

THE QUARTER

\$1,586,325,000

LOTTERY SALES CRUSH
ALL-TIME SALES RECORD!



NEW MONDAY
POWERBALL
DRAWING

HOLIDAY
GAMES
ANNOUNCED

CALLING
1-800-GAMBLER

THE PRESIDENT'S CORNER

\$1,586,325,000.

Let that number sink in for a minute, and then look to your right at the list of records which were shattered in Fiscal Year 2021.

Then think back to the uncertainty your business – and ALL businesses – faced last summer as we were still coming to grips with the pandemic.

That makes the work you did in the last fiscal year even more remarkable. You not only kept the business afloat, but you helped it thrive.

And this Spring, when we first started to see signs of returning to normal, you kept up your amazing efforts – the fourth quarter of the last fiscal year (April – June) not only saw the largest sales levels for the year, but was also the biggest quarter in our 32-year history.

This is the fact I point to when people ask what I think will happen next year. The momentum is strong, and with partners like you, I know we're up to the challenge.

Your work not only helped provide more dollars to the Commonwealth to support college scholarship and grant programs than ever before, but also earned more money for your store as retailer commissions reached an all-time high. That's a win-win for ALL of us, and that momentum which carries us into FY22 will only grow.

In this issue of The Quarter, you'll find information on how we plan on helping you maintain that momentum. Lots of new initiatives are planned for the fiscal year, such as what you'll read here about Powerball drawings going to three nights a week. And it seems hard to believe, but we're already well into planning for our holiday efforts. Check out the fantastic collection of games we'll have heading your way around the holidays.

It's going to take all of us working together to exceed what we've been able to accomplish this past year. Please know how much we appreciate you and your amazing work during an unprecedented time in our history. Thanks for all you do for Kentucky college students.



Mary Harville
Kentucky Lottery
President and CEO



SALES RECORDS BROKEN IN FY21

HIGHEST TOTAL SALES

largest year, quarter,
month and week ever

HIGHEST PICK 3 SALES

largest year, quarter
and day ever

HIGHEST SCRATCH-OFF SALES

largest year, quarter,
month and week ever

HIGHEST AMOUNT OF PRIZES PAID

in a year ever

HIGHEST PICK 4 SALES

largest year, quarter
and day ever

LARGEST DIVIDEND TRANSFER TO THE COMMONWEALTH EVER

(both annually
and monthly)

LARGEST AMOUNT OF COMMISSIONS EVER PAID

to retailers



The Scratch-off ticket 200X generated the highest dollar sales in FY21, with \$81,303,900 in sales.

The biggest number of physical tickets sold for the fiscal year goes to the \$5 "Gold Rush" ticket. Players bought 4,102,068 tickets for the game in FY21.



BOOM!

LOTTERY SEES HIGHEST FISCAL-YEAR INCREASE IN 32-YEAR HISTORY

By Mandy Wolf Detwiler
Contributing Writer

Even in light of an international pandemic, the Kentucky Lottery's FY21 sales have shattered the company's all-time record.

Despite more Kentuckians spending time in their homes during the COVID-19 pandemic, the Lottery has posted total sales of more than \$1.586 billion, a 31.8% increase from FY20, with \$382.9 million more in revenue.

"The pandemic was the impetus to those numbers," says Mary Harville, Kentucky Lottery president and CEO. While acknowledging the impact of the pandemic, Harville said many game-changing Lottery advances were already being put into place before the pandemic began in March 2020.

"Our team was so great at meeting the challenges of the pandemic and had a very strategic way of responding to what was going on, so I think we've done very well in a situation we couldn't have possibly planned for," Harville says. "There were just so many lessons learned through the pandemic. We really learned what our strengths were and how to take advantage of those.

"We have engaged retailer partners. Working through the pandemic has really highlighted the retailer/Kentucky Lottery partnership. I think they appreciated that Lottery products were in their stores and we of course really appreciated them. There had to be a certain element of trust there too because for part of the time we pulled all reps out of the field and they could only work with the retailers by phone. And even when we put them back in the field, they were there in only a very limited capacity."

Leading the sales charge again this year were Scratch-off tickets, with a 29.8% increase totaling more than \$961.6 million in sales. Given the fact that many Lottery retailers, such as grocery and convenience stores and gas stations, did not close during the pandemic because they were considered essential businesses, they continued to stock and sell Lottery games while stay-at-home recommendations were in place.