



Jumbo Interactive Ltd

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29 October 2020

Australian Securities Exchange
Companies Announcements Platform
20 Bridge Street
Sydney NSW 2000



CEO AGM ADDRESS

Attached is the address to be delivered by Mike Veverka Chief Executive Officer, at the Jumbo Interactive Limited (Jumbo) Annual General Meeting.

This address will be webcast live at <https://web.lumiagm.com/322950486> from 12.30pm (AEDT) today and will be archived on the Jumbo website for viewing later today.

This announcement was authorised for release by the Chair, Susan Forrester.

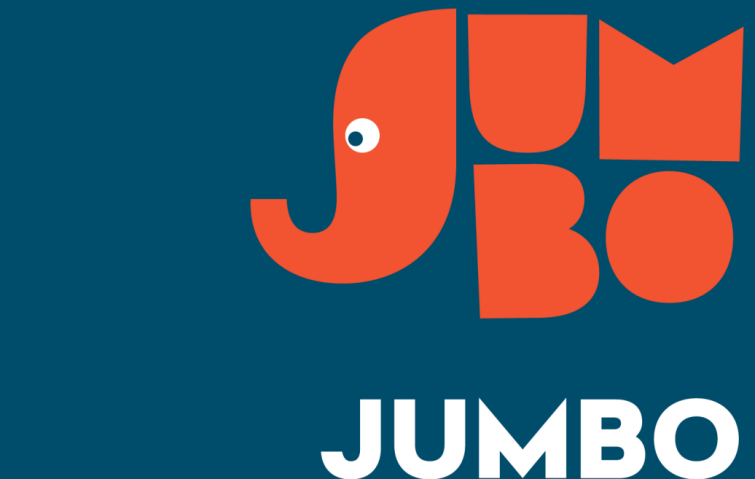
For further information:

Mike Veverka
CEO and Executive Director
Ph: 07 3831 3705

2020 ANNUAL GENERAL MEETING CEO ADDRESS

29 October 2020

“Delivering the technology to power Internet Lotteries”



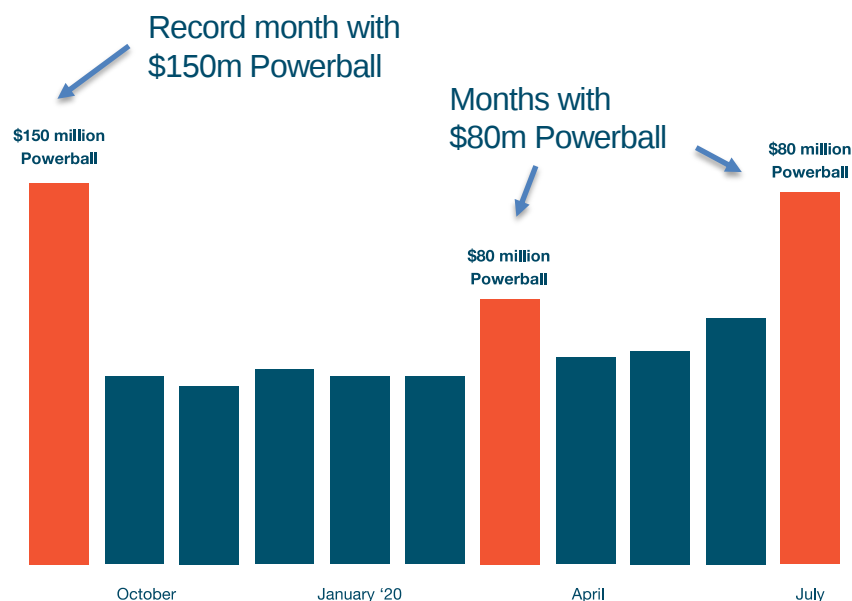
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FY20 RESULTS HIGHLIGHTS (Recap)



GROWTH DURING COVID AND LOW JACKPOTS

- Pure digital and online business with no supply chain issues (no importation, warehouses or physical deliveries)
- Like for like sales demonstrate consistent growth during Covid-19 months
- Sales in July 2020 with \$80 mil Powerball similar to Sep 2019 with \$150 mil Powerball
- 39 major Jackpots (FY19: 49)
- Number of Active Customers up 9% to 827,411



Monthly Sales OzLotteries.com to July 2020

- TTV up 8.7% pcp to \$348.6 million
 - 28% (23.5% pcp) of all lottery sales in Australia are sold online.
- REVENUE up 9.1% pcp to \$71.1 million
- NPAT Underlying steady at \$26.5 million
- EBITDA Underlying up 7.6% pcp to \$43.2 million

	FY20 Actual	FY19 Actual	Change Actual
TTV	\$348.6 mil	\$320.7 mil	up 8.7%
Revenue	\$71.1 mil	\$65.2 mil	up 9.1%
EBITDA Underlying	\$43.2 mil	\$40.2 mil	up 7.6%

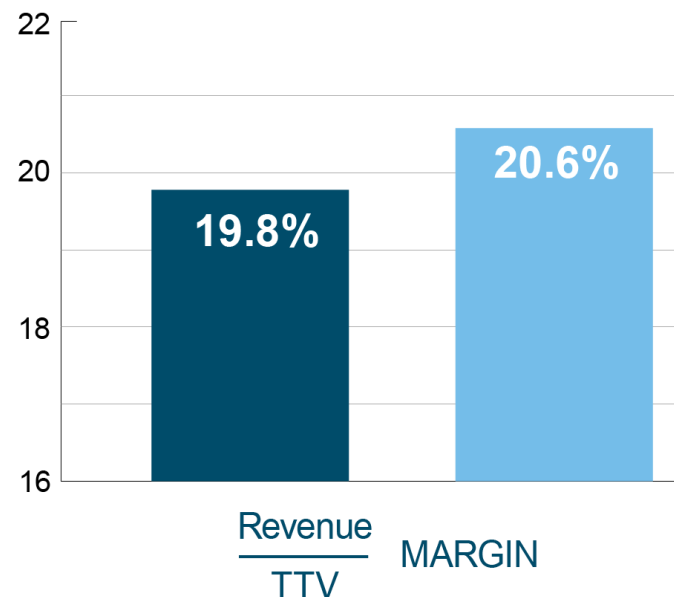
Q1 FY21 TRADING UPDATE



Q1 FY21 TRADING UPDATE

Highlights from trading update announced 29 October 2020:

- a significant improvement in Jumbo's underlying performance with consistent growth at all jackpot levels
 - 36% increase over 12 months in sales from jackpots under \$15m
 - 26% increase over 4 months in sales of \$80m Powerball (July 2020 compared to March 2020)
 - 64% increase over 10 months in sales of \$80m Powerball (July 2020 compared to Sep 2019)
- 80bp lift in margin (Revenue/TTV) from 19.8% to 20.6%; and
- positive contributions from new businesses, including Gatherwell and "Powered by Jumbo" SaaS business.



CERTAINTY TO 2030

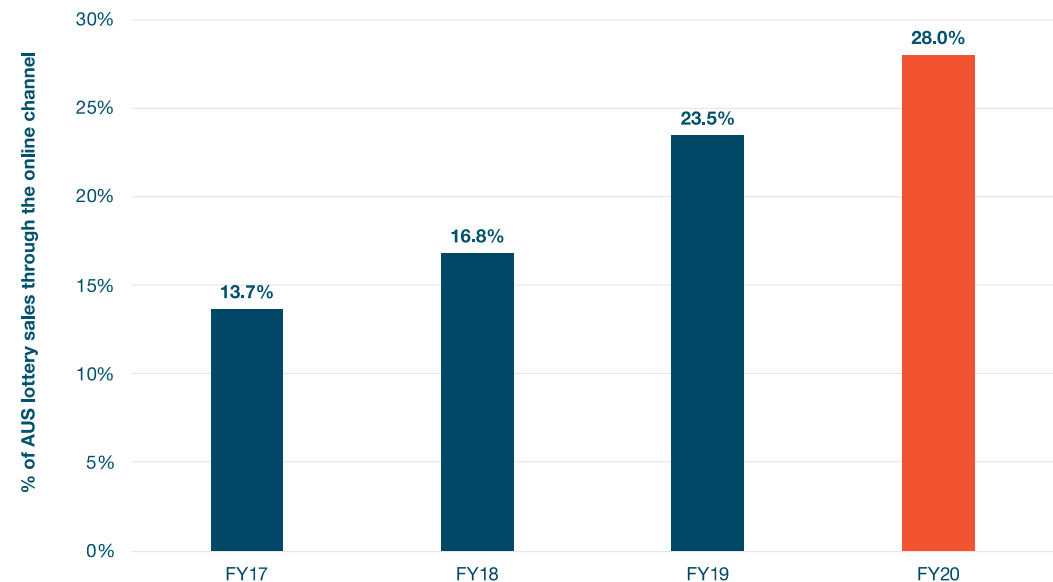


10 YEAR AGREEMENTS WITH TABCORP¹

- **Extending 15 year relationship**
 - Long Term Reseller Agreements signed 25 Aug 2020.
 - Certainty provides ability to continue growing sales in Australia over the long term.
 - 28% of tickets sold online in Australia (FY19 23.5%)²
 - Long term focus necessary to grow the SaaS business

10 YEAR BINDING TERM SHEET WITH LOTTERYWEST¹

- **WA State government-owned lottery operator**
 - Jumbo to provide a “Powered by Jumbo” software platform to Lotterywest “White Labelled” with Lotterywest branding.
 - Allow current Jumbo WA online players to opt to continue playing online on the platform they are accustomed to.
- **Important Reference Client**
 - Targeting US Government-owned lottery operators



¹ Refer to separate ASX releases dated 28 June and 29 September for a summary of the Tabcorp and Lotterywest commercial arrangements

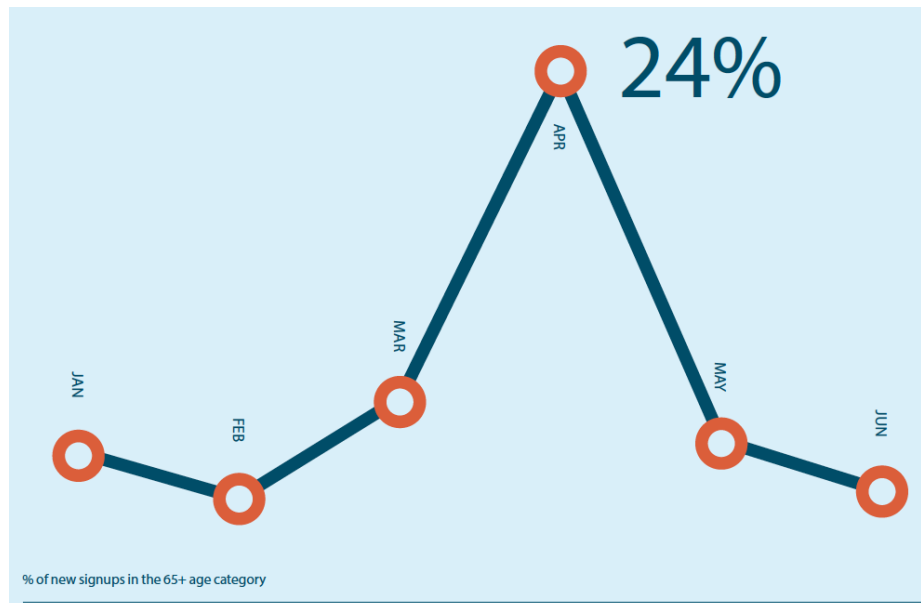
² Source: Tabcorp Holdings Limited public filings

COVID-19 EFFECT



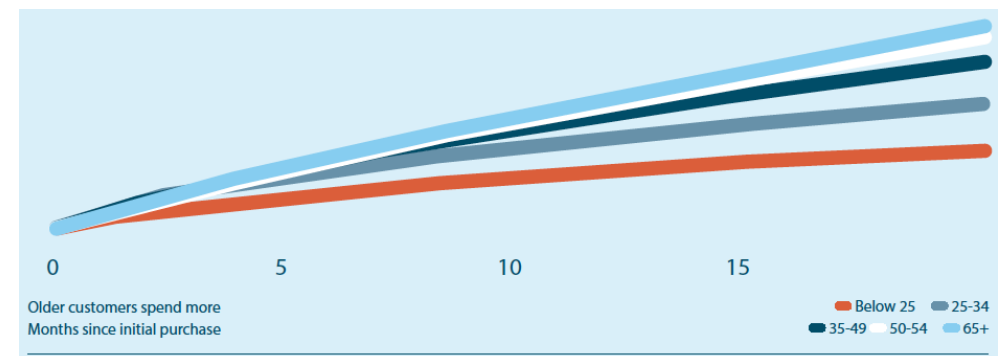
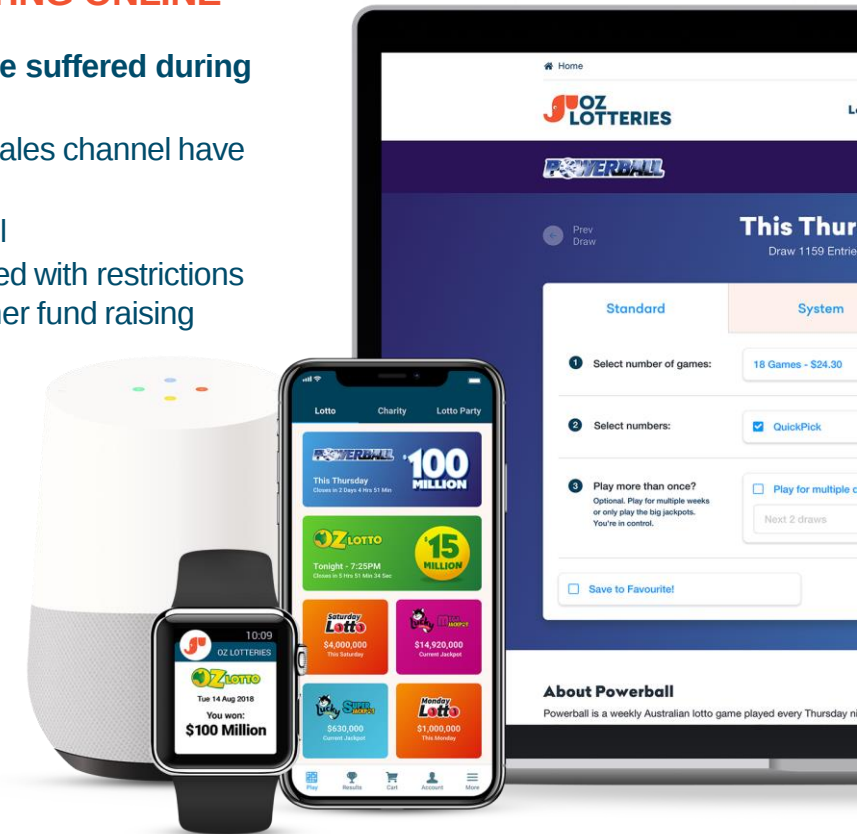
PLAYERS SHIFTING ONLINE

- **Pure digital business model**
 - Minimal supply chain issues
 - No importation, warehouses, deliveries.
 - Contactless payments
 - Like for like sales have increased as seen in July 2020 with the \$80m Powerball
- **Greater portion of older demographics**
 - 24% spike in the 65+ demographic in April 2020.
 - Older demographics spend more



OFFLINE LOTTERIES SHIFTING ONLINE

- **Many lotteries worldwide have suffered during Covid-19**
 - Lotteries without an online sales channel have seen declines in sales
 - Australia has performed well
 - Charities have been impacted with restrictions on fun runs, dinners and other fund raising events

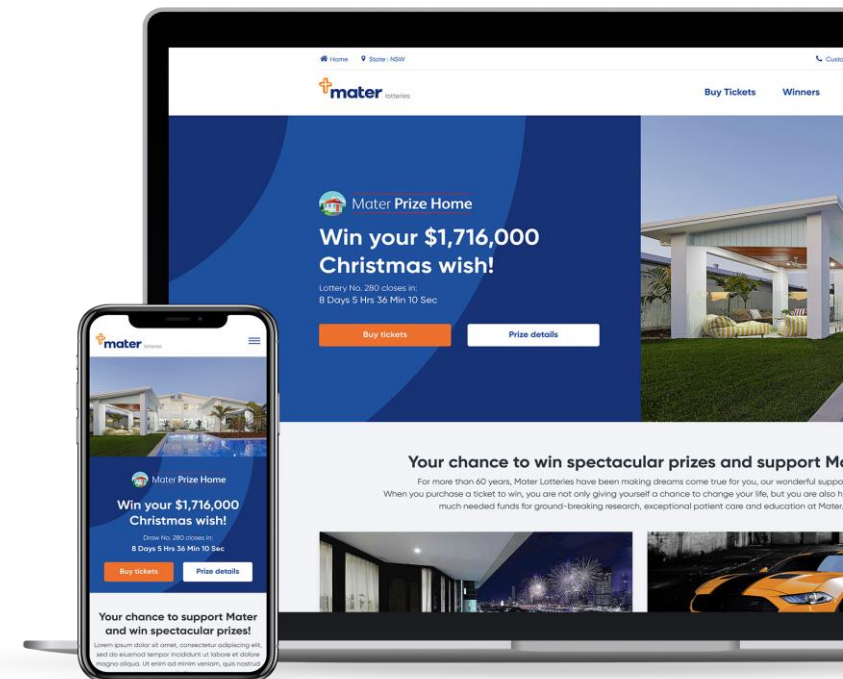


SOFTWARE AS A SERVICE (SaaS)



“POWERED BY JUMBO”

- **Mater Lotteries**
 - Agreement signed November 2018.
- **Endeavour Foundation**
 - Agreement signed August 2019 (5+5 year SaaS agreement)
- **Deaf Lottery**
 - Signed 5 December 2019 (5+5 year SaaS agreement)
- **Multiple Sclerosis Queensland**
 - Signed 25 February 2020 (5+5 year SaaS agreement)
- **Classics For A Cause**
 - Signed 8 April 2020
- **Operational Update – 2 largest lotteries 100% operational**
 - Mater Lotteries 100% operational in July 2020
 - Endeavour 100% operational in October 2020 ahead of target
 - Deaf Lottery partially complete. Target Dec 2020
 - Multiple Sclerosis Qld partially complete. Target Dec 2020
 - Classics for a Cause partially complete. Target Dec 2020



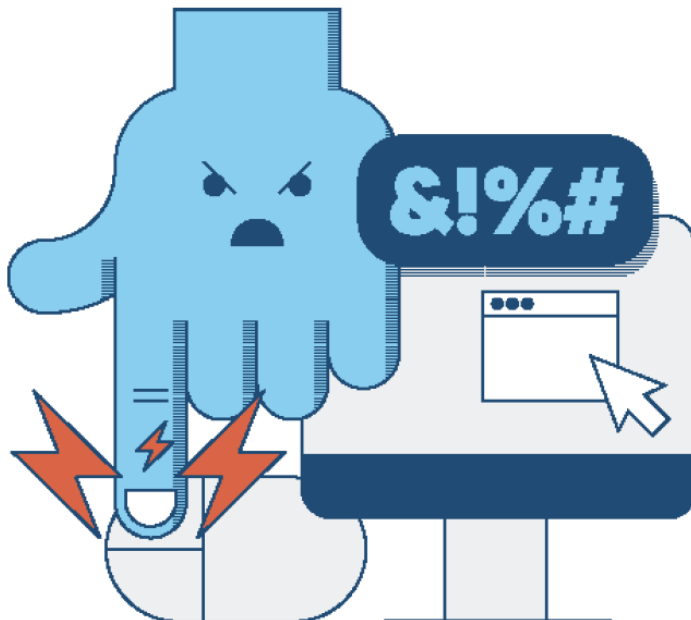
INNOVATION AND ADVANCED DATA ANALYTICS



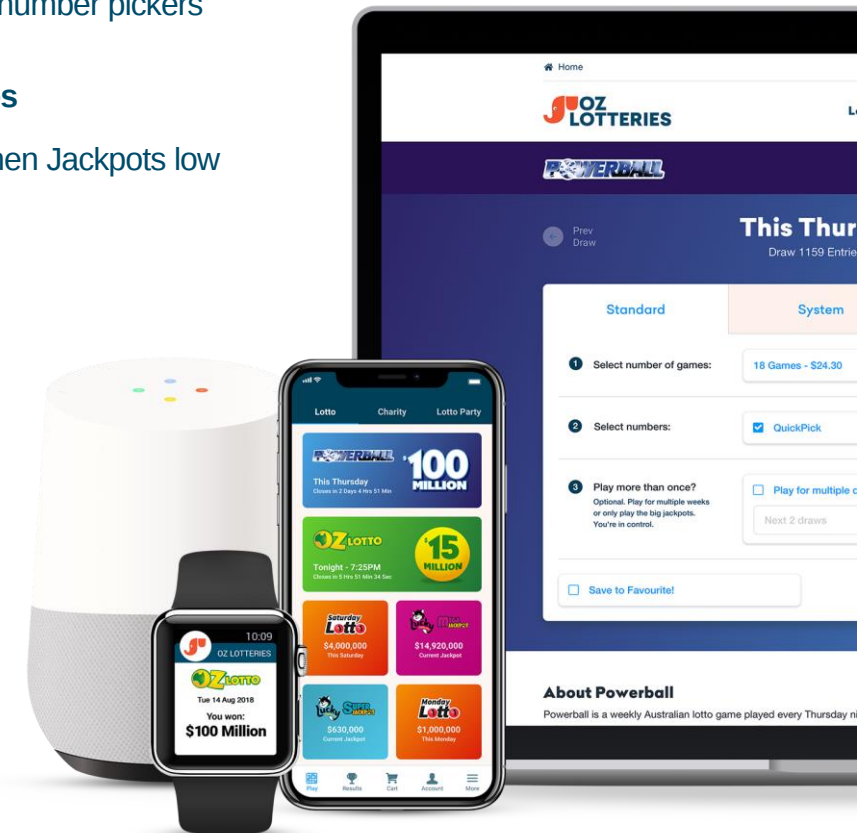
CUSTOMER ENGAGEMENT AND LOYALTY

DRIVEN BY INNOVATION

- **Further innovations to enhance engagement and loyalty**
 - Improved data analytics leading to improvements in cohort analysis and customer understanding.
- **Removing Pain Points**
 - Rage Click Detection
 - Revealed up to \$500,000 lost sales over 6 month period due to confusion around button placement.



- **Lotto Party**
 - Friends play socially as a group
 - Collects funds and lodges tickets without leaving the app
- **Super Combos and Public Syndicates (Group Play)**
 - Advanced game types proving to be popular
 - Advanced number pickers
- **Charity Games**
 - Popular when Jackpots low



We continue to build our competitive position by:

- Further deployment of data analytics to improve customer engagement
- Leveraging our new long-term commercial partnerships with Tabcorp and Lotterywest
- Capitalising on compelling expansion opportunities both in Australia and overseas
- Harnessing the powerful industry tailwind of increasing internet penetration in Australia
- This trend is expected to continue

THE JUMBO TEAM



**THANK YOU,
DAVID BARWICK!**

14 Years of Service



	2006	2020	Growth
Market Cap	\$12.6 million	\$598 million.	47x. CAGR 32%
NPAT	\$787,000	\$26.5 million.	34x.

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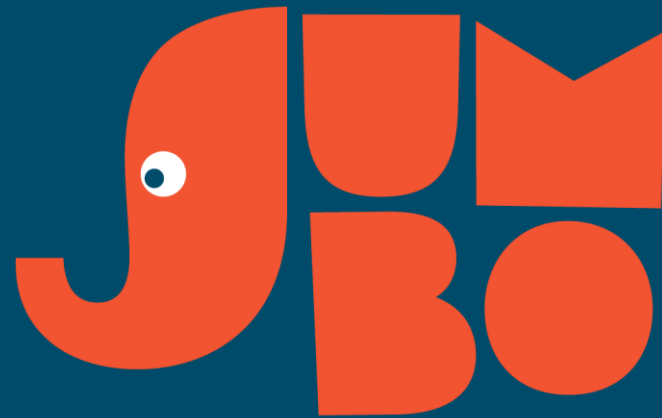
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Questions?



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