

PGRI PUBLIC GAMING

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I N T E R N A T I O N A L

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RETAIL AND LOTTERY POSITIONED FOR GROWTH IN A POST-PANDEMIC WORLD



Feature Interviews

John F. Davis, Secretary, Florida Lottery

Jay Finks, Executive Director, Oklahoma Lottery Commission (OLC)

Eric Hagler, Director, Office of the Arkansas Lottery (OAL)

SGEP

Enhanced Partnership

Your Bottom Line is More Than a Number

SGEP Lotteries have weekly per capita sales that are **56%* higher** than self-managed lotteries and **27%* higher** than lotteries managed by other vendors. Drive more to your bottom line and to the good causes your lottery supports.



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*Based on CY-2019 Weekly Per Capita Instant Game Sales

O Canada!

EXPLORING LOTTERY IN THE GREAT WHITE NORTH

The path to
future growth is open

In the second largest country on the planet, Canada's \$34.5 billion gaming and lottery industry is still growing. With five major lotteries and the Interprovincial Lottery, gaming entertainment options for 38 million Canadians include instant scratch games, numbers games including national games like Lotto Max, digital games played online and on mobile, as well as sports betting, casino and iGaming.

Although lotteries date all the way back to the country's early beginnings to fund public works, the government banned gambling in 1892. Shortly afterwards, bingo and raffles were allowed to raise monies for charities, and soon horse racing followed as an acceptable form of gaming. In the late 1960s, the government began to see the value in lottery funding and amended regulations to permit lotteries for provincial and federal special projects.

In 1970, the first modern lotteries in Canada began when both Loto-Québec and Manitoba launched games. Other provinces followed quickly, establishing lotteries to generate additional public monies, and a national lottery was created to raise monies for the 1976 Olympics in Montreal.

Today, the five regional lotteries are administered by Atlantic Lottery, Loto-Québec, British Columbia Lottery Corporation (BCLC), Ontario Lottery and Gaming Corporation (OLG), and the Western Canada Lottery Corporation (WCLC). The Interprovincial Lottery Corporation (ILC) offers multi-provincial games. Like Canada's early lotteries, all profits benefit public or civil causes.

50 Years of History

Just last year, Loto-Québec celebrated its 50th anniversary. The Lottery's first game, *Mini*, launched in 1970 and instant games in 1984 were produced by Scientific Games. The company played a significant role in helping the Lottery become the second-largest instant game lottery in Canada.

Now with eight facilities in Canada, including a large North American instant game manufacturing facility in Montreal, Scientific Games employs more than 500 Canadians in its lottery, digital and gaming business.





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MOMENTUM

There's a Lot Riding on Your Operation

The average growth rate in draw game sales for **Momentum** customers was almost **37%* higher** than non-Momentum customers (excluding bloc lotto). Make sure your operation has the **Momentum** it needs to fund the good causes your lottery supports, now and in the years ahead.



*Based on CY2015 - CY2019 Sales

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