

ARKANSAS LOC PRESENTATION



INTRALOT WHO WE ARE

INTRALOT Global Presence



53 countries
65 Subsidiaries

More than 5,500 employees
worldwide

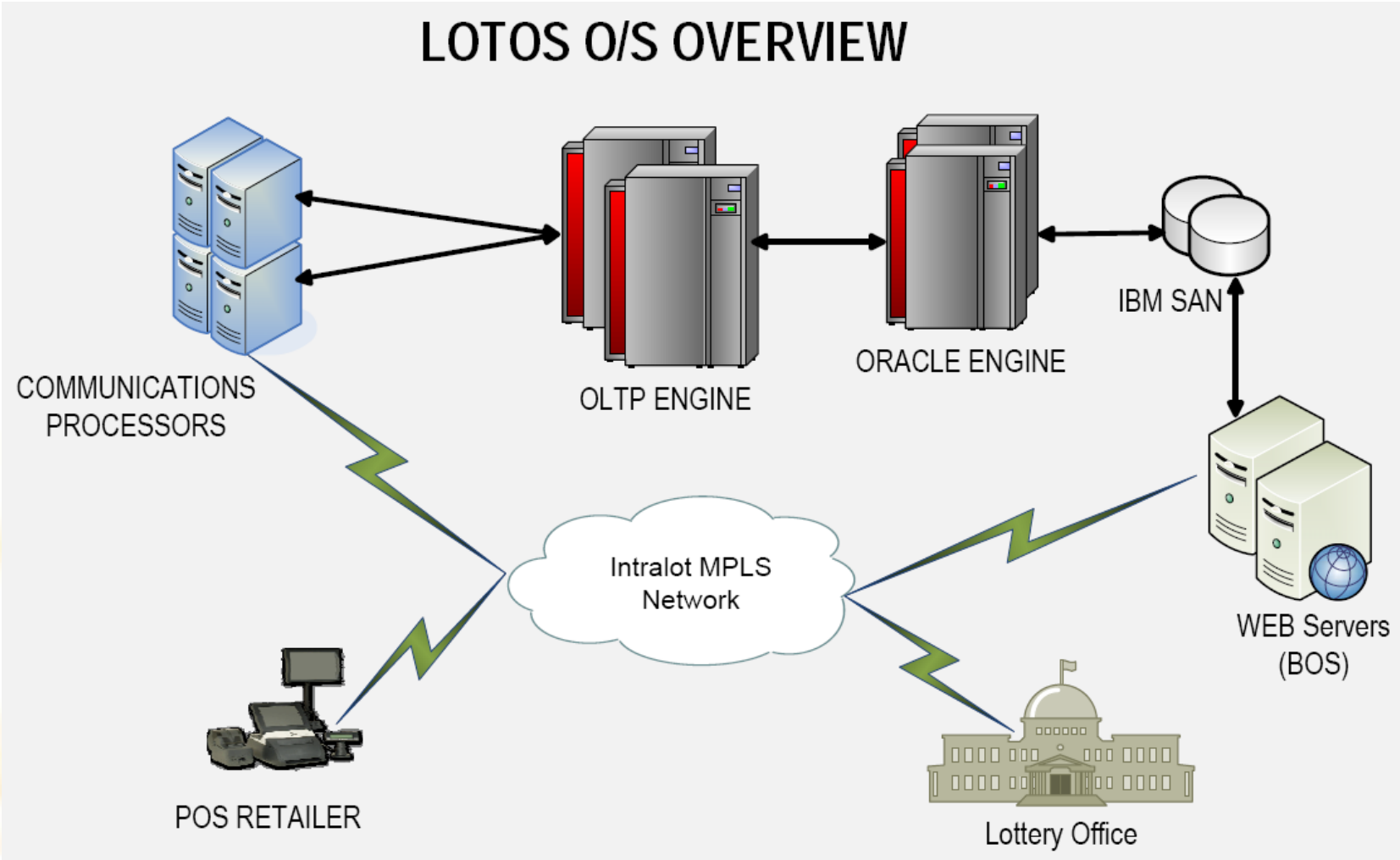
INTRALOT USA

- INTRALOT USA Jan 2002
- Nebraska 2003-2010
- Montana 2004
- Idaho 2005
- New Mexico and South Carolina 2008
- Ohio and Arkansas 2009
- Louisiana, Vermont, New Hampshire and Washington DC 2010

US Facilities and Locations

- Primary Data Centers In State: ID, SC, OH, AR, LA, VT
- Primary Out of state: NM(-ID), NH(-VT), DC(-OH)
- Backup data Centers:
 - ➔ From Ohio – LA, AR, VT, NH, MT
 - ➔ From Idaho – MT, SC
 - ➔ Ohio Backup – at Ohio Lottery HQ
- Duluth, GA - Executive, Financial, Software Development
- Cincinnati, OH – Manufacturing Self Service Vending
- INTRALOT S.A. Parent – Athens, Greece

Systems High Level View



Arkansas Lottery- Where we started

- INTRALOT committed nearly \$20 million in up front capital to fund the Arkansas lottery project
- INTRALOT committed 120 people to the Arkansas project. GOAL: to begin a multi-million dollar business from nothing to live operations.
- Together the Arkansas Lottery and INTRALOT achieved a successful startup in 42 days – an unheard accomplishment for the lottery industry!

Arkansas Lottery- How far have we come?

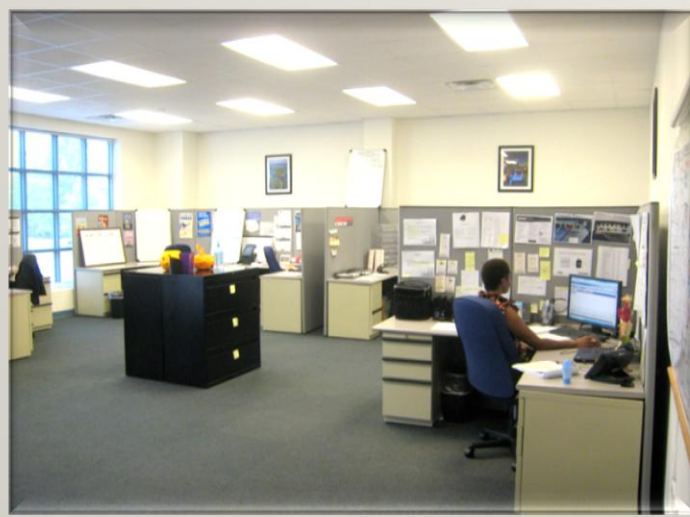
- INTRALOT commitment to the Arkansas Scholarship Lottery
 - \$20 Million up front investment
 - 42 day start-up
 - Sustained commitment to technology + Lottery partnership = Lottery growth
- Over \$1.7 billion in gross revenue and \$340 million net revenue equals success
- An expected transfer by year end in excess of \$382,000,000, to fund scholarships for Arkansans, an amount that exceeds initial estimates
- Clearly a win for all constituencies

Intralot Offices











HOW DO WE WORK WITH THE LOTTERY TO INCREASE TRANSFERS TO SCHOLARSHIPS

Bingo

- Bingo is played by all US Lotteries in the form of instant scratch tickets
- Bingo played by Lotteries as a Fast Play game
- Live Bingo played for charity has been legal since 2007



www.arkansaslottery.com
Arkansas Scholarship Lottery

BINGO

FAST PLAY

Printed on Wed. Jan 18, 2012 23:14:42
00335 54432 04194 30401 12111 18542 17684

Match the FREE space and all numbers on the BINGO grid that match any of the CALL NUMBERS. Match the numbers according to the PRIZE LEGEND below to win prize shown. One win per ticket.

B	I	N	G	O
7	17	43	56	70
9	27	33	54	67
10	23	FREE	55	72
13	20	37	57	74
3	18	32	46	68

CALL NUMBERS
B15 N42 I17 B09 N43 I24
651 N37 656 I18 B03 646
657 074 654 068 653 I16

PRIZE LEGEND

Match all five numbers in any row, column or diagonal line, win . . . \$2

Match all four corners, win . . . \$10

Match "X" pattern (9 spots), win . . . \$20

Match "Z" pattern (13 spots), win . . . \$200

\$1.00 - 1 Play
Powerball now features higher starting jackpots, improved overall odds, and better chances to win \$1 Million!

POINTS FOR PRIZES CODE
JM24G-LLNSK-AHL8L-L09T1
Visit arkansaslottery.com to claim prizes and points!

PLEASE SIGN REVERSE SIDE OF THIS TICKET IMMEDIATELY AFTER PURCHASE.

Overall odds 1 in 4.79. Top prize odds 1 in 3,200
Wed. Jan 18, 2012 23:14:42
101007-10100702 D140 TR:00004549
5F6682BC28UL6C30/30C15E2F1F7439470283C7D
00335 54432 04194 30401 12111 13543 17684

INTRALOT Solution (patent pending)

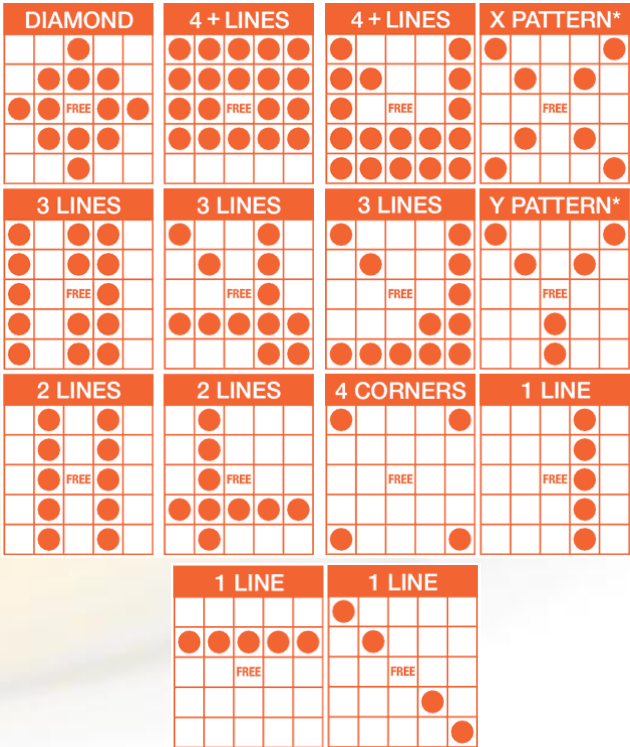
- Monitor Bingo
- Two ways to play and win
 - ➔ Bingo Game
 - Plays just like traditional Bingo where the player wins by matching numbers to create winning patterns.
 - ➔ Lucky Numbers
 - Player matches numbers that may or may not be part of a pattern



Bingo Patterns

- Possible patterns a player could match to win
 - ➔ Sample only patterns can be chosen by the Lottery and with different patterns odds will also change

Pattern	Odds (1 in)	Prize
Diamond	302,034	\$10,000
4 + Lines	21,903	\$500
X	2,990	\$120
3 Lines	1,524	\$80
Y	347	\$42
2 Lines	94	\$15
4 Corners	49	\$6
1 Line	8	\$1
Overall	6.31	



Lucky Numbers Bingo Play Slip



First mark the number of games you would like to play. \$2 per play.

☐ 1 ☐ 2 ☒ 3

First choose the number of Bingo games you want to play up to 3 games

Second choose your "Lucky Numbers" bet. Mark the number of Lucky Numbers you would like to play from 1 to 10.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

Choose your Lucky Numbers or mark the AUTOPICK box to get random numbers.

AUTOPICK ☐

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50
51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70
71	72	73	74	75					

Mark the number of consecutive draws you would like play.

☐ 1 ☐ 2 ☒ 3

Total purchase equals number of games times the number of draws played.

The player can now choose the number of consecutive draws they want to play

intralot

Ticket Sample



GAME 1001

33	71	01	36	19
24	56	25	03	68
44	64	FREE	37	69
17	11	45	22	13
08	57	61	55	70

LUCKY NUMBERS

33 22 55

GAME 1002

45	33	67	74	30
66	29	14	68	26
02	19	FREE	73	41
22	09	55	31	62
54	32	71	66	07

GAME 1003

59	55	06	63	50
60	72	58	29	33
04	37	FREE	20	51
66	39	65	49	22
02	53	31	47	09

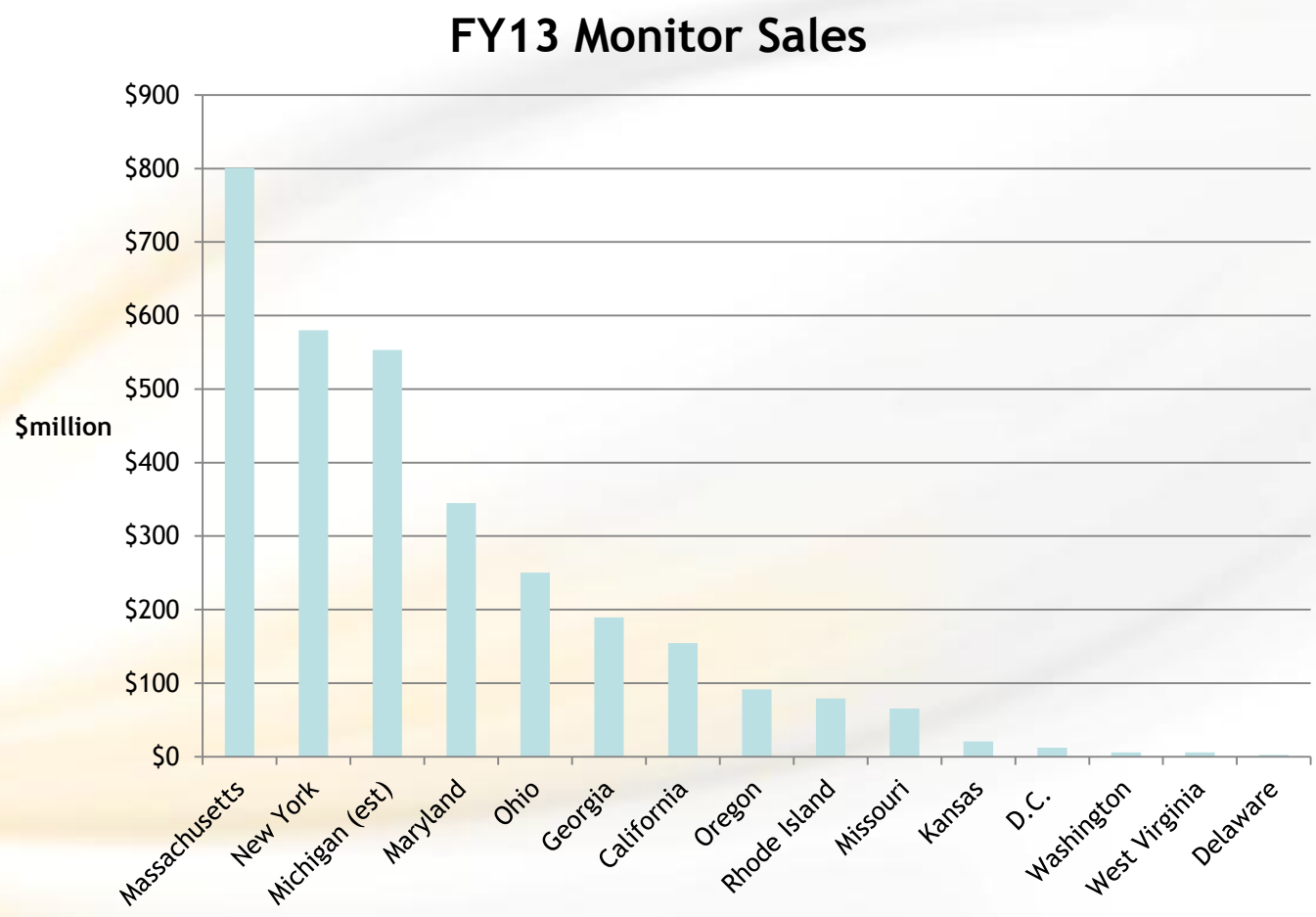
Impact to Arkansas

■ Additional Retailers in Social Establishments

- ➔ Lucky Numbers Bingo is a game that offers the opportunity to recruit social venues as new Lottery retailers
- ➔ INTRALOT believes The Arkansas Lottery could recruit 250-300 new retailers
- ➔ Current Lottery retailers are selling \$230,000 per year
- ➔ 300 new retailers selling an average of \$60,000 per year would mean \$18,000,000
- ➔ At 27% return is equal to \$4.8 Million net to the state per year

Monitor Sales

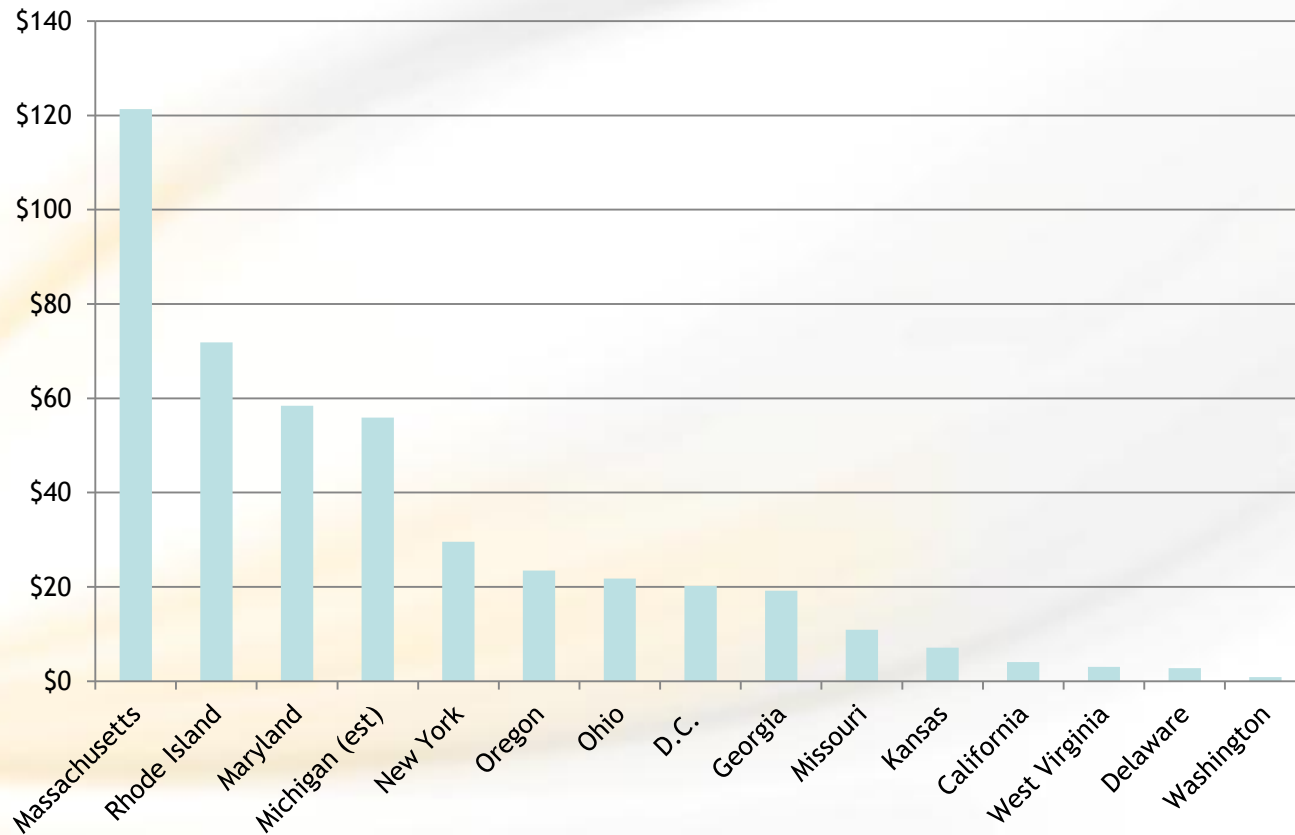
■ Sales for the 15 participating Lotteries



Per Capita Sales

■ Yearly Per Capita sales for the 15 participating Lotteries

FY13 PC Monitor Sales



Arkansas Lottery – Where we can go from here?

- INTRALOT believes that the online-to-instant ratio (80/20) can be improved
- Deploy and maintain efforts to increase online sales with new games & products, including monitor games
- Work with the Lottery to improve retailer density by adding several hundred additional locations
- Install facility appropriate sized monitors for new or existing retailers as needed for monitor games