

New Hampshire Lottery Commission
14 Integra Drive, Concord NH
Minutes of Commission Meeting
March 4, 2025 - 2:00 p.m.

Commissioners:

Debra Douglas, Chairman
Andy Crews, Commissioner
Erle Pierce, Commissioner

Lottery Staff in Attendance:

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

Others in Attendance:

Seth LaPointe, SGI	Jeff Newman, GYK Antler
Travis York, GYK	Ryan Sahr, Intralot

Chairman Douglas called the meeting to order at 2:02 p.m.

1. ACCEPTANCE AND SIGNING OF PREVIOUS MINUTES

- Chairman Douglas Accepted the Minutes of the January 23, 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 November and December's financial summary.
 - Lottery sales for the month of January decreased slightly compared to the same period of the prior year. Instant tickets increased by \$0.5M compared to the prior year. Powerball decreased by \$0.6M. Megabucks decreased \$0.6M. All other platforms remained relatively flat. YTD Instant tickets revenues are below the prior year by \$11.9M. Powerball and Mega Millions are behind last year by \$22.5M and \$3.8M, respectively. Megabucks revenue has decreased \$1.3M comparatively. Fast Play revenue has increased \$1.4M for the year. Overall lottery sales have decreased by \$37.9M for the year.
 - Mobile sports betting revenues of \$4.5M was an increase of \$0.8M compared to the prior year. The handle was \$71.7M for the month, an increase of \$9.0M compared to the prior year. Retail sports betting revenue

of \$213K increased by \$222K compared to the prior year. Retail sports betting handle was \$7.1M for the month, a decrease compared to the prior year of \$3.4M. Mobile results are currently \$3.2M over prior year revenues.

- Racing and gaming revenues came in at \$1.0M, an increase of \$271K compared to the prior year. YTD revenues have increased by \$335K. Historic horse racing revenues came in at \$2.6M. HHR YTD revenues are \$16.1M, an increase of \$5.7M over the prior year.
- Operating transfers for were \$17.3 for the month January. This is above projections by \$3.0M, combined. YTD transfers are \$114.3M compared to \$116.5M in the prior year.
- Equipment expense for the month, of \$20K, was for the beginning of the generator project. Building renovations were \$123K for the month (\$644K for the year) as we near completion of the first two phases of the building project. We also paid the last installment to the consultants for the Gaming Study Commission. All other operating expenses came in as expected.

Chairman Douglas entertained a motion to approve the January Financials. Commissioner Pierce moved to accept the January financials, seconded by Commissioner Crews. All are in favor, motion passed 3-0.

3. SPORTS BETTING

- **Director of Sports Betting, Danny Maloney**, presented the January 2025, sports betting summary.
 - January '25 Mobile and Retail Results
 - \$78,945,312 in Handle
 - \$11,139,731 in GGR
 - Hold of 14.11%
 - \$4,944,910 in revenue to the State
 - YoY and Active users (Jan '24 to '25)
 - Increase in mobile bets of 2.55%
 - Decrease in retail bets of 1.72%
 - Increase in active users of 8.45%
 - Fiscal '25
 - \$22,616,119 in revenue to the State
 - NH is 2nd in per capita revenue to the State from sports betting in FY25
 - Since Inception
 - \$137,371,266 in revenue to the State

4. SALES PRODUCT AND PROGRAM UPDATE

- **Chief Product and Program Officer, KJ Cleland**, presented a report through December. Ms. Cleland reports that in both January and February iLottery missed all KPIs, but this is due to being post jackpot and the seasonal slump. Good news, ARPU (Average Deposit Per User) and ARPU (Average Revenue Per User), is increasing as the program matures. This demonstrates that KJ's team can engage the existing player base throughout their time in the iLottery program. The iLottery

player funnel illustrates FTDs increase by approximately 1,500. Our scratch ticket sales are down 2% since the holidays. After record sales for the holidays we experienced the normal post-holiday slump, this is due to inclement weather, freezing snow and rain, which slows traffic to retailers. Easy Play sales are down but these change month to month, additionally these can swing quickly depending on the jackpot runs. The new \$10 game launch is scheduled for this May as an omni channel, this will provide additional stability outside of progressive changes. Ms. Cleland reports that retail systems are working on Mega Millions game change, keno skins, a new Fast Play that will launch May 5, 2025, for the omni channel. iLottery's new website went live February 10, 2025, that displayed a focus on the automation.

5. MARKETING REPORT

- **Director of Marketing, Maura McCann**, presented a performance report for January. Ms. McCann was happy to report there was minimal negative feedback on the conversion of the new website. We had 2,000 new iLottery players sign up, and 85 new social media followers, and the iLottery games page most frequently visited 1.2 million visits. The NH Lottery App has the "Double Your Millions" second chance drawing ongoing, and the second of the two \$10,000 drawings was held February 19, 2025. Tri-State's "The Golden Spin" second chance drawing has had its first of the two drawings, and the second drawing will be April 2, 2025. In addition, the \$5 Patriots second chance drawing, held its second of three drawings January 15, 2025. This prize for these winners will be a chance to win season 2025 tickets, super suite tickets, and lower Bowl ticket packages. Public relations value topped at \$26 million, January 2025-February 2025. Landing pages for the upcoming app and Mega Millions game is now live with their updates. Ms. McCann was excited to report there were a couple \$50K winners in Powerball. There was a \$60K win on \$25 Diamond Jubilee. An e-Instant game NH Quick Draw of over \$200K was won. Sports Betting has an event coming to Nashua on April 3, 2025, at the Conway Ice Arena, and afterwards we'll transition over to the Nash Casino to meet with Mr. Bergeron. We are working on the "Golden Spin" event in Las Vegas towards the end of June. We're sending 5 winners from Maine, New Hampshire, and Vermont out there to have a chance to win \$250K.

6. OPERATIONS UPDATE

- **Chief Operating Officer, Lynda Plante**, presented updates for December. Ms. Plante was excited to introduce four new employees: Gordan Graeber, Sandy Narra, Staci Welcome, and Nick Signorelli. We're currently recruiting for the Lottery Sales Manager position who'll report directly to Ms. KJ Cleland. Four employees attended the CRASE training in February. Ms. Plante reports that the large conference room has a new maximum capacity sign, and we're working on ordering two new replacement vehicles this FY. We're 99% complete with the roof, and HVAC, in addition to the final inspection once the snow melts or it's removed. The copier and server room are 96% complete and we expect to be finished within

the next few weeks. Furnishings are still pending. Our new generator is expected to be installed this month, and the pad is in awaiting it.

7. COMPLIANCE

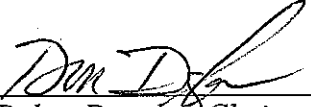
- **Chief Compliance Officer, Cooley Arroyo**, gave a brief report. Ms. Arroyo extended praise to her team on the opening of the Nash Casino tonight. There's been a lot of hard work to get to this point and the team did an excellent job and she's extremely proud of them all. Ms. Arroyo presented a review on GOC and HHR revenues, HHR was a total revenue of \$171 million and \$27.9 million going to the State, and GOC was \$72 million with \$7.3 million going to the State. The report gave a clear view of how each game room is doing. Ms. Arroyo is curious to see how well the Nash does over the next few weeks.

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

8. NEXT MEETING

- Monday, April 28, 2025, at 2 p.m. Located at New Hampshire Lottery Headquarters, 14 Integra Drive, Concord, NH, 03301.

The meeting adjourned at 11:13 a.m.

 4/28/25
Debra Douglas, Chairman Date

 4/28/25
Andy Crews, Commissioner Date

 4/28/25
Erle Pierce, Commissioner Date