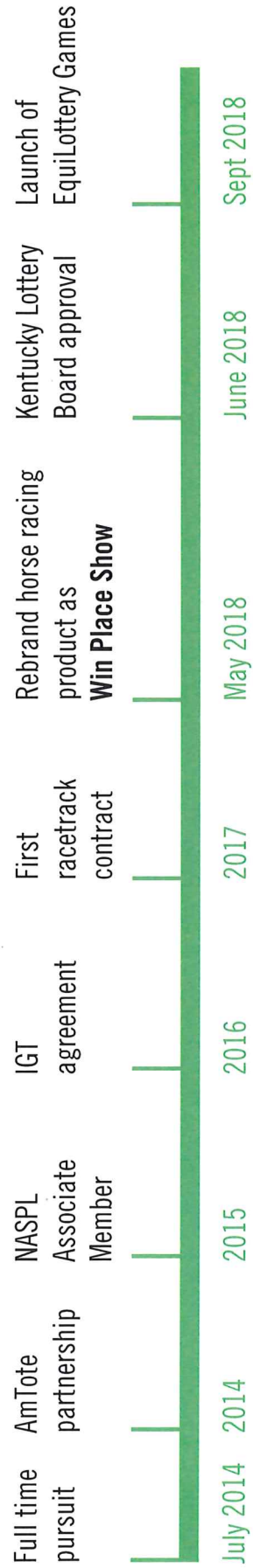


EQUILOTTERY
GAMES™

Confidential Draft Document – Contains Patent Protected Material

EQUILLOTTERY GAMES

Company Timeline





Due to the March 2019 launch of Win Place Show

EquiLottery Games is the only vendor in North America:

- ➔ Offering and implementing a lottery game based on live sports.
- ➔ Developing future games based on live sports.
- ➔ To sell a draw game to a state lottery outside of the major vendors.



**PASPA has been overturned by
the U.S. SUPREME COURT,
allowing states to determine
their sports gaming future.**

↑
But what does that mean
for lotteries and leagues?

↑
How do we create a no-risk
approach that gives players the
excitement of live sports without
the headaches of operating a
sports book?

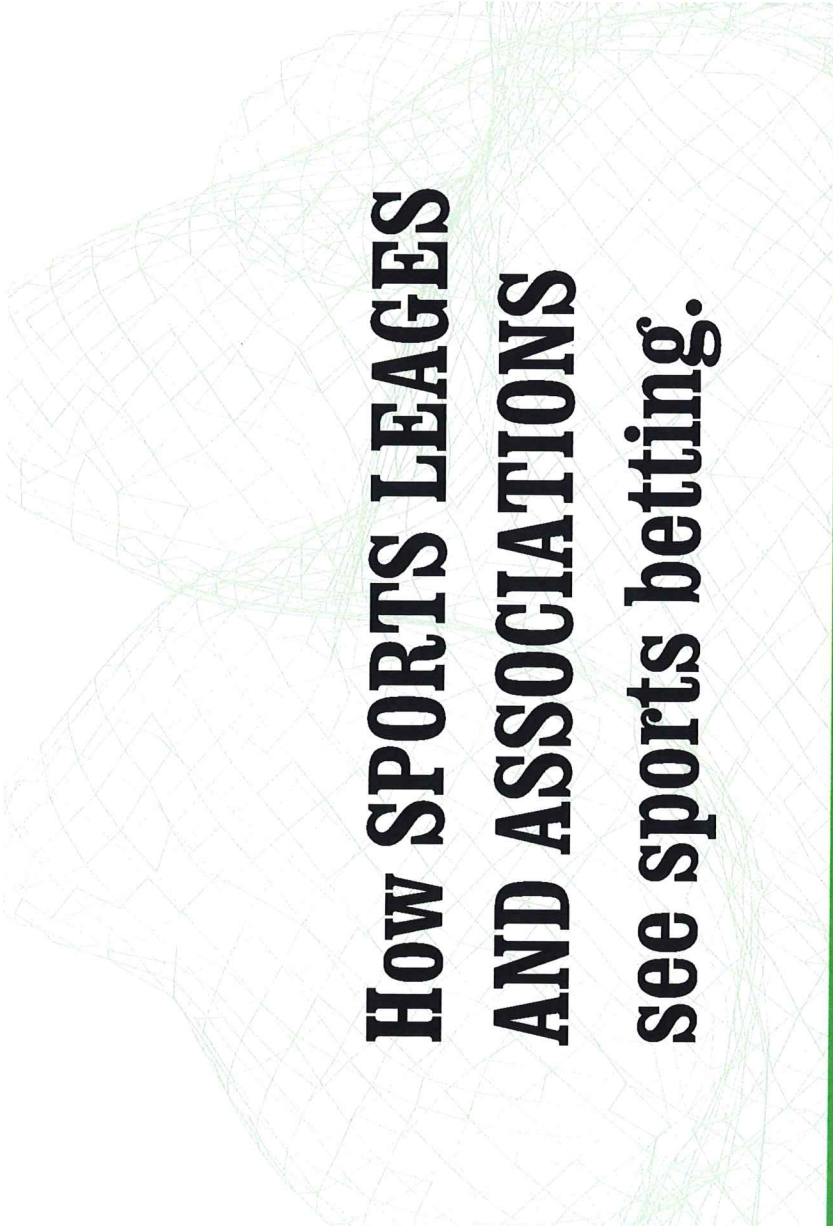
↑
And continue to serve game of
chance players with products that
cater to their preferred gaming
methods?

How LOTTERIES see sports betting.

✓ As a regulatory agency.

✓ As a revenue generator.

✓ As a source for
cannibalization of existing
lottery products.



HOW SPORTS LEAGES AND ASSOCIATIONS see sports betting.

- ✓ As a potential integrity issue.
 - ✓ As a way for others to profit on their proprietary content.
 - ✓ As a future revenue source.
 - ✓ As a marketing opportunity.
-


How EQUILLOTTERY GAMES sees sports betting.

As a game of pure chance.

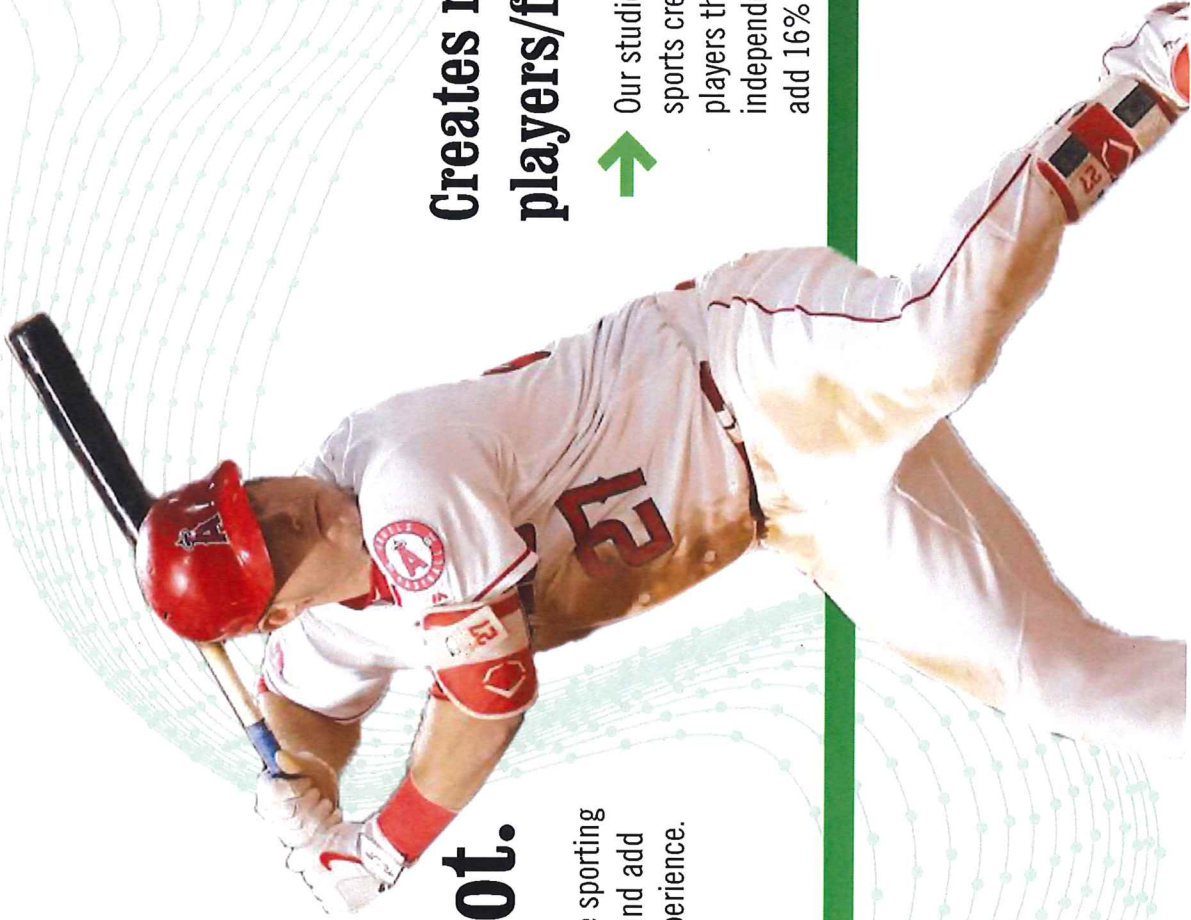
As the next big growth category
in lottery.

As a revenue generator for good
causes supported by lotteries.

As a marketing and revenue
opportunity for sports leagues
and associations.



**ISN'T SPORTS BETTING
ONLY FOR PEOPLE WHO LIKE
GAMES OF SKILL?**



Of course not.

→ Lottery tickets based on live sporting events create authenticity and add excitement to the lottery experience.

Creates new players/fans.

→ Our studies show games based on live sports creates 4 times more new lottery players than other draw games. And an independent study shows these games will add 16% new lottery players.

Our Vision

In five years, there will be four major categories in lottery:



Draw Games



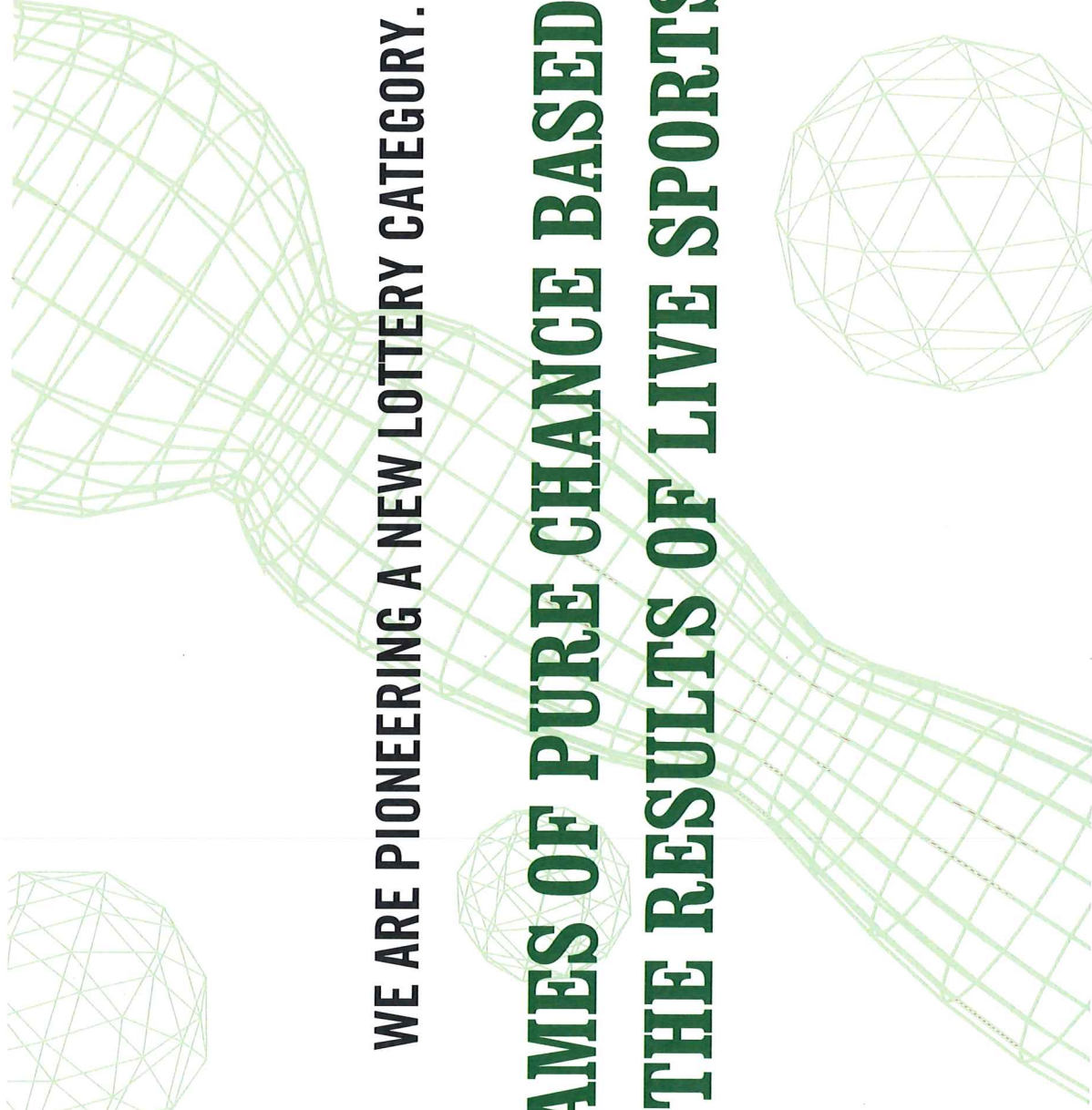
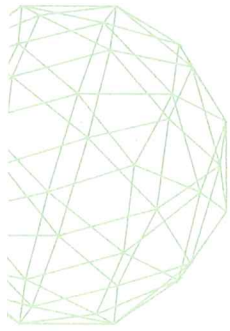
Instant Play



Keno/Virtual Sports

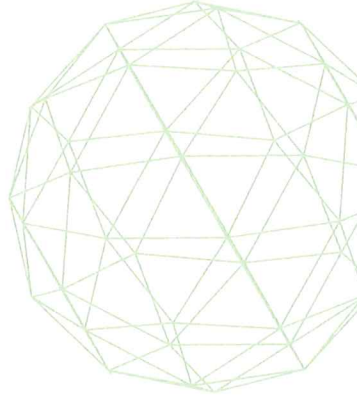


Live Sports



WE ARE PIONEERING A NEW LOTTERY CATEGORY.

**GAMES OF PURE CHANCE BASED ON
THE RESULTS OF LIVE SPORTS.**





KENTUCKY'S WIN PLACE SHOW™

KEENLAND - RAVEN RUN STAKES
 JUNE 22, 2018
 POST TIME - 10:10 AM

11 - MISS SUNSET
8 - CHALON
10 - TORRENT



SCAN QR CODE WITH MOBILE
 TO DOWNLOAD MOBILE APP

01570400
 011636

9724-027726595-128916

VISIT WWW.WINPLACESHOWLOTTO.COM TO
 WATCH RACES ON ANY NON-MOBILE DEVICE

PRINTED 06/22/18 09:32:23

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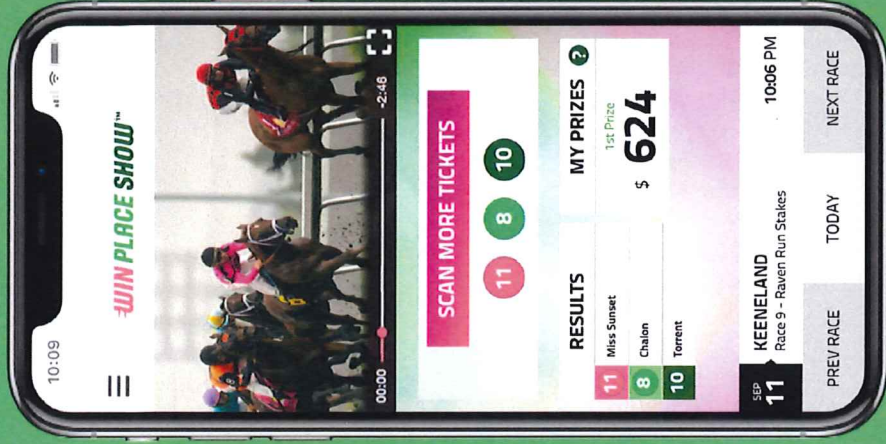
- ➔ Player purchases \$2 ticket at retail or through iLottery, if available.
- ➔ Ticket features three horse numbers and names along with corresponding racetrack information.
- ➔ RNG quick picks horses.
- ➔ Link at the bottom of each ticket takes players to our mobile app.



Exact Match All Three
\$250 — \$1,800

Match All Three Any Order
\$10 — \$80

Exact Match Two
Free Ticket



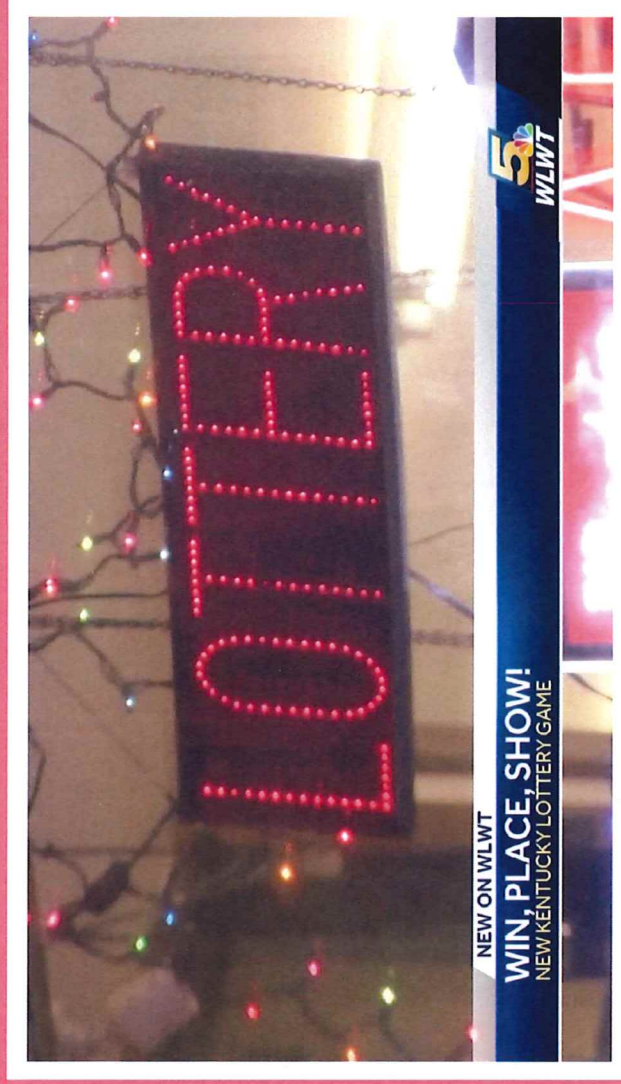
How to Win

- Players watch results and track winnings on mobile app or responsive website.
- Racetracks get paid broadcast rights/licensing fee for content.
- Kentucky test launch March of 2019.
- Learn more at WinPlaceShowLotto.com.

Live Sports Integration

A Great Earned Media Opportunity

Kentucky Lottery officials said “this is hands-down the most media we’ve ever received for a new game announcement.”



Live Sports Lottery Basics

→ Built on the same platform as Win Place Show.

→ Player purchases \$5 ticket at retail or through iLottery, if available.

→ RNG quick picks tickets.

→ Percentage of each ticket goes to league/content provider for licensing.

→ Integration into sports data provider.

→ Scannable QR code allows players to download free mobile app for score tracking, game casts and highlights.

→ Pari-mutuel payouts to avoid negative pools due to ties and voided entries.



Baseball Bucks

Team Sport Ten Game Parlay



Quick pick ticket selects
outcome of 10 games.

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Baseball Bucks

How to Win

Player matches 7 of 10

FREE ticket (Odds 8.5 to 1)

Player matches 8 of 10

\$15 (Odds 23 to 1)

Player matches 9 of 10

\$100 (Odds 102 to 1)

Player matches 10 of 10

\$1,000 (Odds 1,024 to 1)

Player Ticket

**Baseball
BUCKS™**

AUG 14, 2018

MIL v CHC	CLE v CIN
BOS v PHI	MIA v ATL
NYM v BAL	COL v HOU
TB v NYJ	PIT v MIN
CHW v DET	TOR v KC

SCAN QR CODE ON YOUR PHONE
TO DOWNLOAD APP, WATCH
RACES AND SEE IF YOU'VE WON



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VISIT WWW.BASEBALLBUCKS.COM
TO FOLLOW RESULTS AND TRACK WINNINGS.



(overall odds 6 to 1)

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Team Sport Ten Game Parlay

Can also be used for:



Basketball



Football



Hockey



Soccer



Golfing for Gold

Golf Tournaments



Ticket features 3 golfers

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Golfing for Gold

How to Win

Field Size **156 Golfers**

All 3 golfers make the cut
\$5 (Odds 11 to 1)

Any golfer finishes 1st
\$35 (Odds 53 to 1)

Any 2 golfers finish 1st and 2nd
\$2,500 (Odds 4,056 to 1)

All 3 golfers any order
\$500,000 (Odds 744,744 to 1)

All 3 golfers exact order
\$2,000,000 (Odds 3,723,720 to 1)

Player Ticket

GOLFING FOR GOLD™

AUG 9-12, 2018
PGA CHAMPIONSHIP
CBS/TNT

1. PATRICK REED
2. RICKIE FOWLER
3. JORDAN SPIETH



SCAN QR CODE ON YOUR PHONE
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RACES AND SEE IF YOU'VE WON

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VISIT WWW.GOLFINGFORGOLD.COM
TO FOLLOW RESULTS AND LEADERBOARD.
WATCH ON CBS/TNT, CHECK LOCAL LISTINGS FOR DETAILS.



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(overall odds 9 to 1)

Car Cash

Auto Racing 40 Cars

↑ Ticket features 3 car numbers
and drivers



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Car Cash

How to Win

Field Size **43 Cars**

Match winner

\$10 (Odds 14 to 1)

Match any 2 1st and 2nd

\$200 (Odds 267 to 1)

Match top 3 any order

\$7,500 (Odds 11,856 to 1)

Match top 3 in a row

\$50,000 (Odds 59,280 to 1)

Player Ticket

CAR CASH™

JULY 13, 2018
QUAKER STATE 400
KENTUCKY SPEEDWAY
START TIME - 7:30 PM EST

1. 21 PAUL MENARD
2. 43 DARREL WALLACE JR
3. 18 KYLE BUSCH



SCAN QR CODE ON YOUR PHONE
TO DOWNLOAD APP. WATCH
RACES AND SEE IF YOU'VE WON

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VISIT WWW.CARCASH.COM
TO FOLLOW RESULTS AND TRACK WINNINGS.
WATCH RACE ON FS1. CHECK LOCAL LISTINGS FOR DETAILS.



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(overall odds 13 to 1)

Live Sports means new retailers



Enhances in-stadium experience by following along with other games that day.



Expands lottery retailer network to places sports fans frequent.



Captive audience already bought into game theme.

**If you're interested
in hearing more
about our vision,
please contact me.**



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