



# ANNUAL GENERAL MEETING

29 October 2015

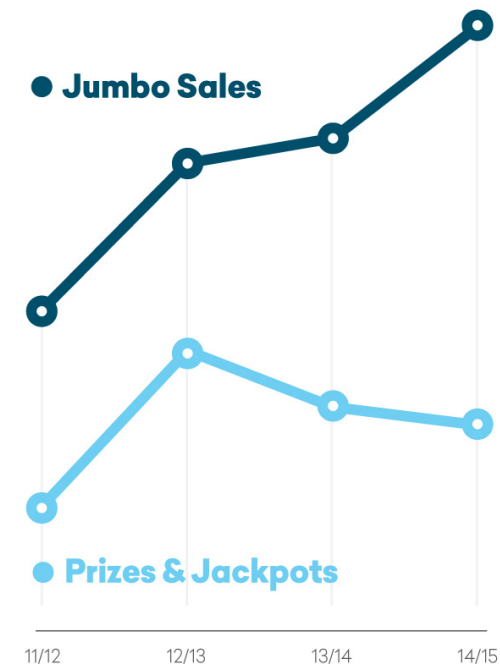
Mike Veverka  
CEO and Founder

## BUSINESS GROWTH WHEN JACKPOTS DOWN

- TTV up 20% to \$129 million
- Major jackpots down 6%

### WHY?

- Customer accounts up 11% to 1.92 million.
- Able to grow using technology and optimised marketing, not just the size of the prize.



# GERMANY

- First and most difficult year is behind us.
- Loss \$3.6 million for FY15
- Significant restructure
  1. Move to Hamburg
  2. New Managing Director
  3. Lower cost base going forward
- Healthy lottery market
- Ticket sales on a growth path from €6.5 billion in 2012 to an estimated €12 billion by 2020, driven by internet growth. (Source: Deutscher Lotto & Totoblock (DLTB) lotteries, Deutscher Lottverband (DLV), Leibniz University Hanover).



# GOOD START TO FY 2016

**POWERBALL**

**\$50  
MILLION**

July

**OZ LOTTO**

**\$60  
MILLION**

August

Number of Jackpots  
\$15 mil or more

FY 16: 13 (4 months)

FY 15: 34

FY 14: 36

## FY 2016 – THE YEAR AHEAD

### AUSTRALIA

Continued growth with increasing TTV and Revenue.

Focus on managing costs (particularly overseas expansion)

### GERMANY

Improving KPI's with the goal to reach breakeven in the short to medium term.

# New Website

Better customer experience

Responsive design  
optimised for mobile

Improved capacity for ticket  
throughput



# Meet Joe

New branding improving customer experience and brand recognition.

Bringing further emotion into an already emotional purchase.



# Growth in Social Presence



**Approaching 2.0 Million  
Customer Accounts**



FY 2015 AGM PRESENTATION

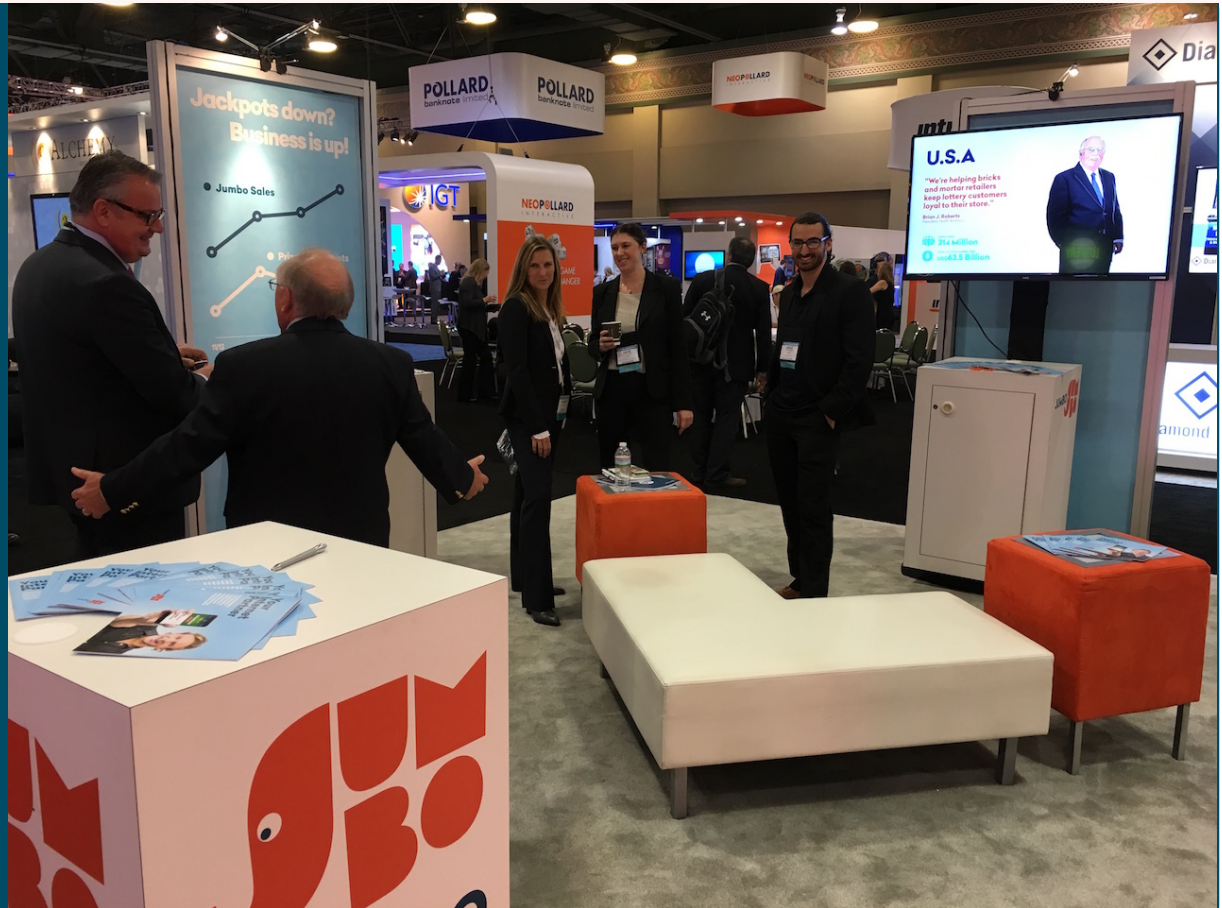


# INTERNATIONAL TRADE SHOWS

October 2015

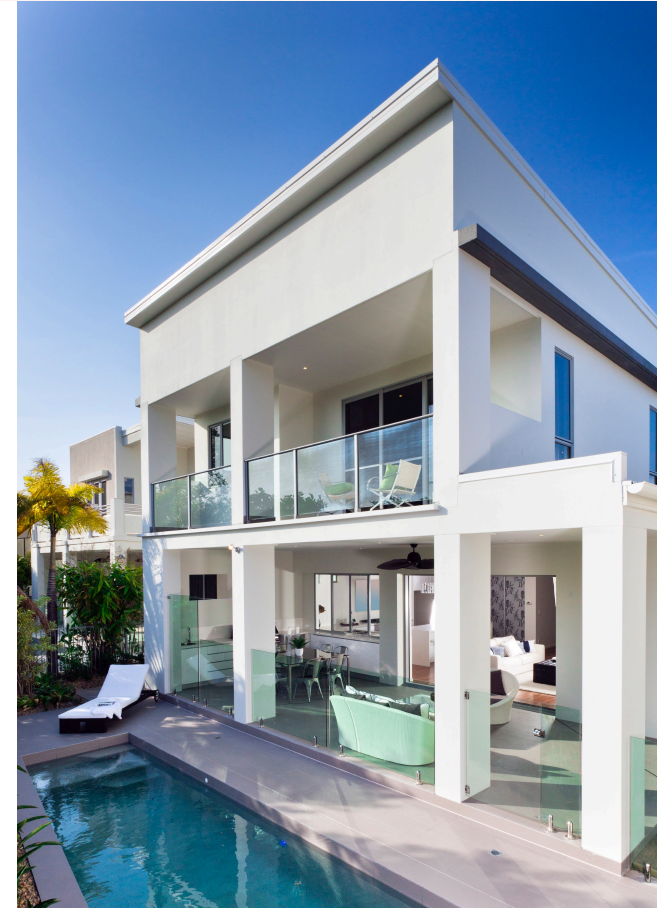
NASPL – Dallas

APLA – Seoul



# CHARITY LOTTERIES

- Additional Revenue
- June 2015 introduced 3 new games from the Surf Lifesaving Lottery, Act for Kids and the Prince of Wales Hospital foundation.



# THANK YOU!

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