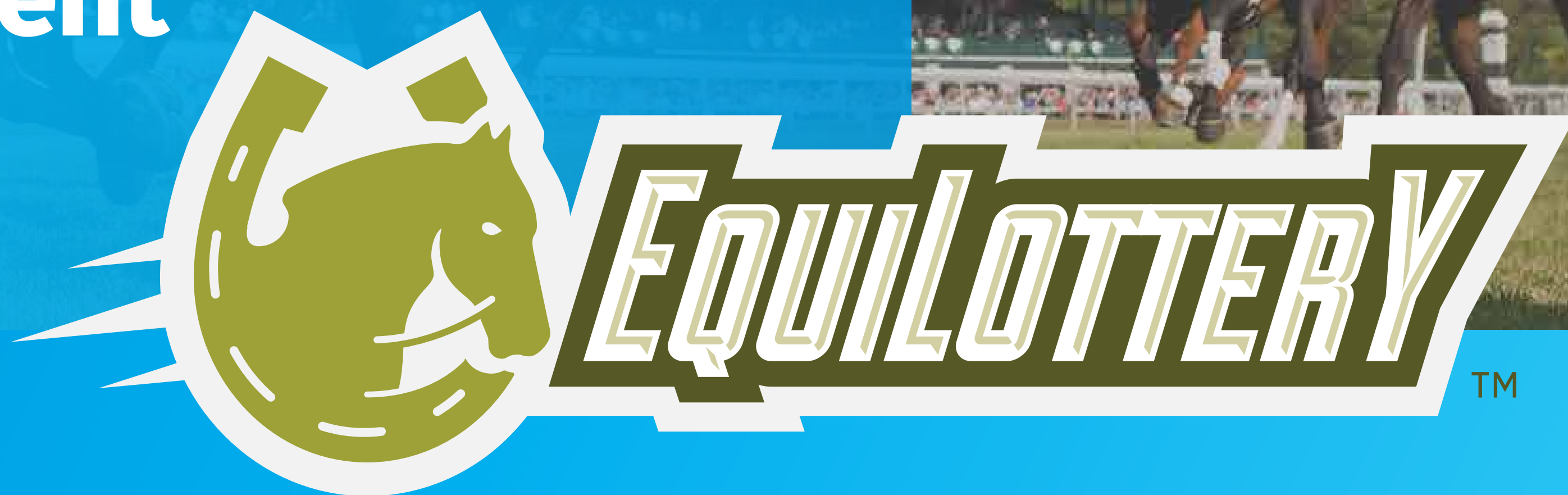


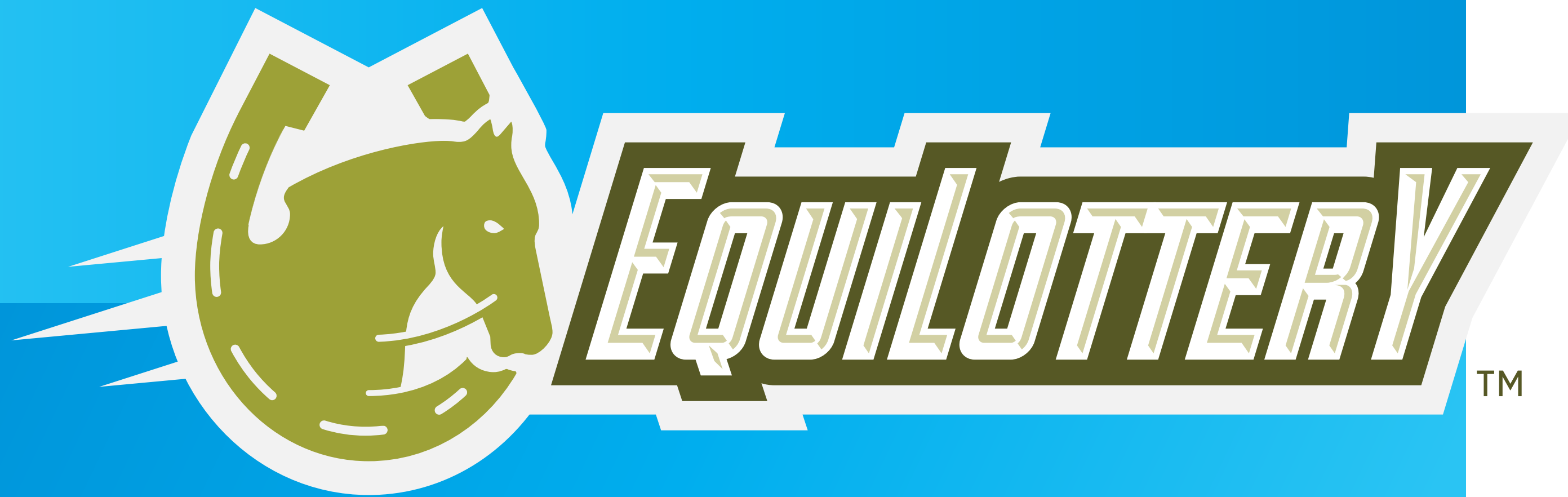


Live Action Lottery Entertainment



TM

Five Reasons to Adopt the EquiLottery Approach.



- 1** New Lottery Excitement
- 2** Game Play Simplicity
- 3** Leverage Existing Pools
- 4** Lottery as a Political Solution
- 5** Mobile Integration and Millennials



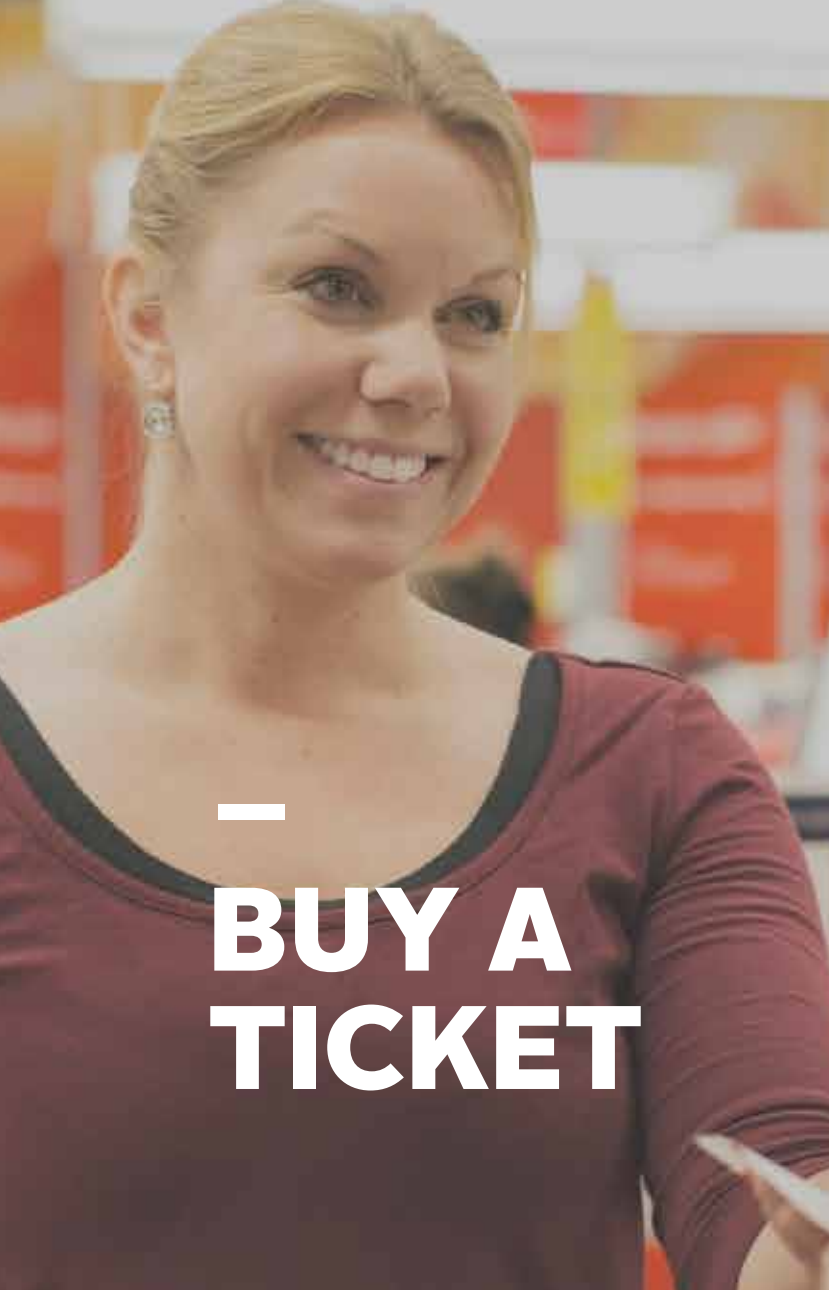
Lotteries looking for new approaches to move beyond incremental growth.

EquiLottery a new “live action” category that works within existing U.S. law.

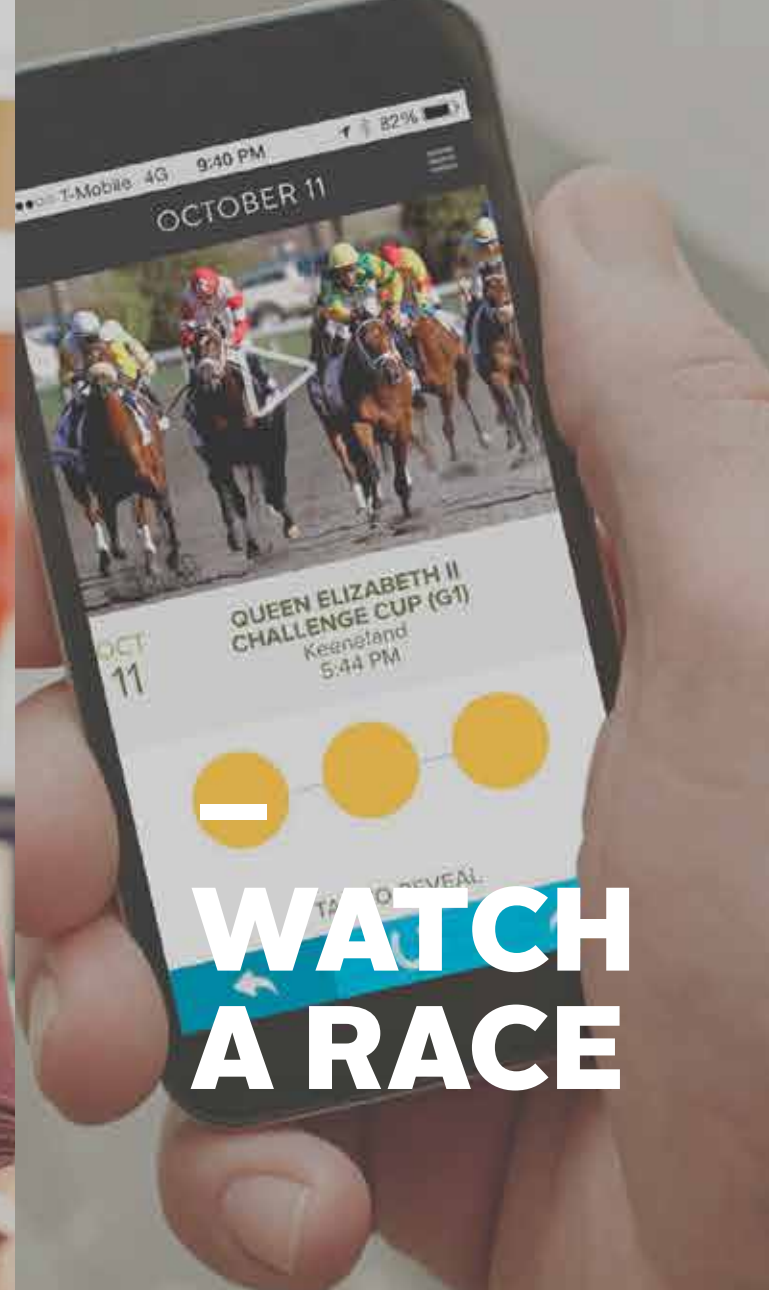
Recognizes the economic realities of lottery and horse racing.



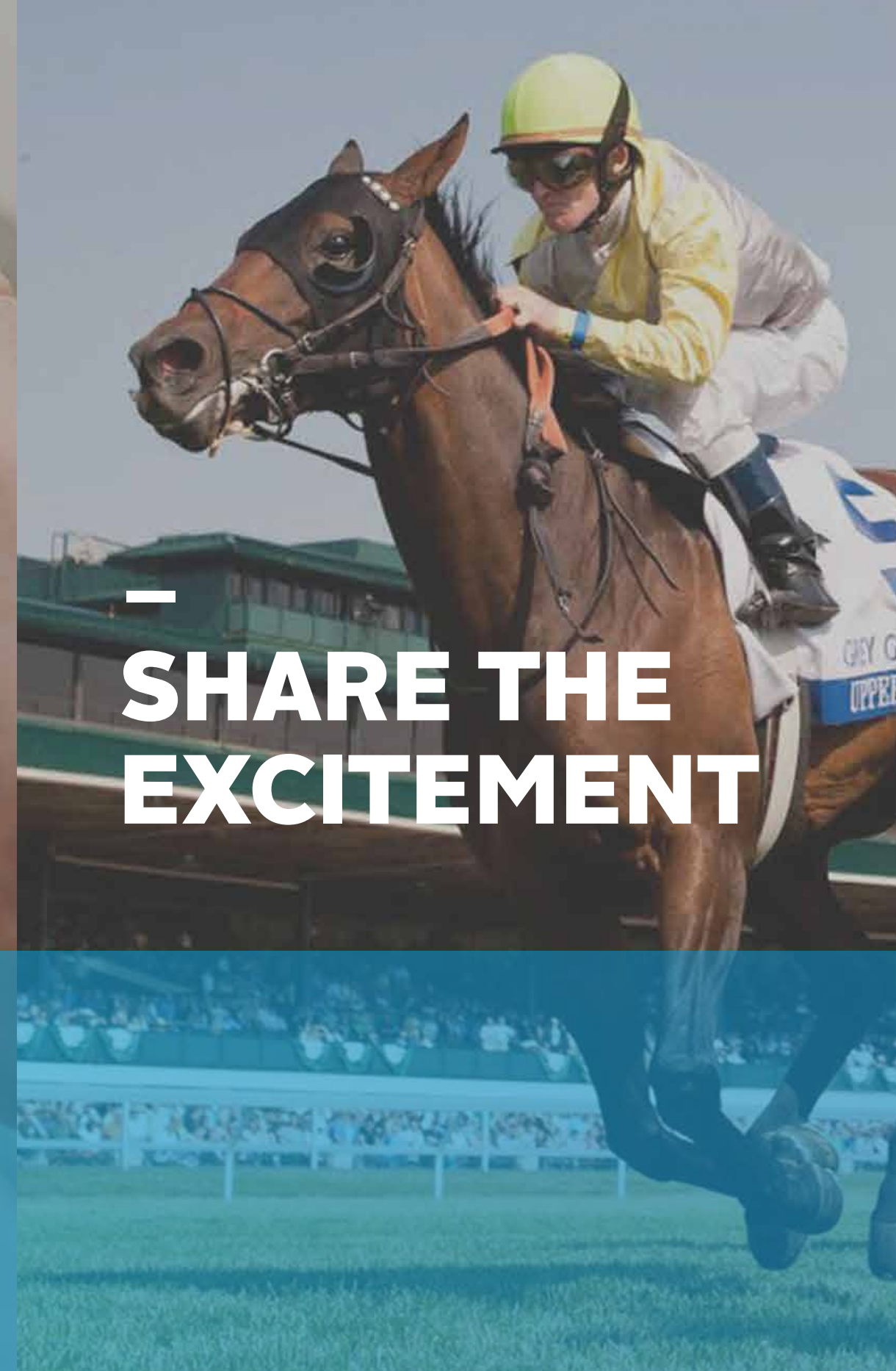
New Lottery Excitement



—
**BUY A
TICKET**



—
**WATCH
A RACE**



—
**SHARE THE
EXCITEMENT**

One race per day builds pool size and allows for simplicity in messaging.

Quick pick play style allows players to focus on excitement of live event.

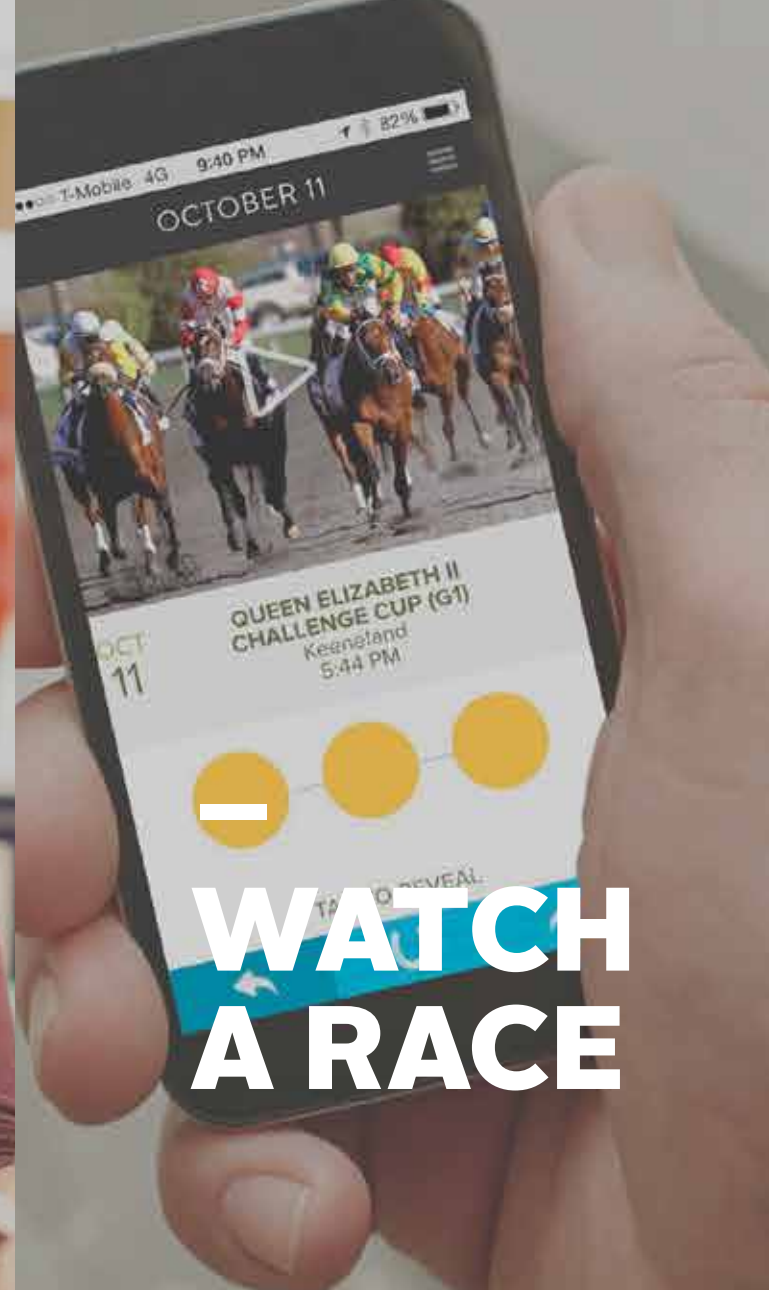
No confusing play slips for consumers or retailers to worry about.



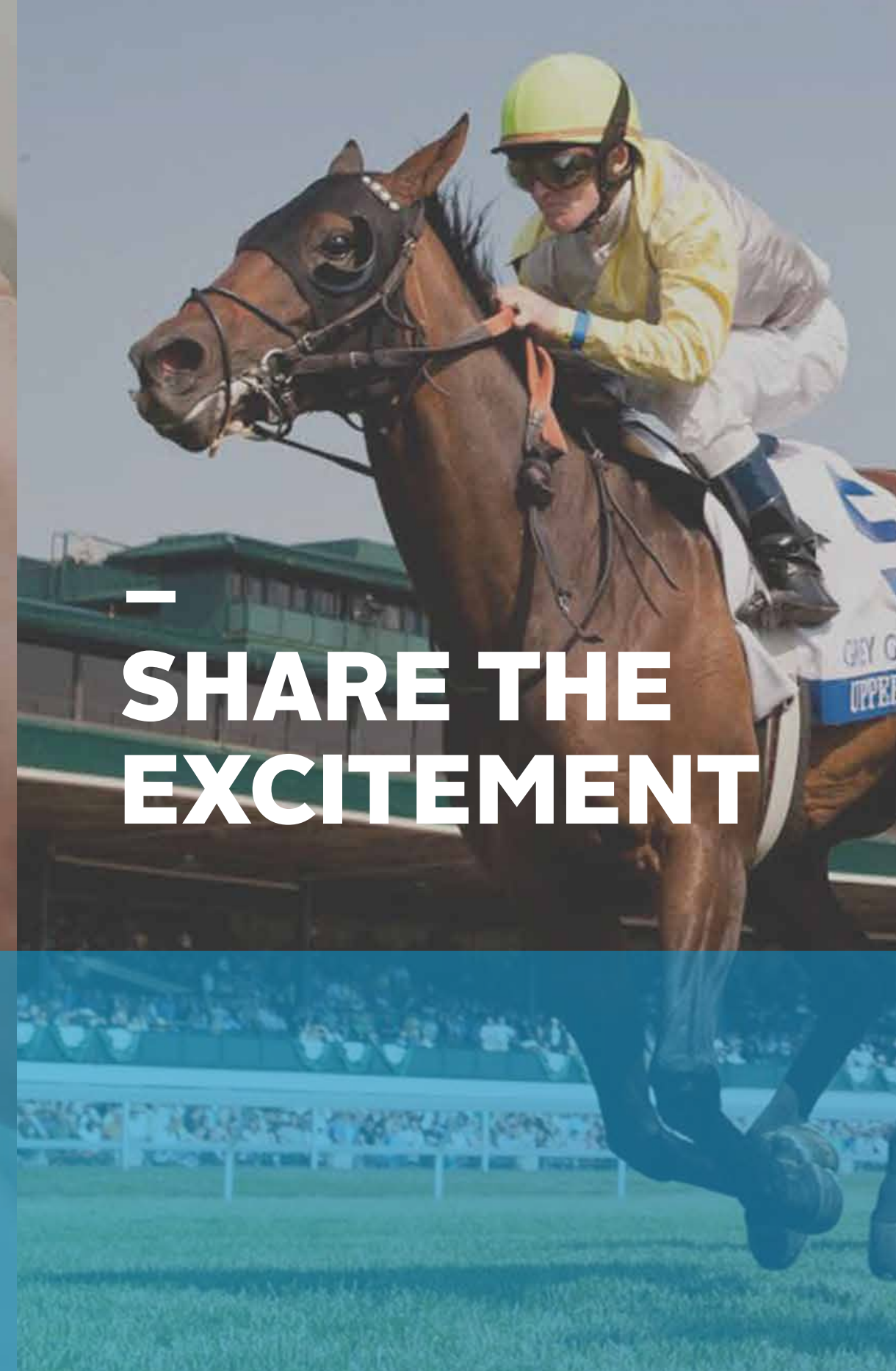
Game Play Simplicity



—
**BUY A
TICKET**



—
**WATCH
A RACE**



—
**SHARE THE
EXCITEMENT**

Information on mobile app
for watching daily race printed
on ticket.

Retailers can point players to
mobile app for further game
education.

Visit:
www.WatchEquiLottery.com/demo
for a demo version of our app.



**Game Play
Simplicity**



Leverage Existing Pools

Money invested from outside the lottery system produces larger potential payouts.

Reduces pool management responsibilities and risks for state lotteries.

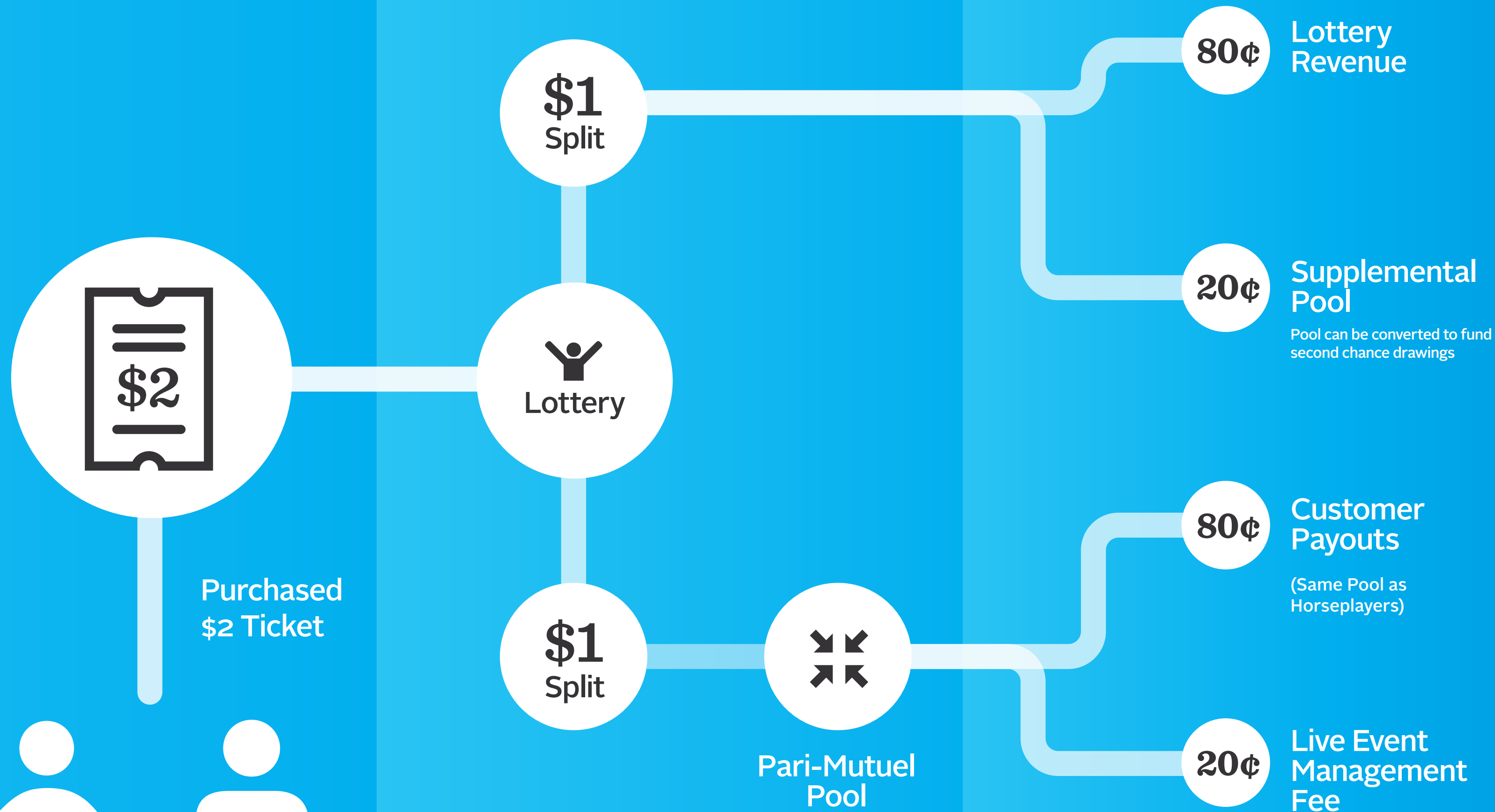
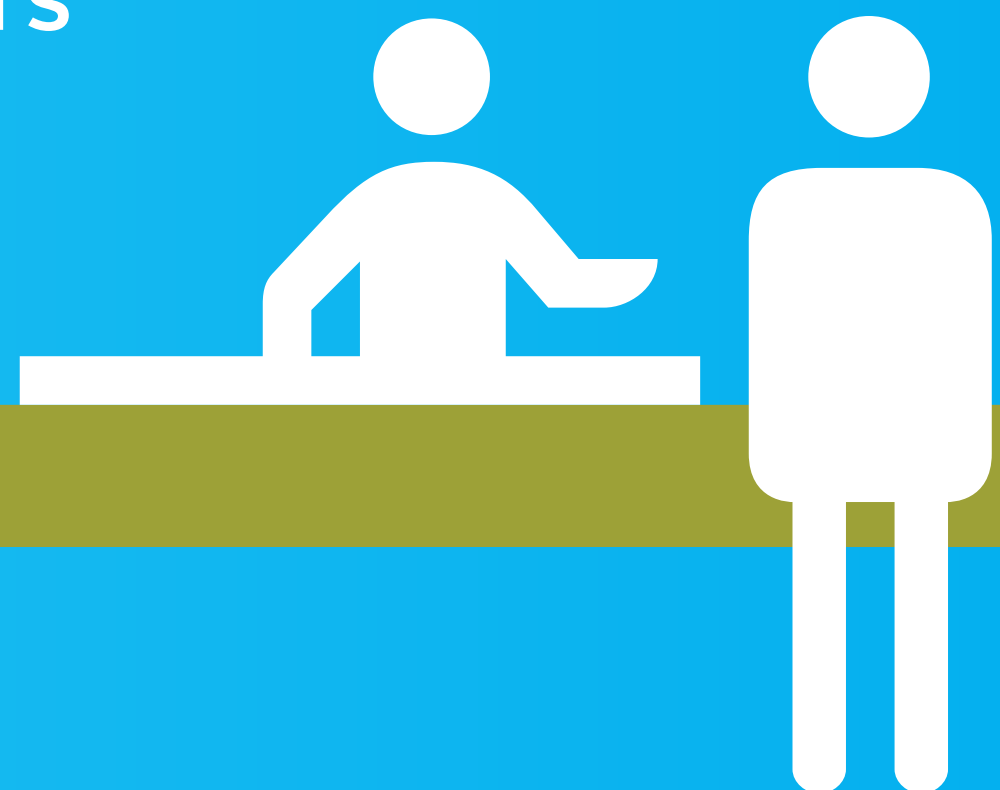
Integration to racing pools free of charge to state lotteries and governments.

Game design options include variable payouts, fixed payouts, second chance raffles, and winnings for boxing and two numbers in a row.



How does EquiLottery work?

EquiLottery works for exotic wagers of three numbers or more.





Many states are looking for innovative ways to aide their horse industries.

Previous solutions to this problem, like casino gaming, are being reevaluated.

EquiLottery allows lotteries to bring additional value to states without violating stated good causes objectives.



Lottery as a Political Solution

EQUILLOTTERY™



Lottery as a Political Solution*

\$0.56
Good Causes

\$0.12
Retailer Commissions

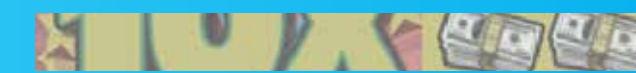
\$0.32
Lottery Expenses + Vendor and Live Event Management Fees

\$1.00
Lottery Player Prize Pool Contribution

+
(\$1.42)
Horseplayer Prize Pool Contribution



\$2
EquiLottery Ticket



\$2
Scratch Off Ticket

\$0.44
Good Causes

\$0.12
Retailer Commissions

\$0.14
Lottery Expenses + Vendor Fees

\$1.30
Lottery Player Prize Pool

*Based on revenue studies provided by Gaming Laboratories International.



Supplemental mobile app meets millennials where they are.

Delivers “Race of the Day” video replay in a simple and intuitive format.

Players can plan races they want to play with racing calendar.

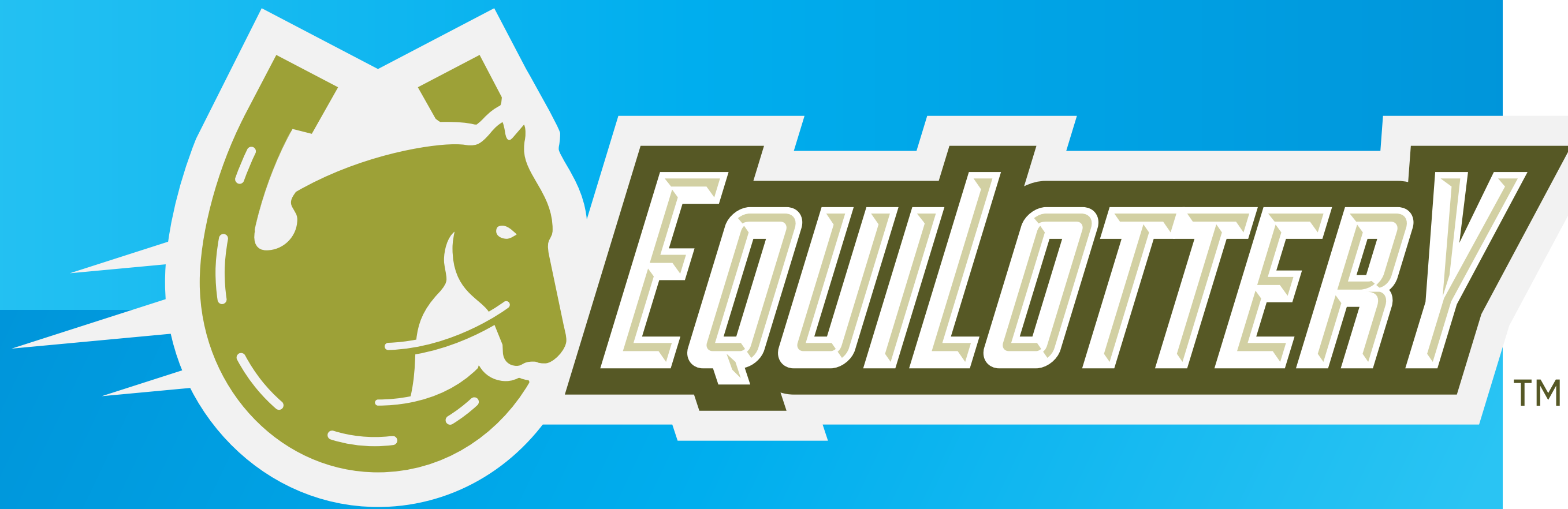
Allows for social sharing among friends.

Can be used to promote other products offered by state lottery.



Mobile Integration and Millennials

Five Reasons to Adopt the EquiLottery Approach.



Brad Cummings
President & CEO
brad@equilottery.com
(502) 644-1454

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