



Budget Hearing on Fiscal Year 2023 Proposed Budget

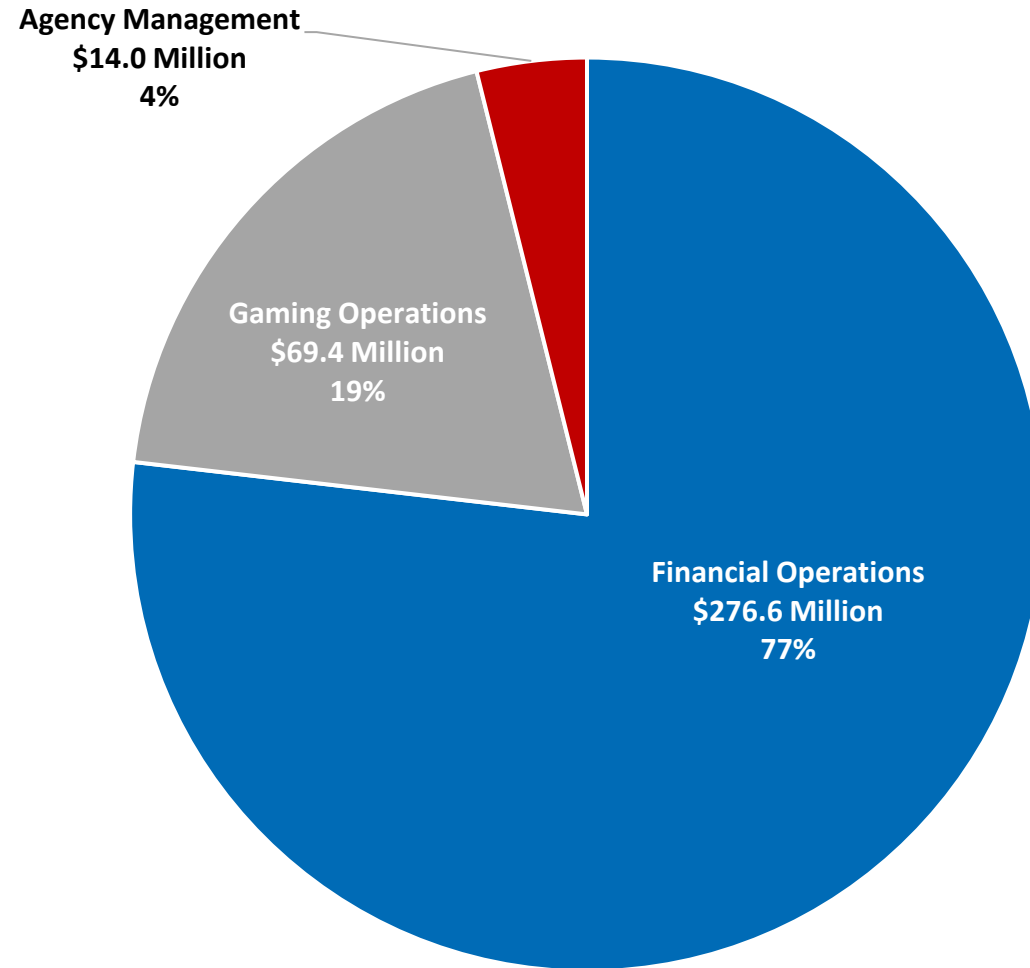
April 6, 2022

MISSION AND OVERVIEW

To responsibly maximize revenue generation for the District of Columbia through the sale of innovative lottery and sports wagering products while providing gaming regulation and oversight that upholds the highest standards of integrity and public trust.



FY2023 PROPOSED GROSS OPERATING BUDGET

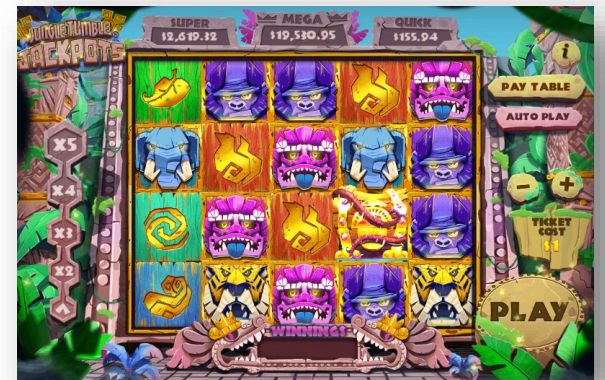


Total = \$360 Million
FTEs: 93



LOTTERY 2022 INITIATIVES

- **Central Gaming System Upgrade** – provide new functionality for retailers, along with all new retailer terminals, ticket checkers and multimedia screens
- **Race2Riches Revamp** – all new graphics, an improved prize structure, and new bet types
- **Instant Ticket Optimization Project** – evaluate and enhance all aspects of instant ticket sales
- **New e-Instant Games** – launch every three to four weeks
- **Enhanced Promotional and Customer Relationship Management (CRM) capabilities** – help drive more effective iLottery player acquisition and retention



SPORTS WAGERING 2022 INITIATIVES

- **Revamp of GambetDC User Interface** – continue to make ongoing enhancements and complete a total revamp of the mobile app and website interface that will be more intuitive and user friendly for players
- **Increased GambetDC Payout Percentage to 90%** – will be more competitive with private operators and neighboring states
- **Accelerated GambetDC Retail Rollout** – added 38 new retailers in the last six months for a total of 42 GambetDC retailers as of March 31, 2022
- **Launch GambetDC Over-the-Counter Sales** – will complement the self-serve terminals already in the market and add capacity during heavy traffic periods
- **New GambetDC Marketing Plan** – developing a new plan that will better position the brand amongst its competitors, be better targeted, and provide a stronger return on investment
- **Private Operated Sports Wagering Expansion Continues** – potential approval of a third Class A license at Audi Field this spring and a second Class B license for a local business

