

New Hampshire Lottery Commission
14 Integra Drive, Concord NH
Minutes of Commission Meeting
December 2, 2025 - 11:00 a.m.

Commissioners:

Erle Pierce, Chairman
Andy Crews, Commissioner
Stuart Trachy, Commissioner

Lottery Staff in Attendance:

Charles McIntyre	Lynda Plante	Valerie King
James Duris	Maura McCann	KJ Rosberg
Danny Maloney	Kelly Crockett	Cooley Arroyo

Others in Attendance:

Chairman Pierce called the meeting to order at 11:00 a.m.

1. ACCEPTANCE AND SIGNING OF PREVIOUS MINUTES

- Chairman Pierce entertained a motion to accept the minutes of November 4, 2025, meeting. Commissioner Crews moved to accept the minutes, seconded by Commissioner Pierce. All are in favor, motion passed 3-0.

2. FINANCIAL REPORTS

- **Chief Financial Officer James Duris** presented a financial summary for October 2025.
 - Lottery sales for the month of October increased by \$2.1M compared to the same period of the prior year. Mega Millions sales increased \$1.2M. Instant tickets, iLottery, and Keno all increased by just under \$500K. Powerball decreased by \$500K. All other platforms remained relatively flat. YTD Instant tickets revenues are below the prior year by \$440K. Powerball has increased by \$12.0M. Fast Play revenue has decreased \$1.4M for the year. iLottery and Keno have both increased by over \$2.0M. Overall lottery sales have increased by \$13.5M for the year.
 - Mobile sports' betting revenues of 3.8M is an increase of \$1.4M compared to the prior year. The handle was \$81.6M for the month, an increase of \$12.1M compared to the prior year. Retail sports betting revenue of \$259K increased compared to the prior year by \$90K. The retail sports betting handle was \$9.3M for the month, a decrease compared to the prior year of \$0.5M. Mobile revenues came in at \$2.1M over the prior year's revenues and retail revenues increased by \$0.4M.
 - Racing and gaming revenues came in at \$0.5M, a decrease of \$0.1M compared to the prior year. YTD revenues compared to the prior year decreased by \$0.1M. Historic horse racing revenues came in at \$3.6M. HHR YTD revenues were \$14.2M, an increase of \$5.2M over the prior year. VLT revenues are being reported for the first time. September and October revenues to the Lottery Commission were \$144K combined.

- Operating transfers for October results were \$20.4M. This is above projections by \$5.1M. YTD transfers are \$79.1M. This is above projections by \$17.0M.
- Advertising expenses were high for the month due to the Powerball Jackpot and holiday preparation. All other expenses were in line with expectations.

Chairman Pierce entertained a motion to approve the October Financials as presented. Commissioner Crews moved to accept October's Financials and seconded by Commissioner Trachy. All are in favor, motion passed 3-0.

3. SPORTS BETTING

- **Director of Sports Betting, Danny Maloney**, presented October and FY26 Sports Betting results.
 - Oct '25 Mobile and Retail Results
 - \$90,896,582 in Handle
 - \$10,218,462 in GGR
 - Holds of 11.2%
 - \$4,058,213 in revenue to the State
 - YoY Bets and Active users (FY26 Q1)
 - Increase in mobile bets of 12.5%
 - Increase in retail bets of 3.6%
 - Increase in active users of 8%
 - Fiscal '26
 - \$12,319,051 in revenue to the State
 - Since Inception
 - \$165,992,611 in revenue to the State

4. MARKETING REPORT

- **Director of Marketing, Maura McCann**, presented a performance report for November.
 - Ms. McCann reports that over the past three months since we brought back the My 603 Rewards and loyalty program, advertising has been a strong supporter. Holiday advertising is running, and we began earlier, following the lead of other businesses. Previous years saw us starting later into December as we see a surge in ticket sales the closer to the holiday.
 - We continue to support large wins through social media and the media. Thankful when media, particularly WMUR, when I send along the information and they run it.
 - Next up for support is the VIP family of games launching at the end of the month. Ter that, we'll jump into the \$30 scratch ticket.
 - October and November saw more than \$58 million in earned media specifically jackpot driven but also coverage of the municipalities and the gaming nights that they may request in the towns and cities where the charitable casinos are located. As well as lottery in general.

5. SALES PRODUCT AND PROGRAM UPDATE

- **Chief Product and Program Officer, KJ Rosberg**, presents a report for November.
 - iLottery is doing well as we exceed all our KPI's, and this is due to the jackpot runs. August and September lead the charge for DBG sales, registrations, FTDs and total depositors. Ms. Rosberg is excited to report that the app continues to exceed expectations with FTDs coming from desktop users. Also, over 25% of DBG

wagers come from desktops as well. FTD conversations are higher, but that's to be expected on the mobile web and desktop than the app. The reason for this is the retail registration for rewards and the ticket scanning.

- The \$3 and the \$20 are leading the charge and are up YoY. The \$20 is up over 45%, and it's the first time a \$20 was launched during the holiday.
- Retail and iLottery are working through Millionaire for Life to go live in February.
- Salesforce will be delayed due to the rebuild by the vendor to address issues found by DoIT for a shared instance.
- We're transitioning to a 6-8-week launch cadence for scratch tickets. We're currently working on the \$30 and \$50 prize structure and the artwork as we prepare for their launch. The Fast Play games for the Intralot switch over, and we're working on 3rd party e-instant requirements for market entry.
- Sales Team is doing well as we are looking for different retail options. We'll be meeting with Walgreens to see if this is a good option for us. The liquor stores are doing well, reflecting sales being up. Our sales team has taken a huge initiative to support them in anyway they need. We ordered new jackpot signs to support the billion-dollar jackpots.

6. OPERATIONS UPDATE

- **Chief Operating Officer, Lynda Plante**, presents an operations update for November.
 - We currently have five posted positions currently being interviewed for. Our hopes are to have these filled by the end of the year. We have some great candidates so far.
 - We celebrated training and accomplishments with twenty-three employees receiving a longevity bonus on 11/4/25. Two employees attended the CRASE training on 11/20/25.
 - The all-employee luncheon will take place 12/18/25.
 - Facilities report the relocation of teams to their new spaces. Data ports and cables were added to the future ICS and Sales Support areas on 10/23/25.
 - Admin Support happily reports that the strong partnership with our new PSC included training and visits to their facility in Bedford, NH.

7. COMPLIANCE

- **Compliance Division Director, Valerie King and Director of Sports Betting, Danny Maloney** presents a request for a motion to adopt proposed Lot 8100 – ADW (Advanced Deposit Wagering) rule.

Commissioner Crews made the motion to formally adopt Lot 8100 and seconded by Commissioner Trachy. All are in favor, motion passed 3-0.

- **Chief Compliance Officer, Cooley Arroyo** presented the current Gaming Revenue report. The report gives a nice overview of what our three types of revenue are now. Those are VLTs, HHR, and Games of Chance. Most of the VLTs we're seeing now are the conversions, where they are taking the insides of HHR machines converting them to VLTs. There are some supply delays on brand new VLTs, but they are in route. The rooms are currently working with various manufacturers on the VLTs. The total right now through November of HHR machines is 2500 in the State, 938 VLTs, 177 dealer assisted which are counted in the total of VLTs. With the investigation teams in the field routinely doing inspections of the conversions, these numbers will increase. Ms. Arroyo spoke briefly on the litigation involving WWW.

8. OTHER BUSINESS

9. NEXT MEETING

- Tuesday, December 16, 2025, at 11:00 am, 14 Integra Dr., Concord, NH. 03301.

Chairman Pierce asked to entertain a motion to adjourn. Commissioner Crews made a motion to adjourn, seconded by Commissioner Trachy. All are in favor, motion passed 3-0.

The meeting adjourned at 11:50 a.m.

Erle Pierce 2-3-26
Erle Pierce, Chairman Date

[Signature] 2-3-26
Andy Crews, Commissioner Date

Stuart D. Trachy 2/3/26
Stuart Trachy, Commissioner Date