



26 April 2022

Presentation to Goldman Sachs Emerging Leaders Conference

Jumbo Interactive Limited CEO and Founder, Mike Veverka, is giving the attached presentation at the Goldman Sachs 13th Annual Emerging Leaders Conference today.

- Ends -

Authorised for release by the Board of Directors.

For further information contact:

Investor Relations – Jatin Khosla
+61 428 346 792
jatink@jumbointeractive.com

Media – Mike Veverka (CEO & Founder)
+61 7 3831 3705
media@jumbointeractive.com

About Jumbo Interactive

Jumbo is Australia's leading dedicated digital lottery company, making lotteries easier by offering its proprietary lottery software platform and lottery management expertise to the government and charity lottery sectors in Australia and globally, and by retailing lottery tickets in Australia and the South Pacific via ozlotteries.com.

Jumbo was founded in Brisbane in 1995, listed on the ASX in 1999, and has ~160 employees creating engaging and entertaining lottery experiences for its global player base.



Presentation to Goldman Sachs Emerging Leaders Conference

26 April 2022



We exist to make lotteries easier and we will do this by being the number one choice in digital lottery services

Jumbo Interactive (Jumbo) is a dedicated digital lottery software and services company, providing our best in class lottery software platform and lottery management expertise to the charity and government lottery sectors in Australia and Globally



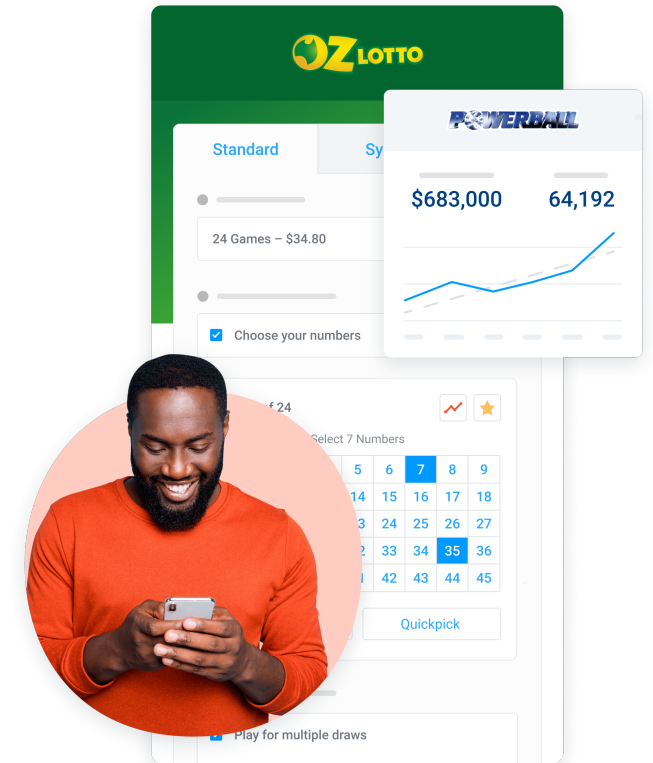
ASX 300 company
founded in 1995
and listed on the
ASX in 1999



>2million active
players across
Australasia and
the UK



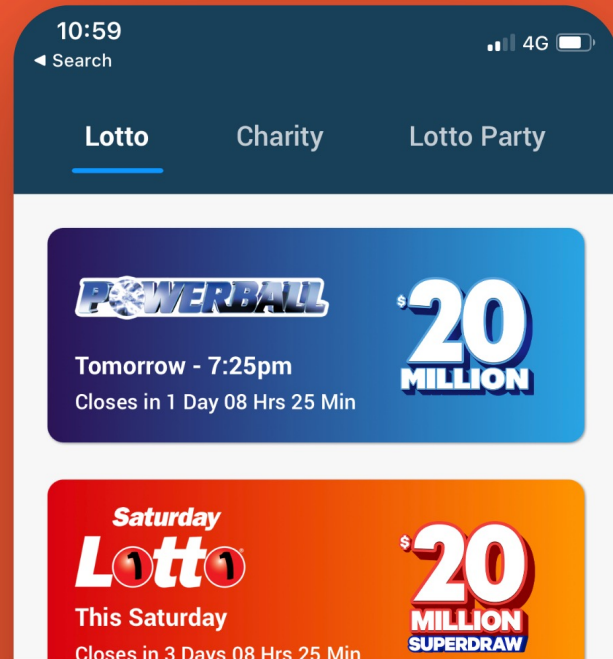
160 employees
across
Australasia and
the UK



Three operating segments

Lottery Retailing

Jumbo is a fully accredited retailer of Australian digital lottery tickets through Oz Lotteries.



Software-as-a-Service (SaaS)

We license our 'Powered by Jumbo' (PBJ) digital lottery platform as a SaaS solution to government and charity lottery operators in Australia and globally.

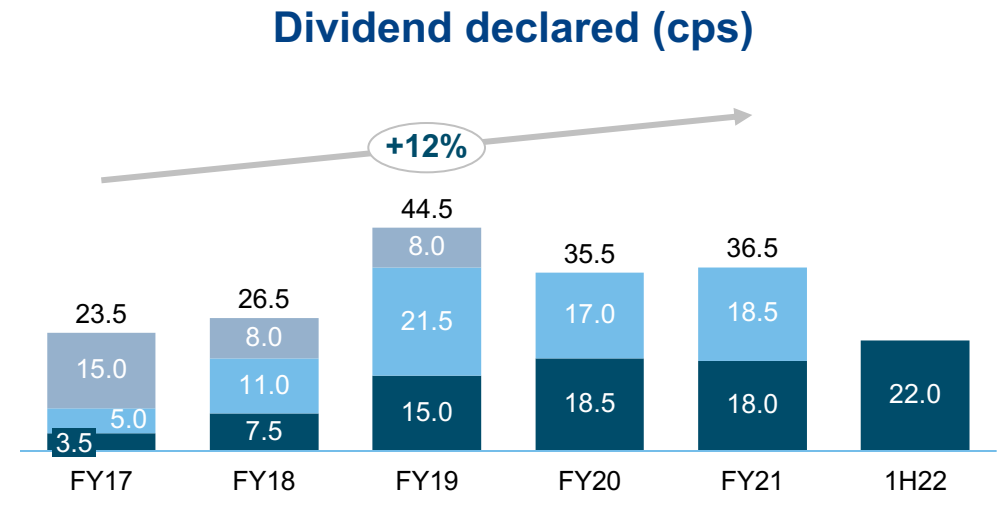
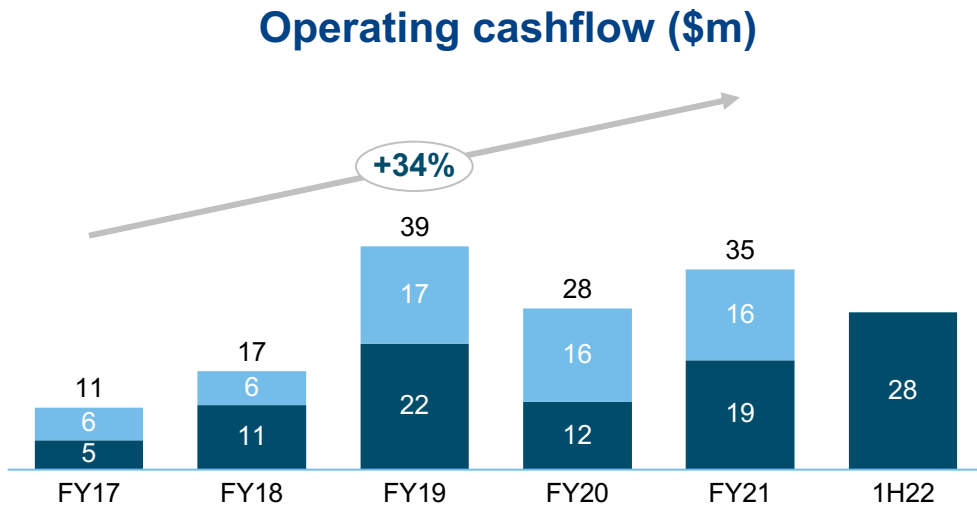
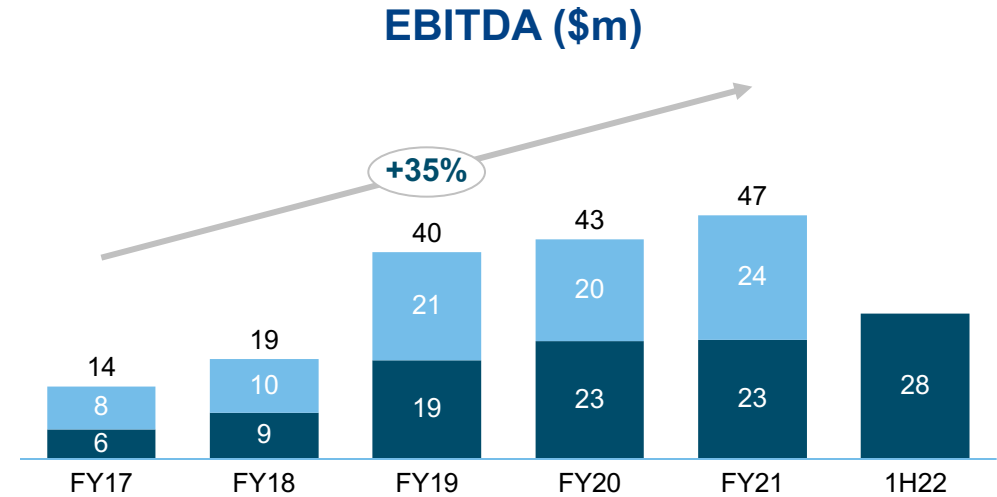
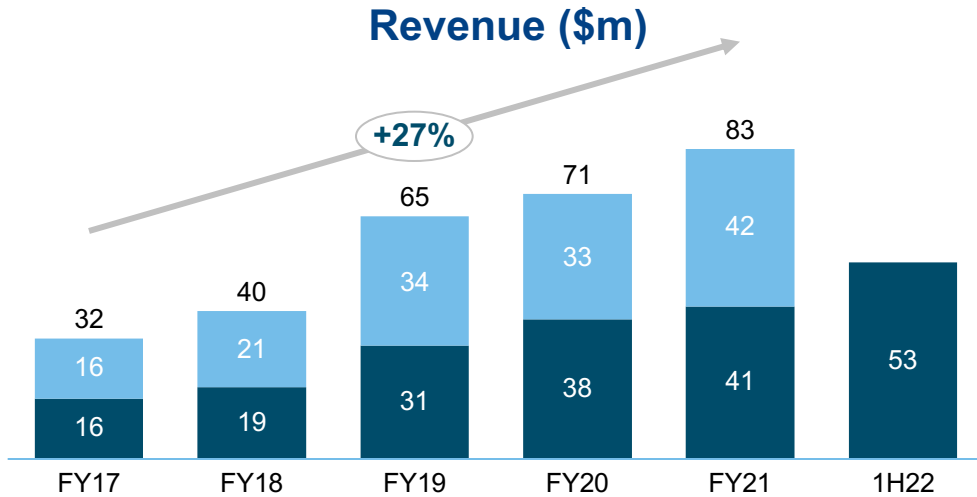


Managed Services

We provide cost effective lottery management services for charities and worthwhile causes that are looking to establish a lottery program or enhance an existing program.



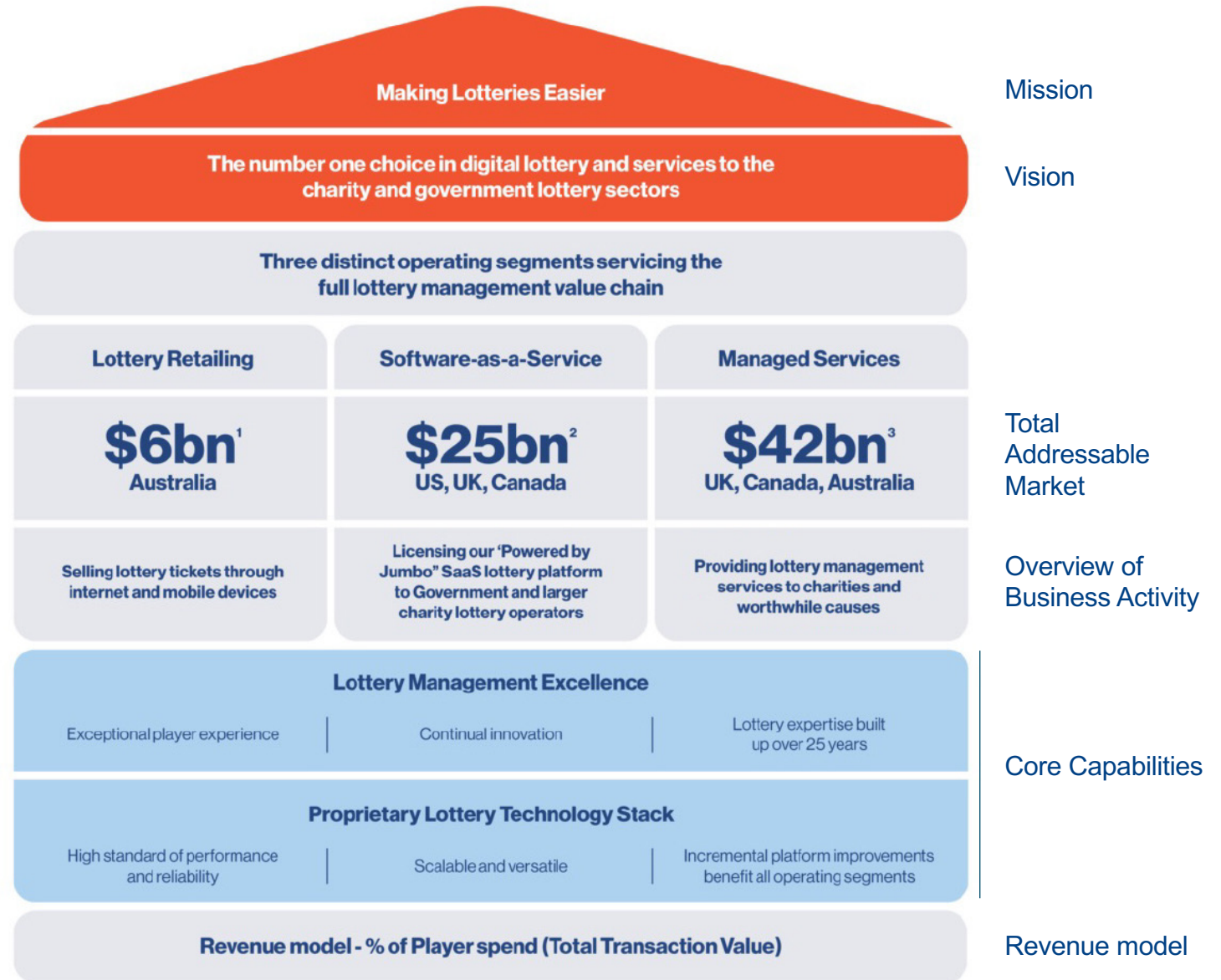
A growth company with strong earnings and cash generation



1H 2H Special

Our strategy

We have a clear strategy with three operating segments. This will set us up for sustained growth both domestically and overseas in the medium to long term.



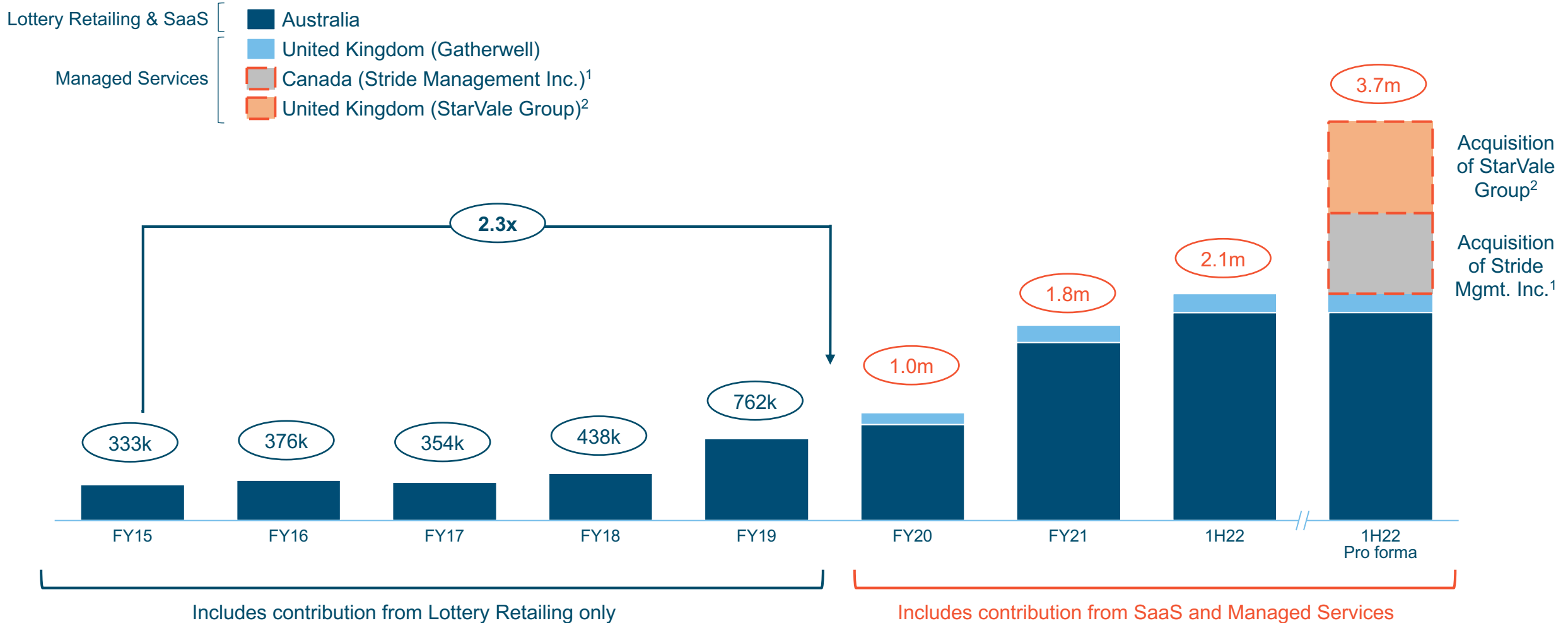
1. Source: Australian gambling statistics report (2018-19)

2. Total TAM of \$25bn equates to TAM by region of: UK \$1.6bn; US \$22bn; and Canada \$1.3bn: UK TAM of \$1.6bn: The UK Gambling Commission reports TTV for sector of £775m (Sept 2019) applying a 5-year CAGR of +14% and/or PY rise of 8% gives a range of £837m to £884m in sector growth (to Sept'20). Using 6-month average GBP £1 to AUD \$1.89, this leaves forecast TTV between \$1.67bn and \$1.58bn (Reference UKGC Annual Report18/19). 2018 US lottery sales were USD77bn. Draw games were USD28bn. With 50% iLottery penetration forecast in next 5 years (23 US lotteries). Management has modelled 25% of draw game sales likely to be converted to digital, this coupled with a doubling of sales with the upsell of Instant Win Games, Management forecasts the iLottery market to be worth \$14.6bn (3% growth adjustment) USD \$1 to AUD \$1.50 equating to a TAM of \$21.9bn.

3. Total TAM of \$42bn equates to TAM by region of: UK \$18.8bn; Canada \$13.1bn; and Australia \$10.5bn: Sources: Australia \$10.5 billion - ACNC (Australian Charities and Not-for-profits Commission) Report 2018; UK \$18.8 billion - CAF (Charities Aid Foundation) Report UK Giving 2019; Canada \$13.1 billion - JIN Research - independent consultant.

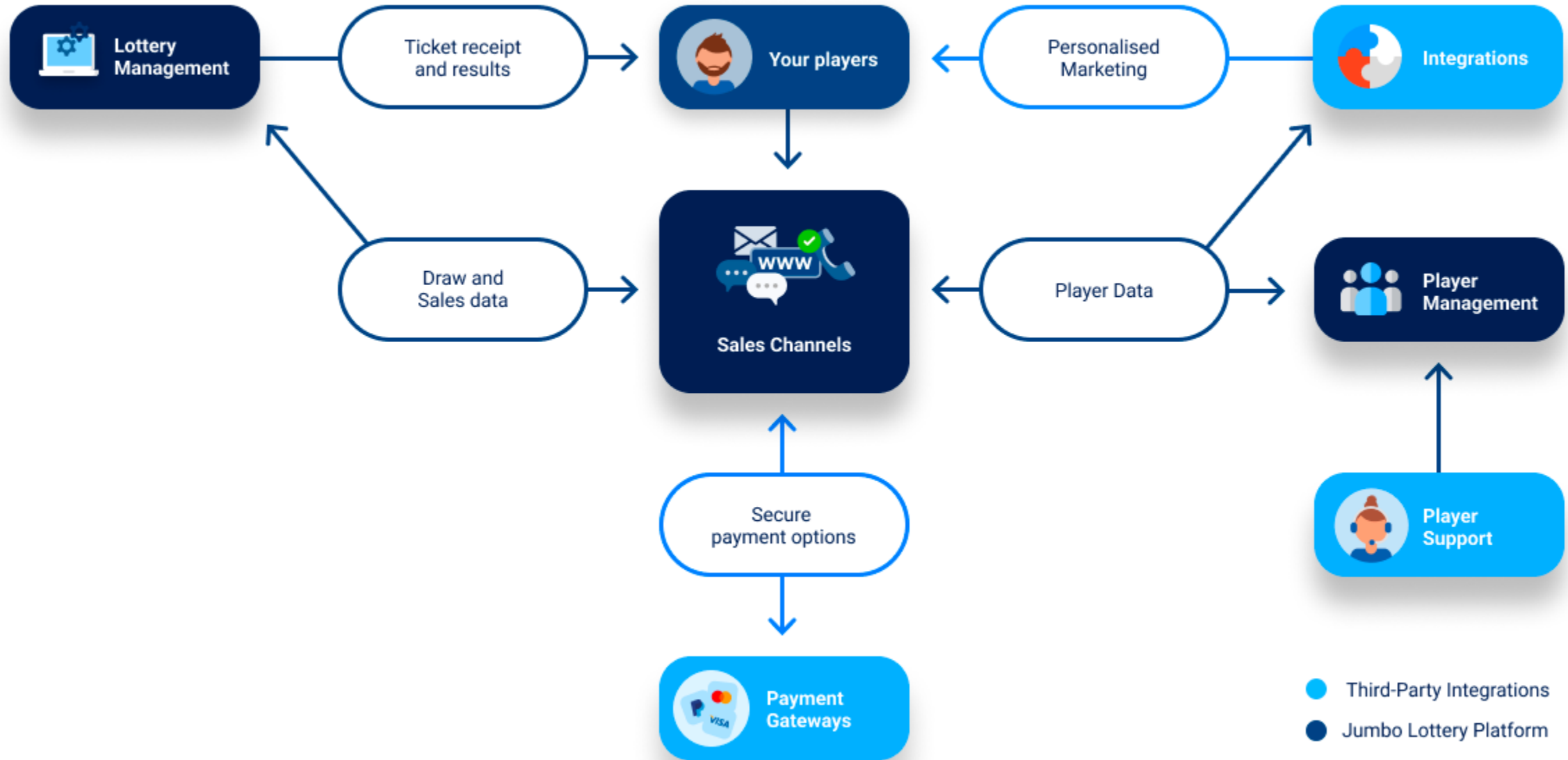
Jumbo pro forma active player growth

Active players that made a purchase in the 12-month period (FY15 – 1H22)

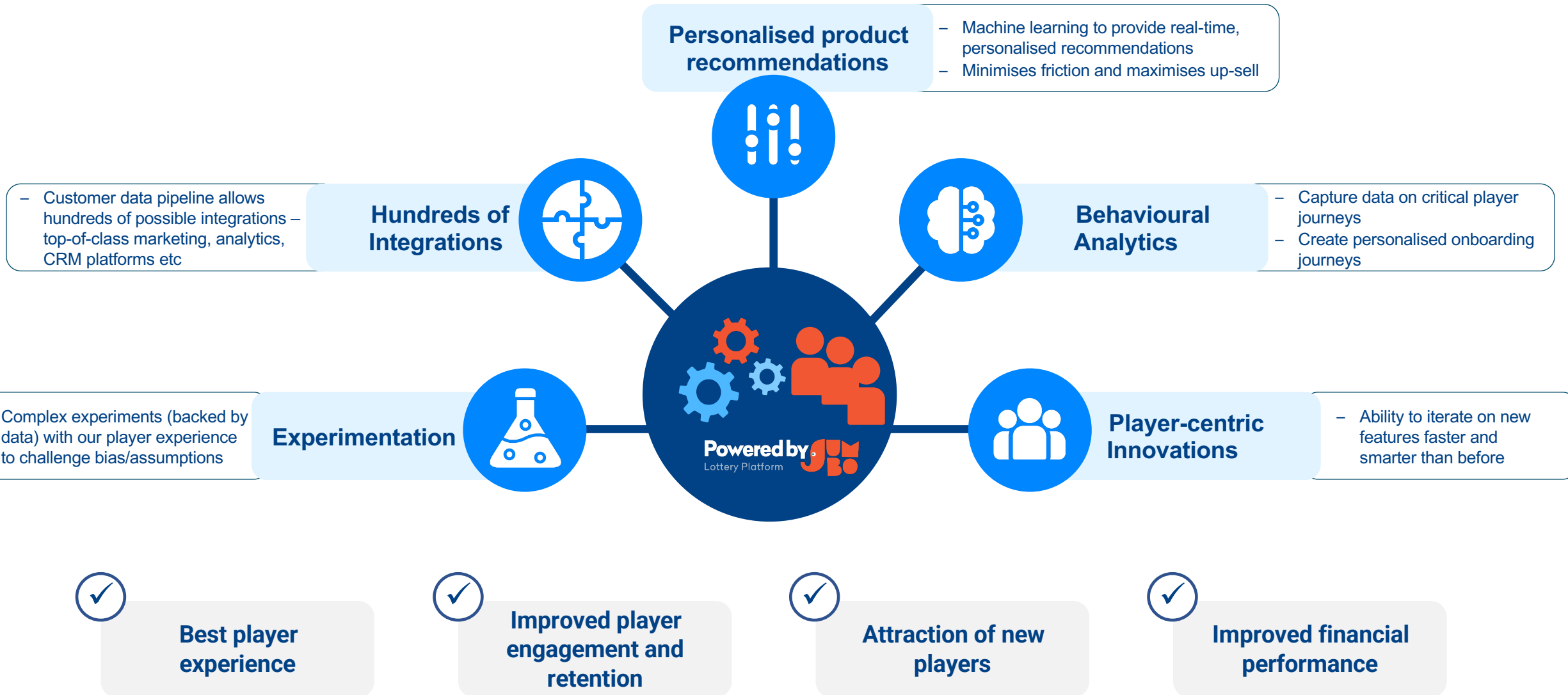


1. Acquisition of Stride Management Inc. announced 26 August 2021 (subject to regulatory approval)
 2. Acquisition of StarVale Group announced 27 January 2022 (subject to regulatory approval)

Best in class lottery management software



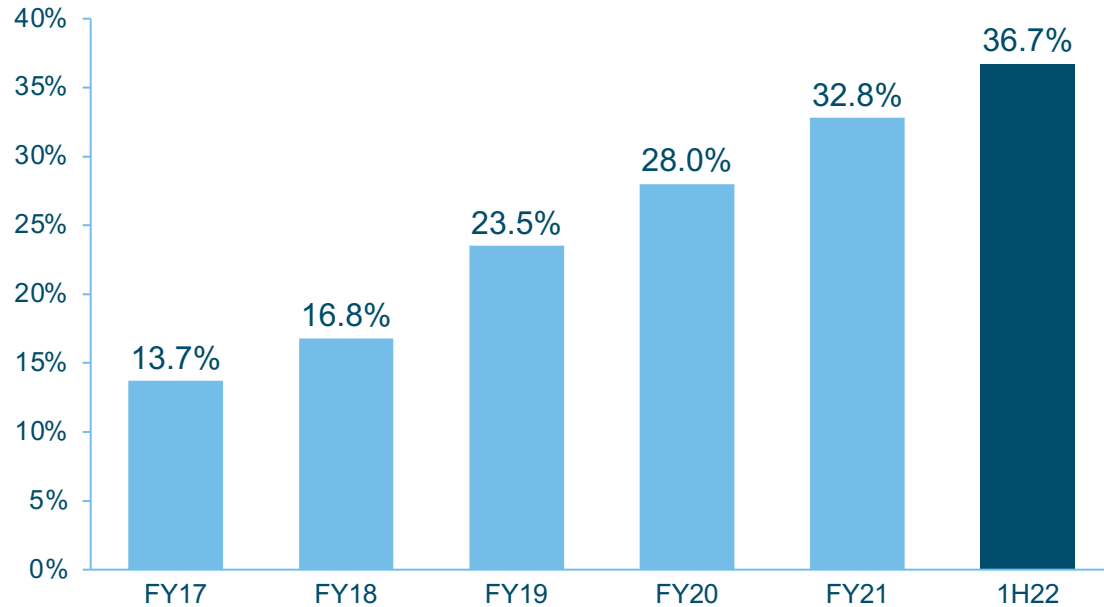
Complemented by modern technology and integrations



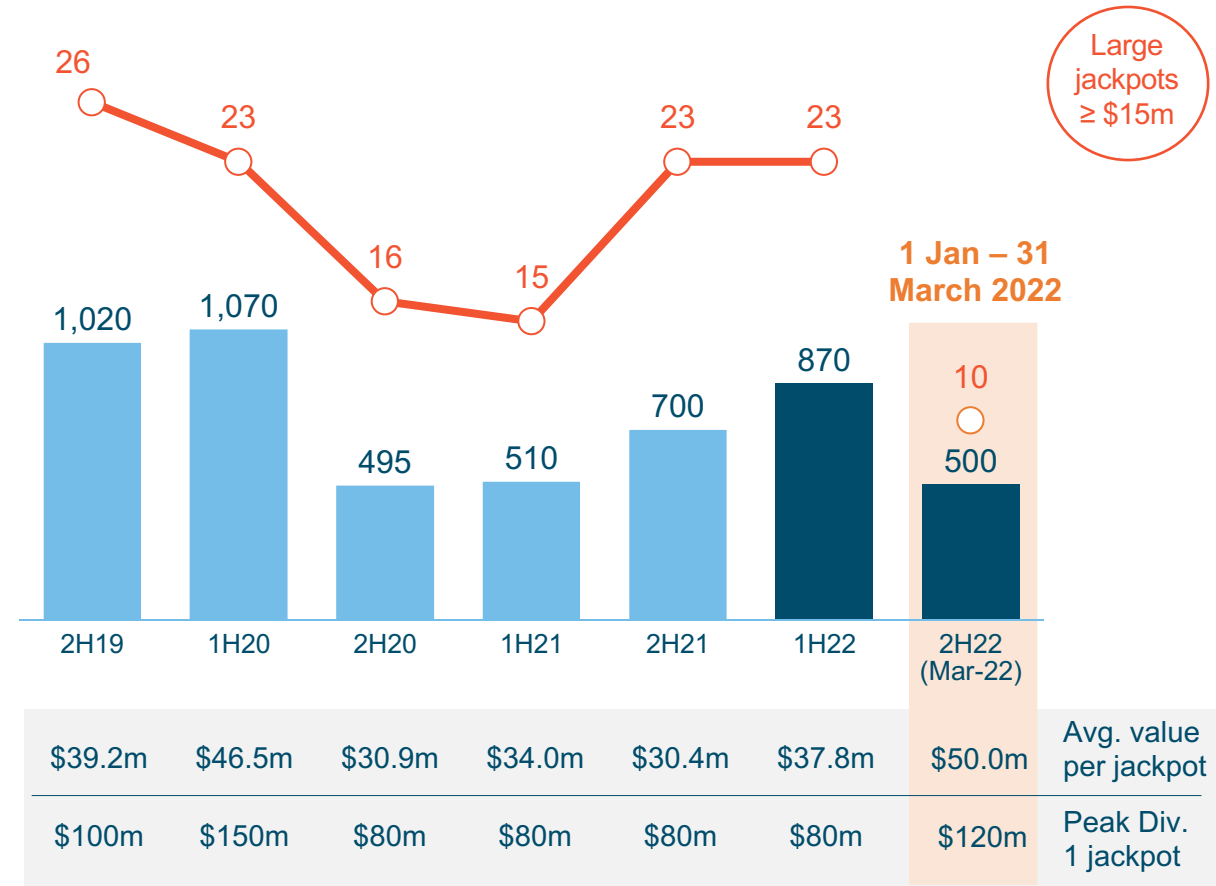
Lottery Retailing

- Australian digital sales of lottery tickets up to 36.7% (FY21: 32.8%, 1H21: 32.1%)
- 33 large jackpots (Oz Lotto/Powerball \geq \$15m) as at 31 March 2022 relative to 27 in pcp
- Average value per large jackpot up 32.6% to \$41.5m as at 31 March 2022 (vs \$31.3m in pcp)

% of AUS lottery sales through the online channel¹



Aggregate Division 1 Jackpots² (\$m)

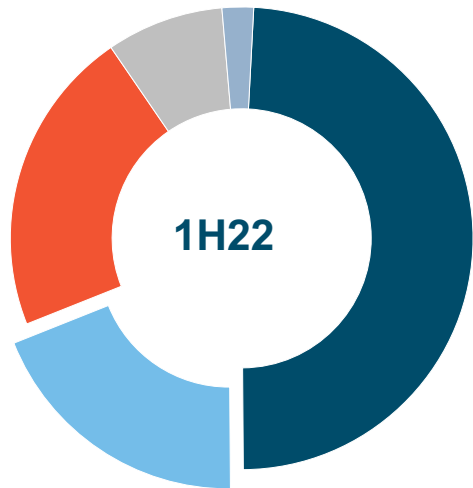


1. Source: TAH 1H22 Results presentation
 2. Oz Lotto/Powerball jackpots

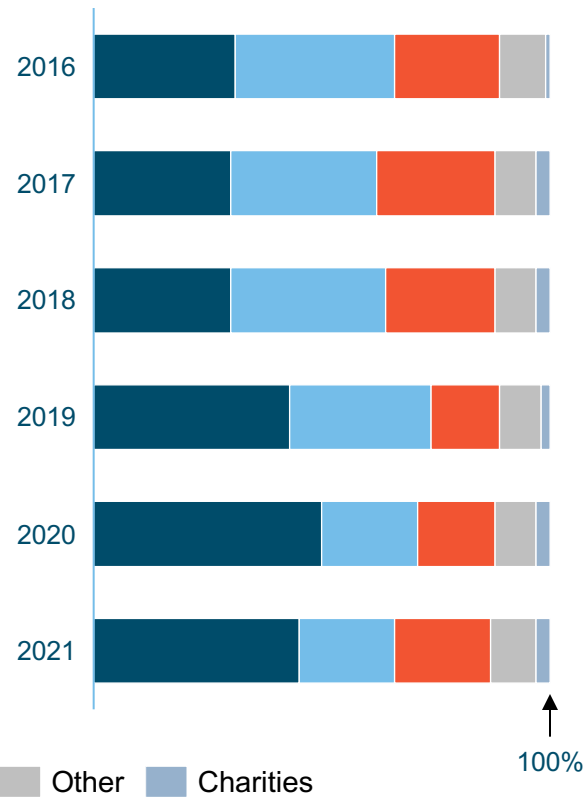
Lottery Retailing

- Matrix change expected to result in higher jackpots and increase in active players
- Tabcorp advised base price (excludes agents commission) increase of 10 cents
- Jumbo expects to increase price a further 5 cents, atop of the base price increase

Portfolio mix (TTV %)

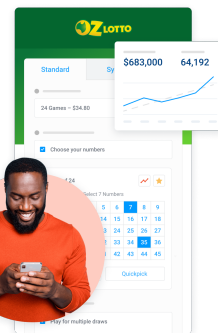


Evolution of portfolio mix



Overview of game change¹

- Matrix change (from 45 to 47 numbers) makes Division 1 more likely to jackpot (c.40% more combinations)
- Additional supplementary number (from 2 to 3) helps maintain win frequency for Division 2-7
- Prize Boost promotional feature to increase Division 2-7 prizes by up to 30% (up to 8x p.a.)
- Expected to be implemented in May 2022 (subject to regulatory approval)

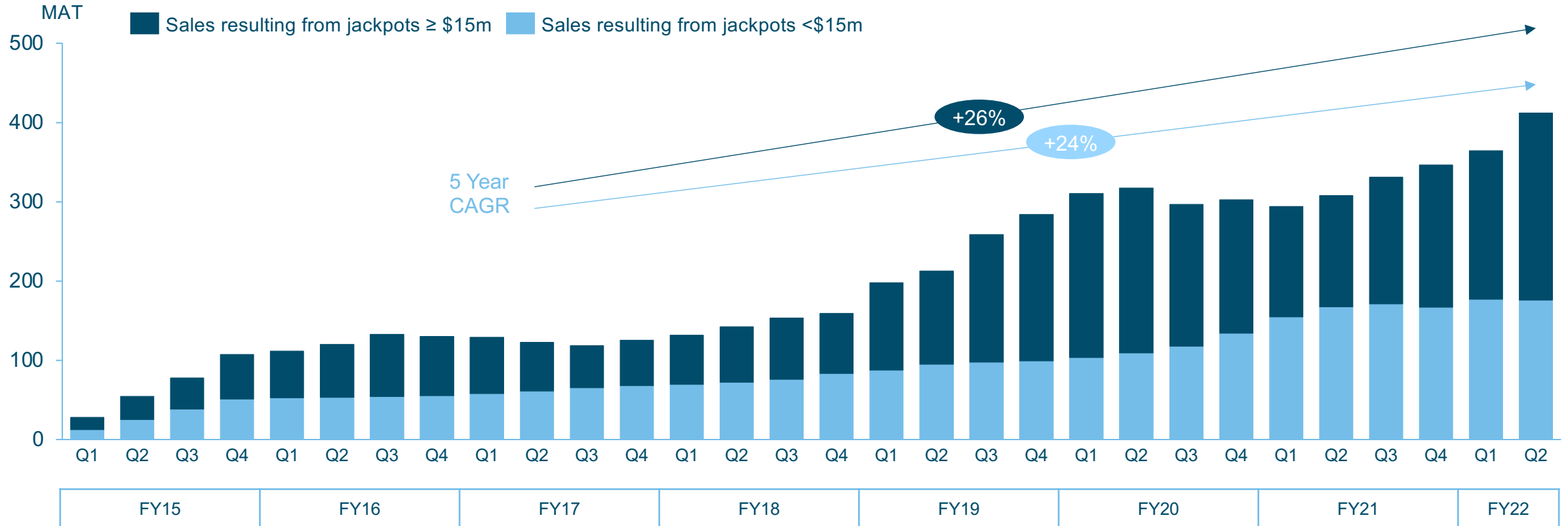


1. Source: TAH 1H22 Results presentation

Lottery Retailing

- 198,912 new players for the six months ended 31 December 2021, up 41% vs pcp (1H21: 140,725¹)
- \$20.02 cost per lead for the six months ended 31 December 2021, up 24% vs pcp (1H21: \$16.21¹)
- 836,582 active players for the 12-month period ending 31 December 2021, up 15% vs pcp (1H21: 726,696¹)
- \$464.65 average spend per online active player for the 12-month period ending 31 December 2021, up 11% (1H21: \$418.57¹)

Oz Lotteries Moving Annual Total (MAT)¹ TTV – by Fiscal Quarter

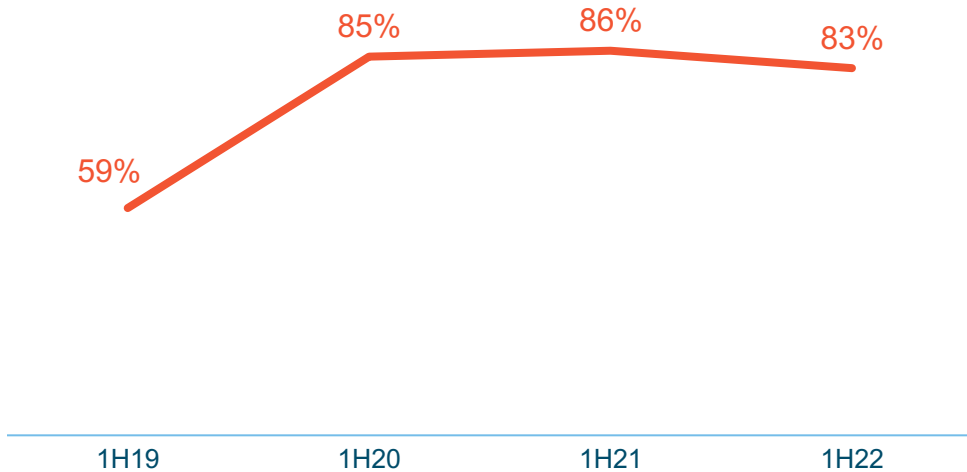


1. Excludes contribution from Western Australia customers transitioned to SaaS (effective 21 December 2020)

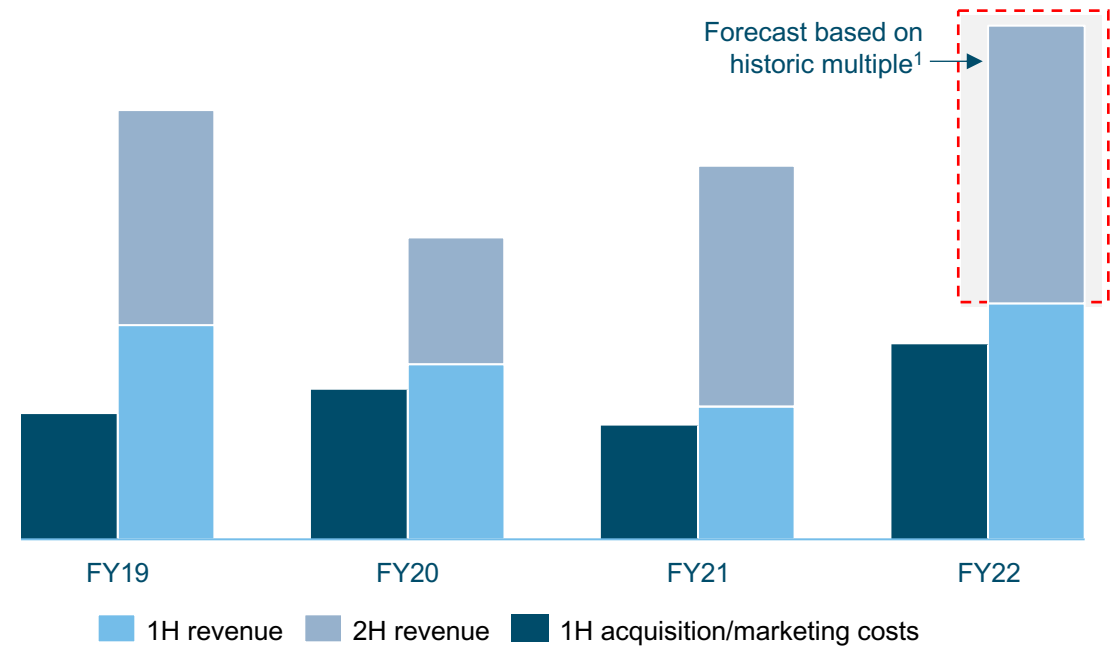
Lottery Retailing

- 1H22 acquisition/marketing spend as a % of new player revenue is broadly in line with the past 3 comparative halves
- Acquisition/marketing spend typically fully recovered at ~5 months on average for each new player
- Player retention/loyalty results in continued earnings contribution in 2H and beyond (after deducting initial acquisition/marketing spend)

Acquisition spend as a % of new player revenue



New player cohort revenue contribution (after acquisition/marketing spend)

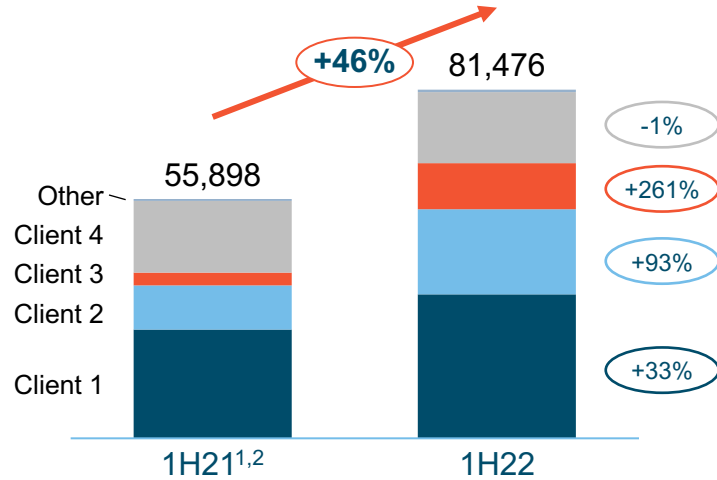


1. Based on simple average of 2H vs 1H from FY19 – FY20 and relates to new player cohort only

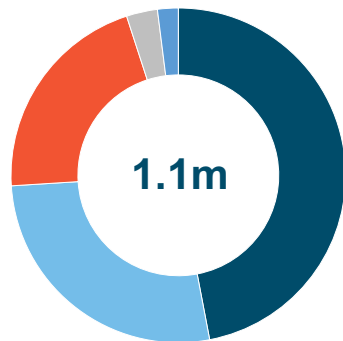
Software-as-a-Service (SaaS)



Underlying TTV (\$m)



Active players



Client 1 Client 2 Client 3 Client 4 Client 5



Lotterywest update

- Encouraging early results from acquisition marketing trial in Q2 FY2022
- From Q3 FY2022 progressing to jointly funded and managed acquisition/marketing program for an initial 1 year period executed by Jumbo
- Partnership remains strong and focussed on generating player growth



UK update

- St Helena Hospice 'Make a Smile' lottery went live in late November 2021
- St Helena Hospice 'Your Hospice' lottery expected to go live in Q4 FY2022
- ~£5m in expected annual TTV once both lotteries are fully operational on the PBJ platform
- Pipeline of lotteries in the hospice sector looking at re-platforming over the next 2 years



US update

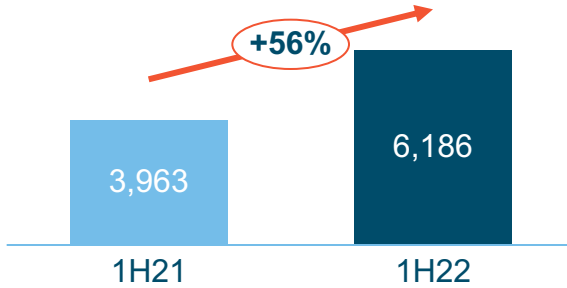
- 11 out of 48 jurisdictions have an established iLottery channel
- Pace of iLottery adoption remains relatively slow vs sports betting - a number of states have active legislation to permit iLottery 'in process' however these are at varying stages of the legislative cycle
- GM North America appointed (commenced 1 January 2022)

1. 1H21 adjusted to reflect the effect of Western Australia customers (originally reported within Lottery Retailing) transferred to SaaS (effective 21 December 2020)

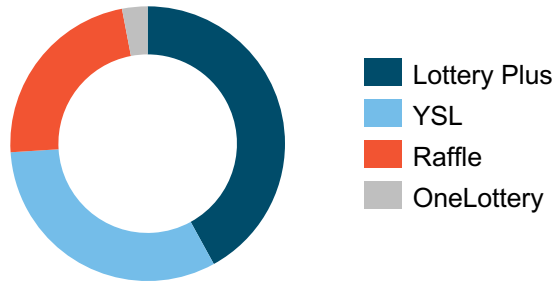
2. Not all SaaS clients contributed to 1H21 on a full run-rate basis

Managed Services (Gatherwell)

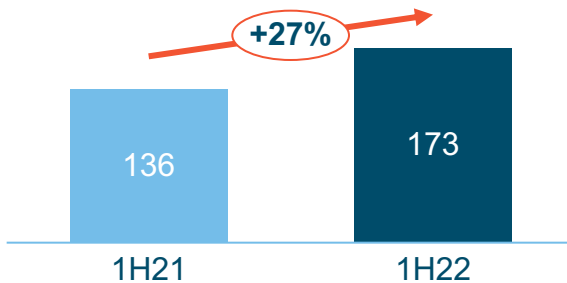
Gatherwell TTV (£m)



Gatherwell Tickets



Gatherwell Active players



Operational highlights



>10K

Good causes supported on platform



>100

Local Government Authorities

(total market ~400)



94%

Customer satisfaction score

(2021)



+60

Net promoter score

(industry average +39)



2k

Schools using Your School Lottery

(total market ~30k)



108

Charities

1H22 launches



Managed Services

International expansion

Gatherwell
(Nov 2019)

Annual TTV
~£9.3m¹

Active players
~160k

StarVale
(Jan 2022)

Annual TTV
~£63m³

Active players
~850k

Stride
(Aug 2021)

Annual TTV
~C\$115m²

Active players
~750k

Remain subject to regulatory approval⁴

1. For the year ended 30 June 2021
2. Unaudited management figures for the year ended 30 September 2021
3. Forecast for year ended 31 December 2021
4. Regulatory approval anticipated during Q4 FY22 (Stride) and by the end of FY22 (StarVale)

Managed Services Australia

- New client agreement with LifeFlight signed in February 2022 and launched in April 2022
- New program provides scope to build a more significant platform in the region

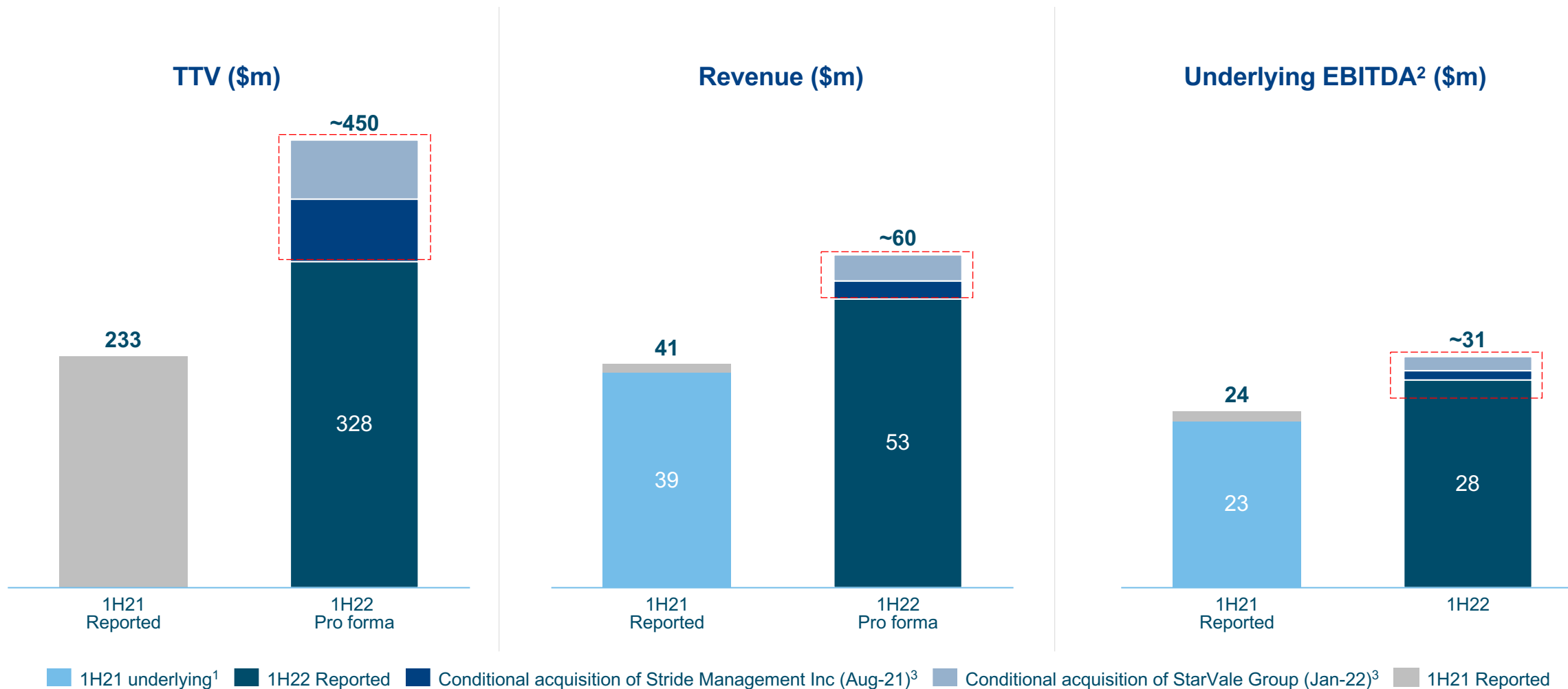
LifeFlight



1H22 pro forma financials (Stride + StarVale)



Illustrative only



- Adjusted to reflect the effect of Western Australia customers (originally reported within Lottery Retailing at a ~20% revenue margin) transferred to SaaS, effective 21 December 2020 (at a 9.5% revenue margin) – see Appendix for further detail
- Statutory EBITDA adjusted for one-off costs of \$1.1m in 1H21 and \$0.1m in 1H22
- Based on 50% of Stride management forecast for the year ended 30 September 2021 and StarVale management forecast for the year ended 31 December 2021. Both acquisitions remain subject to regulatory approval - expected during Q4 FY22 (Stride) and by the end of FY22 (StarVale)

Jumbo investment highlights



Leading pure-play digital lottery specialist leveraging best in class lottery software and digital marketing expertise to create exceptional player experiences



A capital light, agile business model with a strong balance sheet enabling further strategic growth



Well positioned to capture long-term global growth opportunities underpinned by the continued shift to digital lotteries



Founder led business combined with experienced board and management team with deep technology, lottery sector and governance experience

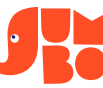


Compelling and scalable financial model exhibiting strong revenue/profit economics and cash conversion profile



Unique culture with a talented and diverse workforce focused on delivering best in class product solutions and an unrivalled player experience

Disclaimer



This presentation contains summary information about the activities of Jumbo Interactive Limited (**Jumbo**) and its controlled subsidiaries (**Group**) current as at the date of this presentation. It should be read in conjunction with Jumbo's other periodic and continuous disclosure announcements lodged with the Australian Securities Exchange (**ASX**), including the Appendix 4D, Interim Financial Report – 31 December 2021 and 1H22 Results Media Release released 22 February 2022, available at www.asx.com.au.

This presentation is for information purposes only and is not a prospectus or product disclosure statement, financial product or investment advice, recommendation or any other form of disclosure or offer or solicitation to buy or sell Jumbo shares under Australian law or in any other jurisdiction. This presentation has been prepared without taking into account any individual recipient's (**Prospective Investor**) investment objectives, financial circumstances or particular needs. Prospective Investors should seek legal and taxation advice prior to making an investment decision.

No representation or warranty, express or implied, is made as to the accuracy, completeness or thoroughness of the information contained in this presentation, nor as to the future performance of Jumbo shares.

All dollar values are in Australian dollars (A\$) unless otherwise stated. This presentation may contain certain forward-looking statements including statements regarding Jumbo's current anticipated belief, expectation or intent with respect to the Group's future performance. Such forward-looking statements are based upon information presently known, assumptions regarding numerous factors and subjective judgement, and are subject to various risks, contingencies and uncertainties which are beyond the control of Jumbo. Accordingly, the actual results or performance of the Group could differ materially from those expressed or implied in such forward-looking statements. Prospective Investors are cautioned not to place undue reliance on forward-looking statements. Except as required by law or regulation (including the ASX Listing Rules), Jumbo undertakes no obligation to update these forward-looking statements.

Past performance information given in this presentation is provided for illustrative purposes only and is not, nor should it be relied upon as, an indication or guarantee of future performance.

