



Jumbo Interactive Ltd

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JUMBO EXPANDS LOTTERY PORTFOLIO



Leading interactive lottery business, Jumbo Interactive (ASX:JIN) today launched three new charity lottery games to complement its portfolio of national lottery games in Australia. Tickets for the new games are now available on www.ozlotteries.com and allow customers to participate in the following charity lotteries:

1. The Surf Life Saving Foundation,
2. ACT for Kids, and
3. The Prince Of Wales Hospital Foundation.

“The new lottery games were selected to complement our existing national games and deliver greater choice to our customers who wish to make additional purchases benefiting charities”, said Mr Mike Veverka, CEO of Jumbo Interactive.

OzLotteries.com has grown to 1.91 million customer accounts (as at 31 May 2015) – an increase of 89,000 accounts in five months. This steady increase in the database size is a significant driver of revenue and an important asset to the Company.

“Customers typically play charity lotteries as well as national lotteries because of the different focus. Our large customer database provides a good opportunity for increasing revenue and helping select charities”, said Mr Veverka.



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Charity lotteries raise money by selling tickets for a chance to win monthly prizes such as luxury homes, holidays and cars. Jumbo's customers have a high affinity with these types of prizes and often elect to purchase them should they be lucky enough to win a large jackpot. From a marketing perspective, these lotteries sit alongside national lotteries such as OzLotto and Powerball that have large weekly cash prizes in the order of \$5 million to \$50 million.

Jumbo Rebrand

A new Jumbo brand has also been launched on www.ozlotteries.com and www.jumbolotto.de and is a major step forward in improving communications with customers.

"The launch of the new Jumbo brand across all our sites marks a great leap forward in customer communication and retention efforts. More than just a new look, the new brand affects a diverse range of touch points designed to improve customer affinity with Jumbo", said Mr Mike Veverka.

The new brand provides a consistent experience for customers who are now regularly purchasing tickets on a variety of devices from desktops to smartphones, tablets and even wearable devices such as the Apple watch.

"We want our customers to feel closer to Jumbo than ever before by making playing the lottery more fun, while maintaining the trust and security that we have earned over the years", said Mr Veverka.



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About Jumbo Interactive

Jumbo Interactive Limited is listed in Australia (ASX: JIN) as well as the German Frankfurt, Berlin and Stuttgart exchanges (Symbol: WKN A1C82X).

In 2000, Jumbo sold its first lottery ticket on the internet and witnessed a dramatic rise in popularity due to the convenience of buying tickets online. At first customers were attracted to the security of never losing a ticket and the convenience of automatic number checking, prize payments and auto-play. In 2012, Jumbo released a lottery app for the iPhone and a new transition began driven by the convenience of mobile lotteries. The new app for the Apple watch takes the customer experience a step further with prize alerts, winning numbers and ticket management now available on the wrist.

The Company operates the popular website www.ozlotteries.com in Australia and www.jumbolotto.de in Germany. In the USA, Jumbo is in a partnership to develop www.lotteryrewards.com and is working towards being able to sell US lotteries on the Internet.

Jumbo has proven its ability to open up new lottery markets with its innovative technology and internet marketing initiatives that have brought lotteries to new demographics via the internet. Jumbo has succeeded in targeting a younger and more mobile demographic with mobile now accounting for 39% of all online sales.

For further information:

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