Massachusetts State Lottery Commission Meeting

Executive Director's Report

Delivered by: Mark William Bracken
July 26, 2022

Fiscal Year 2022 – Records Set

Highest Total Revenues
$5.860 billion

Highest Total Prizes Paid
$4.309 billion

Highest Total Keno sales
$1.217 billion

Highest Total Commissions & Bonuses to Retailers
$335 million

All figures are estimated. The finalized financial statement of operations for FY 2022 is anticipated to be completed by the end of September.

Fiscal Year 2022 – Summary

- The Lottery's 2022 fiscal year commenced July 1, 2021 and ended June 30, 2022. **Estimated revenues of $5.860 billion** would surpass the previous record of $5.828 billion set in fiscal year 2021 by approximately $32 million.

- We anticipate returning an estimated **$1.102 billion in net profit** to the Commonwealth. This is the first time in the Lottery's 50-year history that it has exceeded the $1 billion mark in net profit in consecutive years. The adjusted year-over-year change is **an estimated $10 million decrease in net profit** ($1.112 billion in fiscal year 2021).

- Our **estimated prize payout is 73.53 percent**, as compared to 73.49 percent for fiscal year 2021.

All figures are estimated. The finalized financial statement of operations for FY 2022 is anticipated to be completed by the end of September.

Lottery Sales Update – June

- Overall unadjusted sales for June of 2022 were **down $5.0 million** from June 2021.

Figures for the month of June 2022

- Estimated June 2022 net profit and prize payout figures do not include accruals for prizes won that have not yet been paid.

- There was a $49.7 million decrease in Instant Ticket grand prizes claimed for the month ($5.0 million in June 2022 compared to $54.7 million in June 2021)

- Estimated Net profit for June 2022 was $65.8 million compared to $60.5 million in June 2021. After adding a 6-day average net profit figure of $15.2 million due to a shift in the calendar that resulted in 6 fewer days being included in the net profit figure for June 2022, the adjusted change for June 2022 vs. June 2021 is **an estimated $20.5 million increase in net profit**.

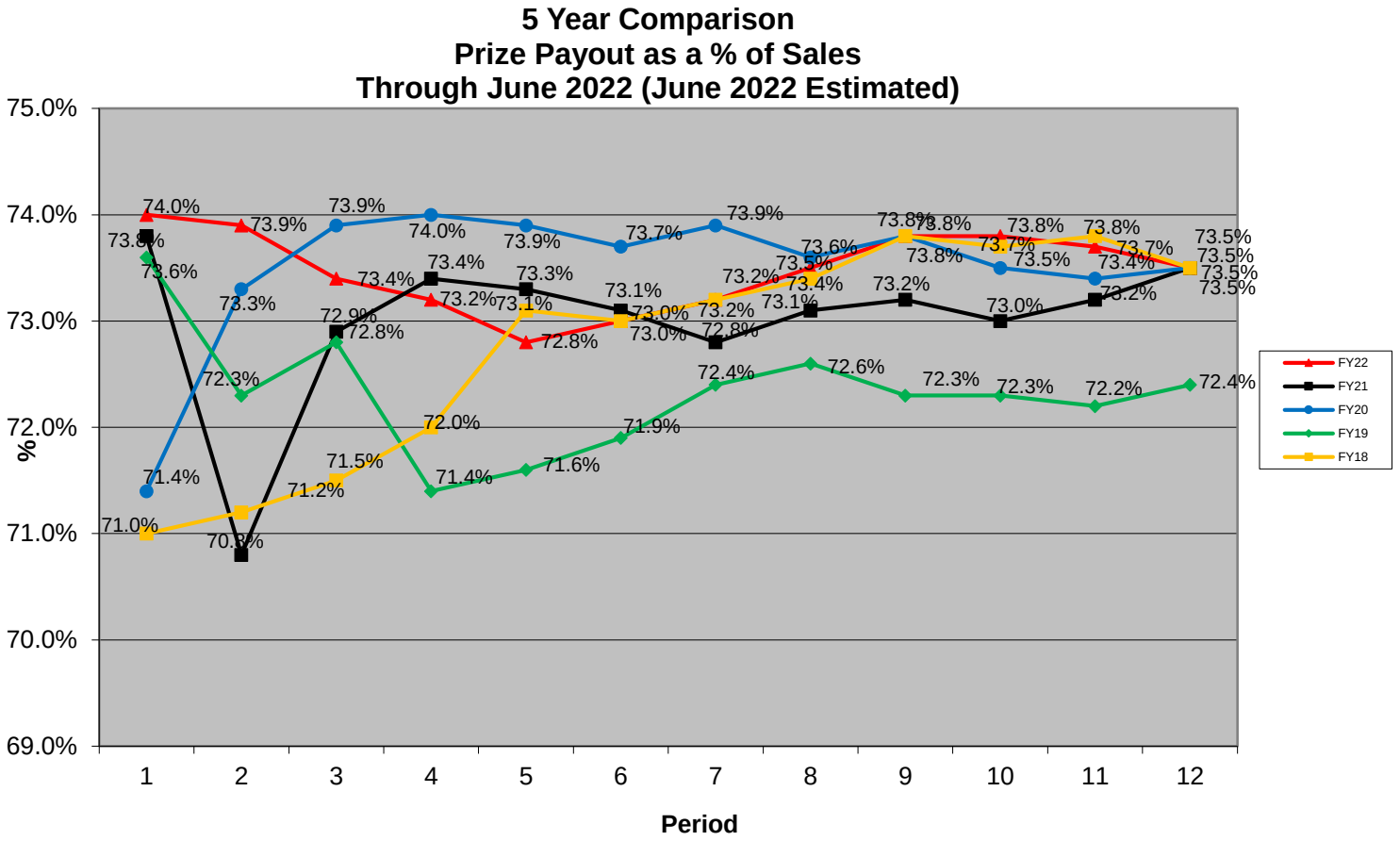
- Estimated prize payout for June 2022 was 70.68 percent, as compared to 76.80 percent in June 2021

June 2022 sales breakdown

- **Powerball** sales were **up $3.1 million** (high jackpot of $366.7 million compared to $285.6 million in June 2021), **Keno** sales were **up $2.3 million**, **Mega Millions** sales were **up $1.7 million** (high jackpot of $333 million compared to $61 million in June 2021), **Lucky for Life** sales were **up $1.1 million,** and **Megabucks Doubler** sales were **up $582,119** (high jackpot of $13 million compared to $2.3 million in June 2021).

- Compared to June of 2021, **Instant Ticket** sales were **down $11.9 million**, **Numbers Game** sales were **down $1.2 million**, **Mass Cash** sales were **down $613,879,** and **All or Nothing** sales were **down $10,566**.

Prize Payout, 5-Year Comparison



June Sales

MSLC Gross Sales Results

JUNE FY22 vs. FY21 Unadjusted Non Fiscal Year

($ millions)

Through June 25, 2022

	FY22	% of Total	FY21	% of Total	$ Change	% Change
Instant Tickets	$220.5	66.6%	$232.4	69.2%	-$11.9	-5.1%
Mega Millions	$4.9	1.5%	$3.2	0.9%	$1.7	53.7%
Powerball	$6.4	1.9%	$3.3	1.0%	$3.1	91.6%
Keno	$70.1	21.2%	$67.7	20.2%	$2.3	3.5%
Mass Cash	$4.7	1.4%	$5.3	1.6%	-$0.6	-11.5%
All or Nothing	$0.4	0.1%	$0.4	0.1%	$0.0	-2.6%
Lucky for Life	$2.5	0.8%	$1.4	0.4%	$1.1	81.1%
Numbers Game	$20.1	6.1%	$21.3	6.3%	-$1.2	-5.8%
Megabucks Doubler	$1.5	0.4%	$0.9	0.3%	$0.6	64.2%
Total	$331.0	100.0%	$336.0	100.0%	-$5.0	-1.5%
Instant Tickets	$220.5	66.6%	$232.4	69.2%	-$11.9	-5.1%
Draw Games	$40.1	12.1%	$35.5	10.6%	$4.6	13.1%
Monitor Games	$70.4	21.3%	$68.1	20.3%	$2.3	3.4%
Total	$331.0	100.0%	$336.0	100.0%	-$5.0	-1.5%
Unadjusted	Month	6/5/22-6/25/22	Month	6/6/21-6/26/21		
		3 weeks		3 weeks		
		21 days		21 days		

FY 2022 vs. FY 2021 Sales

MSLC Gross Sales Results

YEAR-TO-DATE FY22 vs. FY21 Unadjusted Non Fiscal Year

($ millions)

Through June 25, 2022

	FY22	% of Total	FY21	% of Total	$ Change	% Change
Instant Tickets	$3,898.7	66.9%	$4,019.5	69.4%	-$120.8	-3.0%
Mega Millions	$73.2	1.3%	$111.3	1.9%	-$38.1	-34.3%
Powerball	$128.4	2.2%	$94.8	1.6%	$33.6	35.4%
Keno	$1,213.1	20.8%	$1,052.4	18.2%	$160.7	15.3%
Mass Cash	$85.8	1.5%	$92.3	1.6%	-$6.5	-7.1%
All or Nothing	$7.3	0.1%	$7.0	0.1%	$0.3	4.1%
Lucky for Life	$43.2	0.7%	$24.2	0.4%	$19.0	78.9%
Numbers Game	$357.4	6.1%	$369.8	6.4%	-$12.4	-3.4%
Megabucks Doubler	$20.1	0.3%	$19.6	0.3%	$0.5	2.5%
Total	$5,827.0	100.0%	$5,790.8	100.0%	$36.2	0.6%
Instant Tickets	$3,898.7	66.9%	$4,019.5	69.4%	-$120.8	-3.0%
Draw Games	$708.0	12.2%	$712.0	12.3%	-$4.0	-0.6%
Monitor Games	$1,220.3	20.9%	$1,059.3	18.3%	$161.0	15.2%
Total	$5,827.0	100.0%	$5,790.8	100.0%	$36.2	0.6%
Unadjusted	Year	6/27/21-6/25/22	Year	6/28/20-6/26/21		
		52 weeks		52 weeks		
		364 days		364 days		

Keno/All or Nothing 2X Bonus Promotion Recap

From June 30 – July 4, an additional multiplier of 2X was added to Keno Bonus and All or Nothing Bonus, resulting in more games having a Bonus multiplier.

Playing Keno or All or Nothing Bonus doubles the price of a wager, while offering players the chance to multiply their prizes 2, 3, 4, 5 or 10 times.

When you play the Bonus and win a prize, the prize is multiplied by the value of the Bonus multiplier.



Results

Keno sales for these five days were 3.9 percent higher than the equivalent five days from the previous week.

Keno sales for these five days were 3.8 percent lower than the equivalent five days from last year, when the same promotion was offered (weather last year included over 4 inches of rain in some parts of the state, with temperatures in the low 60s).

Mass Cash Match 4 Doubler Promo

From August 8-28, the prize for matching four numbers in the Mass Cash draw game will double from $250 to $500.

All other prizes will remain the same



Live Drawing Viewership

	Increase on YouTube (through July 20)	Increase on Facebook (through July 20)
Midday Numbers *moved from 12:45 to 2 p.m.*	6%	16%
Evening Numbers *moved from 7:45 to 9 p.m.*	44%	16%
Mass Cash *moved from 9:45 to 9 p.m.*	150%	116%
Megabucks *moved from 10:45 to 9 p.m.*	190%	222%



August 2 Instant Ticket Launch

$100,000 Cash Back
Price Point: $2
Top Prize: $100,000
Quantity: 12,096,000



2-sided

500 Grand
Price Point: $5
Top Prize: $500,000
Quantity: 15,120,000



$1,000,000 Winning 7
Price Point: $5
Top Prize: $1,000,000
Quantity: 15,120,000



$4,000,000 Money Bags
Price Point: $10
Top Prize: $4,000,000
Quantity: 16,128,000



Millions
Price Point: $30
Top Prize: $15,000,000
Quantity: 18,144,000



August 2 Instant Ticket Launch



Poster



Digital Banner



Lug

50th Anniversary Celebration in West Springfield

Our 50th Anniversary Celebration Regional Office tour made its first stop on Wednesday, July 13 in West Springfield. Over the next five weeks, we will be hosting similar events at our other five offices.



50th Anniversary Celebration in West Springfield



Midday Numbers Game Drawing
Live on Facebook and YouTube

Cash Wheel Live Promotion
Facebook live event with chances to win up to $500



National Lottery Week



The Massachusetts State Lottery, in collaboration with lotteries across the United States and Canada, recently observed National Lottery Week, a celebration of lotteries throughout North America in acknowledgement of their collective contributions to the communities they serve.

The Mass Lottery established the first National Lottery Day on July 17, 2018, providing consumers and retail partners with a day of special promotions for lottery products, while celebrating the Lottery as an essential source of unrestricted local aid in the Commonwealth since selling its first ticket in 1972. In 2019, the Mass Lottery and other lotteries collaborated to create the first National Lottery Week.

National Lottery Week Promotions

50 Years of Winning Social Media Promotion

Dates: Monday, July 18 through Friday, July 22

Entry Method: Each day of this free promotion, a post was made on our Facebook and Instagram pages with instructions on how to enter for a chance to win a $50 prize. A total of five $50 winners were randomly selected daily (three from Facebook, two from Instagram), for a total of 25 prize winners.



Facebook	Entries	Impressions
Day 1	1,007	17,688
Day 2	476	15,158
Day 3	628	12,483
Day 4	627	11,472
Day 5	564	13,433
Total	**3,302**	**70,234**

Instagram	Entries	Impressions
Day 1	156	2,700
Day 2	82	1,746
Day 3	121	1,905
Day 4	122	2,082
Day 5	113	1,789
Total	**594**	**10,222**

Social Media

Massachusetts State Lottery
Yesterday at 10:01 AM ·

It's #NationalLotteryWeek, and this year is a special one as the Massachusetts State Lottery celebrates our 50th anniversary. Did you know that since selling our first ticket on March 22, 1972, the Lottery has returned over $30 billion in net profit to the Commonwealth for unrestricted local aid provided to cities and towns?
#NLW #NLWMA22 #NationalLotteryWeek #MassLottery #50thAnniversary #StateofWinning



mastatelottery It's #NationalLotteryWeek and the @mastatelottery is celebrating our 50th anniversary this year. Here is some trivia, did you know that since our first drawing on April 6, 1972, the Lottery has awarded over $100 billion in prizes? Now, that's winning!

#NLW #NLWMA22 #NationalLotteryWeek #MassLottery #50thAnniversary #StateofWinning



Mass. State Lottery @MAStateLottery · 5h

It's #NationalLotteryWeek and we encourage our customers to keep the experience of playing our games fun by playing responsibly and within ones means.
#playresponsibly



Lottery Week
50th THE LOTTERY

National Lottery Week Promotions

Multiply the Fun at Lottery Claim Centers

Date: Wednesday, July 20, 9 a.m. – 12 p.m.

Entry Method: Purchase a "MULTIPLY THE FUN" packet consisting of one of each of the new X The Money instant tickets ($18 value) during the promotional period and get the opportunity to drop the puck in the Plinko Board to win Lottery merchandise.

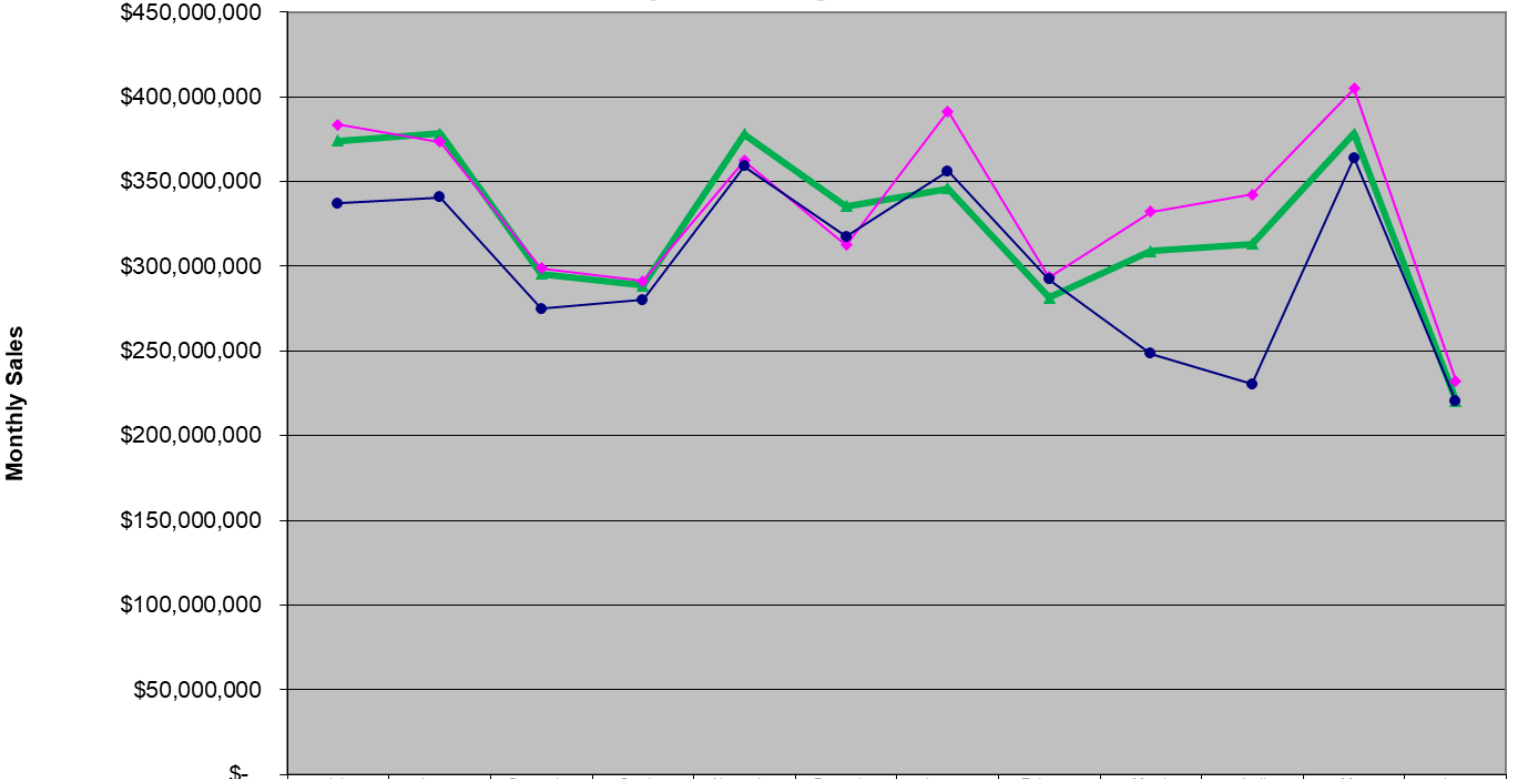
	Packs Sold
Worcester	187
West Springfield	128
Braintree	95
Dorchester	55
New Bedford	38
Lawrence	18
Total	**521**

Total Sales:	$9,378 (2,084 tickets)
Total Prizes Awarded:	521 merchandise prizes





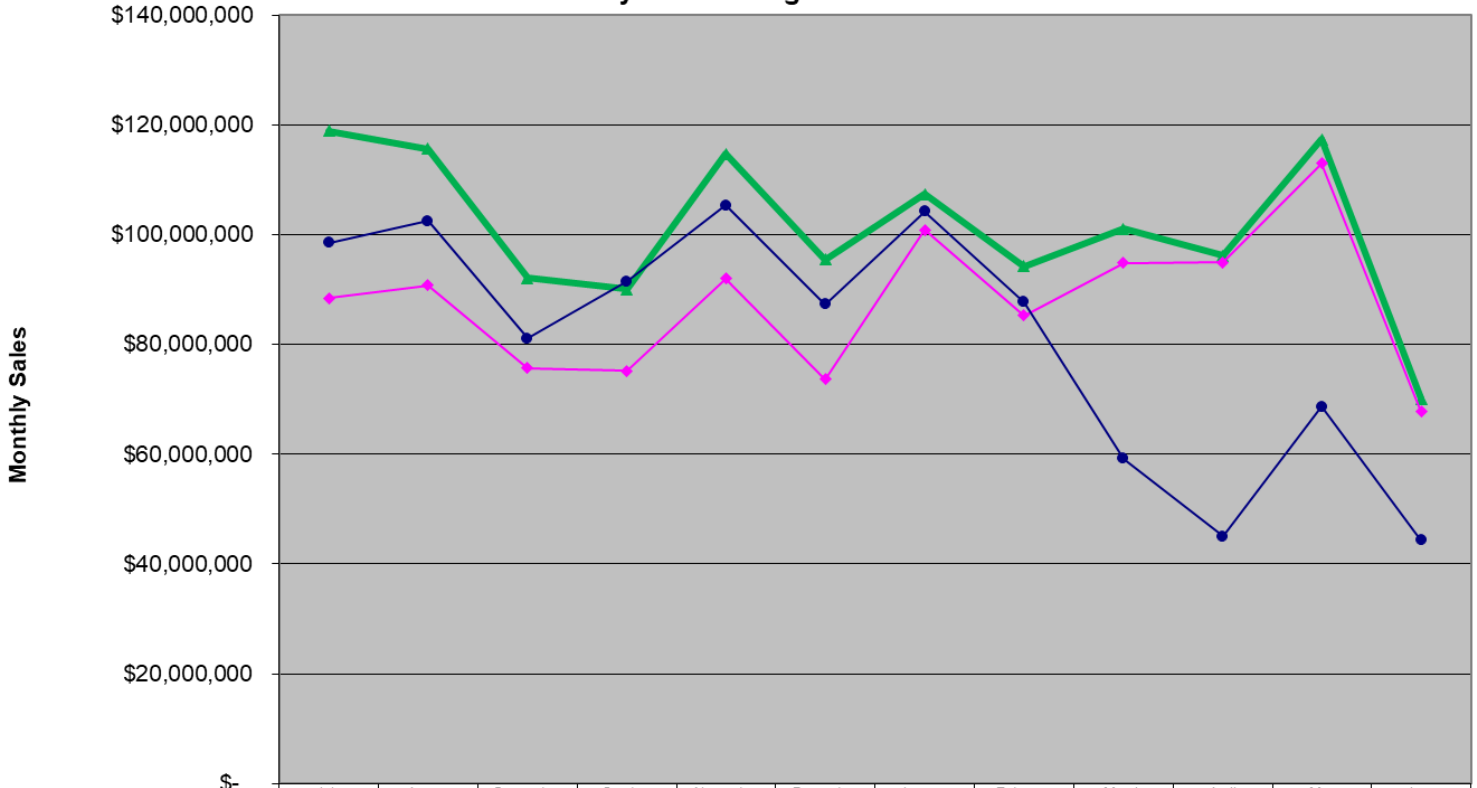
Instant Ticket Games Monthly Sales
Unadjusted Non Fiscal Year
July 2019 through June 2022



	July	August	September	October	November	December	January	February	March	April	May	June
July21-June22 Monthly Sales	$374,077,694	$378,559,590	$295,453,928	$288,618,476	$377,974,238	$335,617,590	$345,858,895	$281,535,691	$308,888,155	$313,293,776	$378,321,571	$220,460,627
July20-June21 Monthly Sales	$383,769,541	$373,478,041	$298,871,213	$291,205,878	$362,409,879	$312,527,682	$391,546,382	$293,479,277	$332,345,593	$342,445,519	$404,975,458	$232,408,376
July19-June20 Monthly Sales	$337,020,542	$340,632,997	$275,036,139	$280,135,776	$359,008,199	$317,592,153	$356,260,138	$292,242,115	$248,583,539	$230,569,839	$364,144,396	$220,147,847

Month Ending

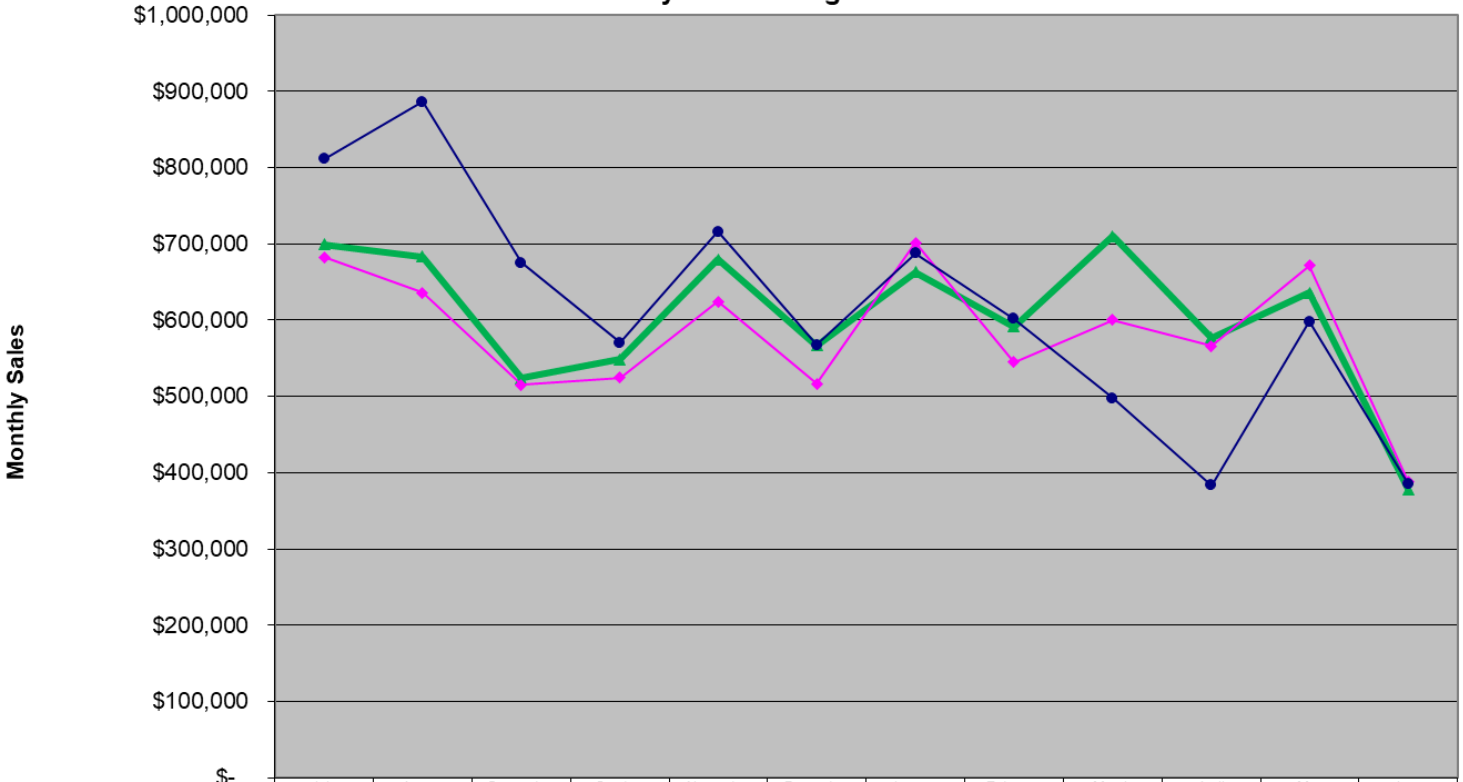
Keno Game Monthly Sales
Unadjusted Non Fiscal Year
July 2019 through June 2022



	July	August	September	October	November	December	January	February	March	April	May	June
July21-June22 Monthly Sales	$118,885,43	$115,619,24	$92,083,854	$90,081,513	$114,701,13	$95,490,485	$107,401,28	$94,203,978	$101,032,65	$96,205,470	$117,313,77	$70,067,823
July20-June21 Monthly Sales	$88,424,727	$90,800,293	$75,671,147	$75,211,490	$91,989,692	$73,691,139	$100,844,16	$85,234,789	$94,863,696	$94,929,783	$112,983,94	$67,717,752
July19-June20 Monthly Sales	$98,471,634	$102,472,21	$81,082,493	$91,473,601	$105,384,38	$87,277,432	$104,188,55	$87,679,512	$59,163,397	$45,026,764	$68,640,365	$44,311,422

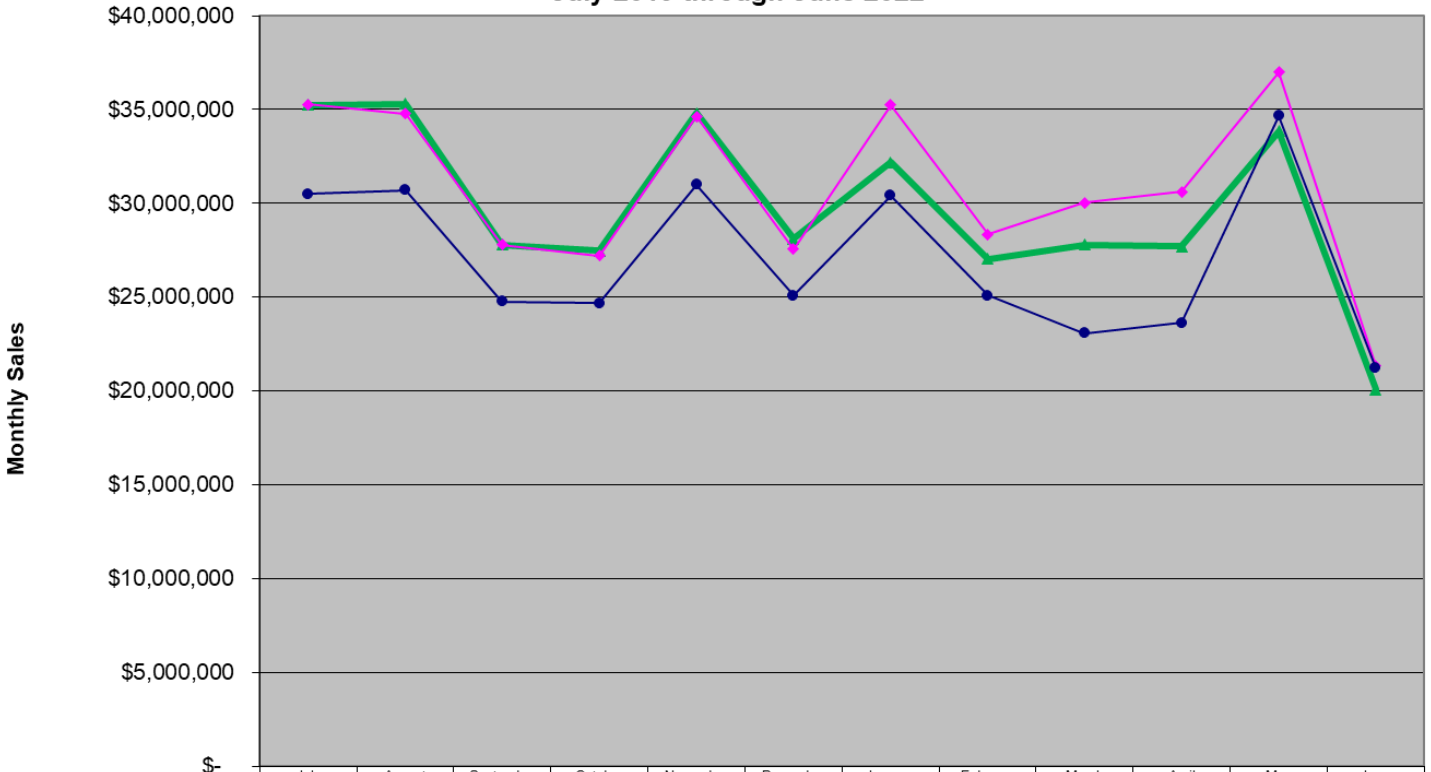
Month Ending

All or Nothing Game Monthly Sales
Unadjusted Non Fiscal Year
July 2019 through June 2022



	July	August	September	October	November	December	January	February	March	April	May	June
July21-June22 Monthly Sales	$699,360	$683,551	$524,083	$548,915	$679,999	$567,160	$663,056	$591,746	$709,847	$577,320	$635,952	$378,265
July20-June21 Monthly Sales	$682,690	$635,925	$515,452	$524,809	$624,063	$516,673	$701,651	$544,749	$600,212	$565,899	$671,819	$388,831
July19-June20 Monthly Sales	$811,617	$886,488	$675,519	$570,585	$715,824	$567,244	$687,531	$601,621	$497,812	$383,351	$598,249	$385,384

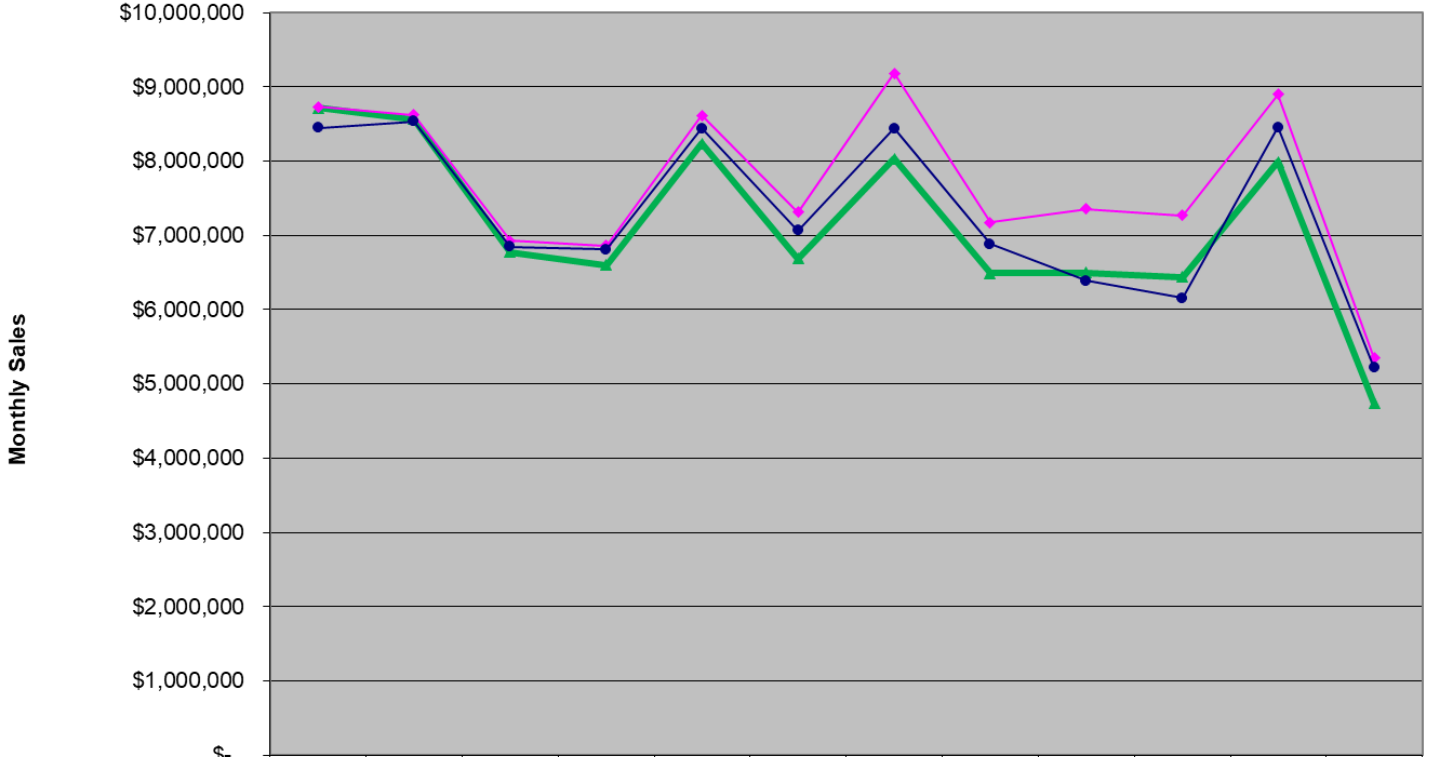
Numbers Game Monthly Sales
Unadjusted Non Fiscal Year
July 2019 through June 2022



	July	August	September	October	November	December	January	February	March	April	May	June
July21-June22 Monthly Sales	$35,247,526	$35,305,958	$27,802,993	$27,469,257	$34,796,925	$28,098,350	$32,194,586	$27,024,282	$27,787,225	$27,698,027	$33,844,665	$20,086,588
July20-June21 Monthly Sales	$35,270,263	$34,782,985	$27,788,929	$27,205,031	$34,624,401	$27,565,367	$35,232,643	$28,346,544	$30,020,884	$30,619,290	$36,979,166	$21,317,215
July19-June20 Monthly Sales	$30,510,603	$30,714,862	$24,759,095	$24,691,604	$31,003,291	$25,089,575	$30,413,406	$25,087,550	$23,078,082	$23,635,018	$34,651,690	$21,204,783

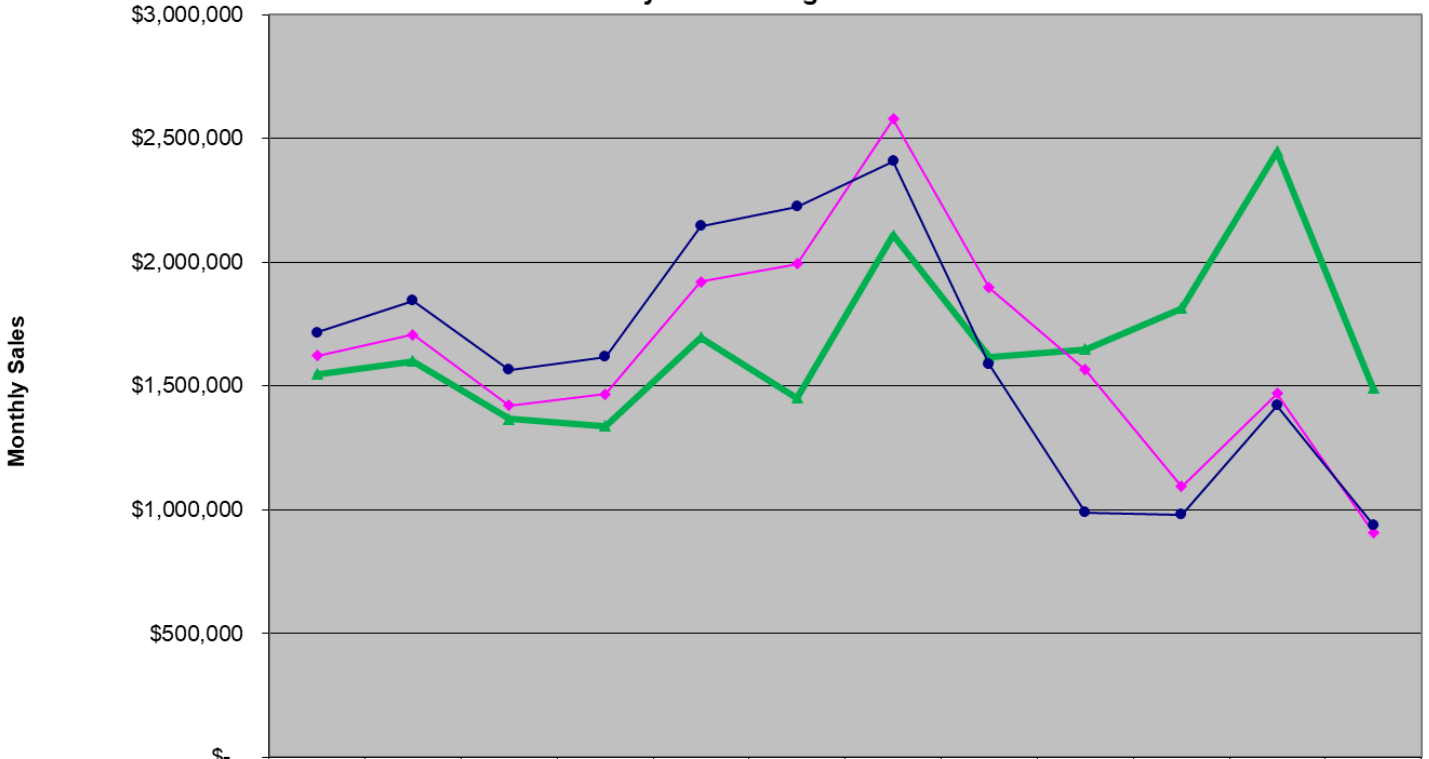
THE NUMBERS GAME

Mass Cash Game Monthly Sales
Unadjusted Non Fiscal Year
July 2019 through June 2022



	July	August	September	October	November	December	January	February	March	April	May	June
July21-June22 Monthly Sales	$8,714,676	$8,563,134	$6,777,758	$6,596,902	$8,237,301	$6,686,787	$8,031,120	$6,488,408	$6,499,801	$6,437,288	$7,987,776	$4,734,055
July20-June21 Monthly Sales	$8,732,019	$8,624,382	$6,925,338	$6,861,729	$8,613,457	$7,311,480	$9,181,850	$7,172,227	$7,358,642	$7,268,447	$8,897,980	$5,347,934
July19-June20 Monthly Sales	$8,449,359	$8,534,315	$6,849,876	$6,814,345	$8,441,017	$7,069,004	$8,443,060	$6,884,949	$6,385,298	$6,155,625	$8,452,795	$5,215,722

Megabucks Doubler Game Monthly Sales
Unadjusted Non Fiscal Year
July 2019 through June 2022

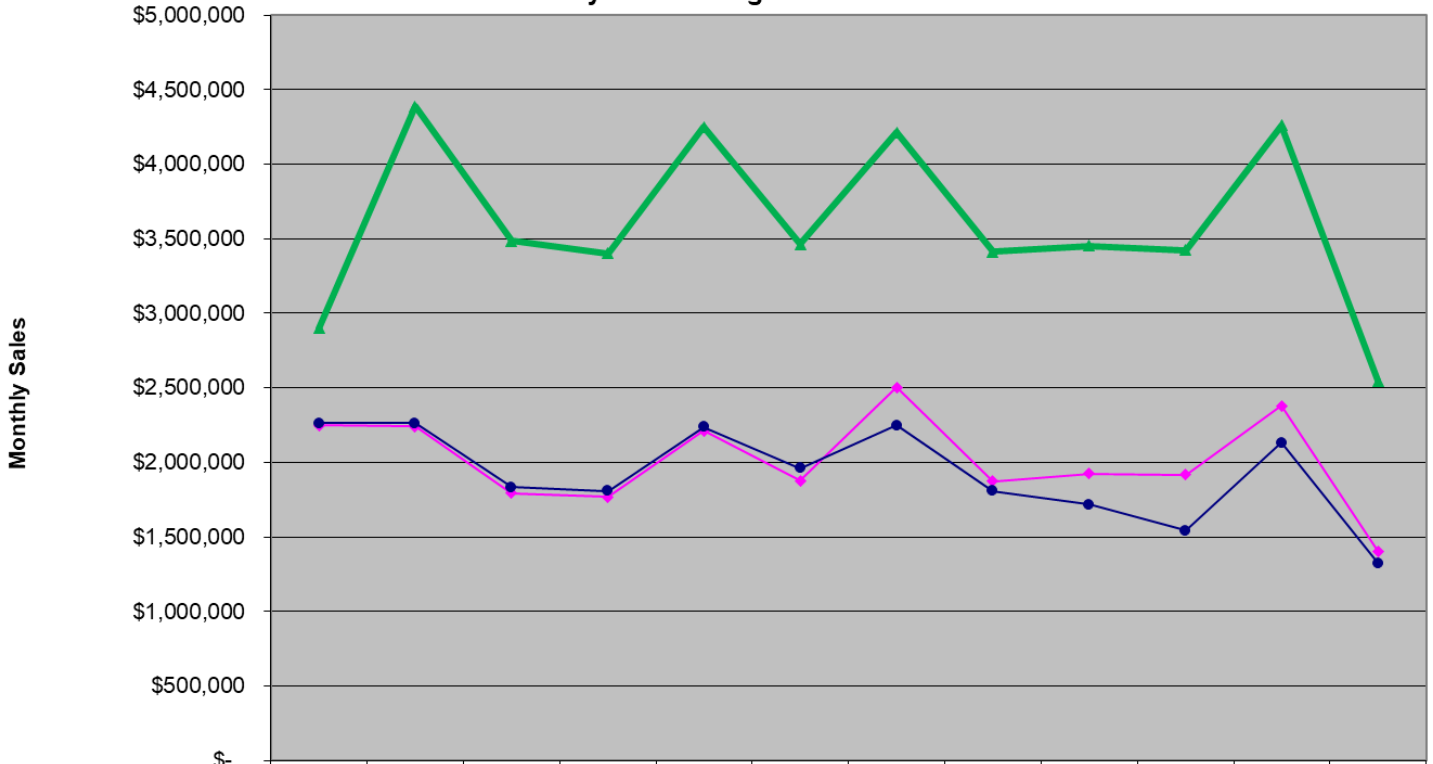


	July	August	September	October	November	December	January	February	March	April	May	June
July21-June22 Monthly Sales	$1,547,281	$1,600,519	$1,366,692	$1,337,833	$1,696,812	$1,452,259	$2,108,302	$1,618,667	$1,647,634	$1,813,664	$2,446,748	$1,489,996
July20-June21 Monthly Sales	$1,622,976	$1,706,132	$1,420,772	$1,466,730	$1,922,053	$1,993,068	$2,578,278	$1,897,512	$1,565,874	$1,093,059	$1,470,012	$907,877
July19-June20 Monthly Sales	$1,716,596	$1,845,000	$1,565,911	$1,617,483	$2,146,668	$2,224,660	$2,408,439	$1,588,091	$989,288	$980,443	$1,422,164	$939,390

Month Ending

MEGABUCKS DOUBLER

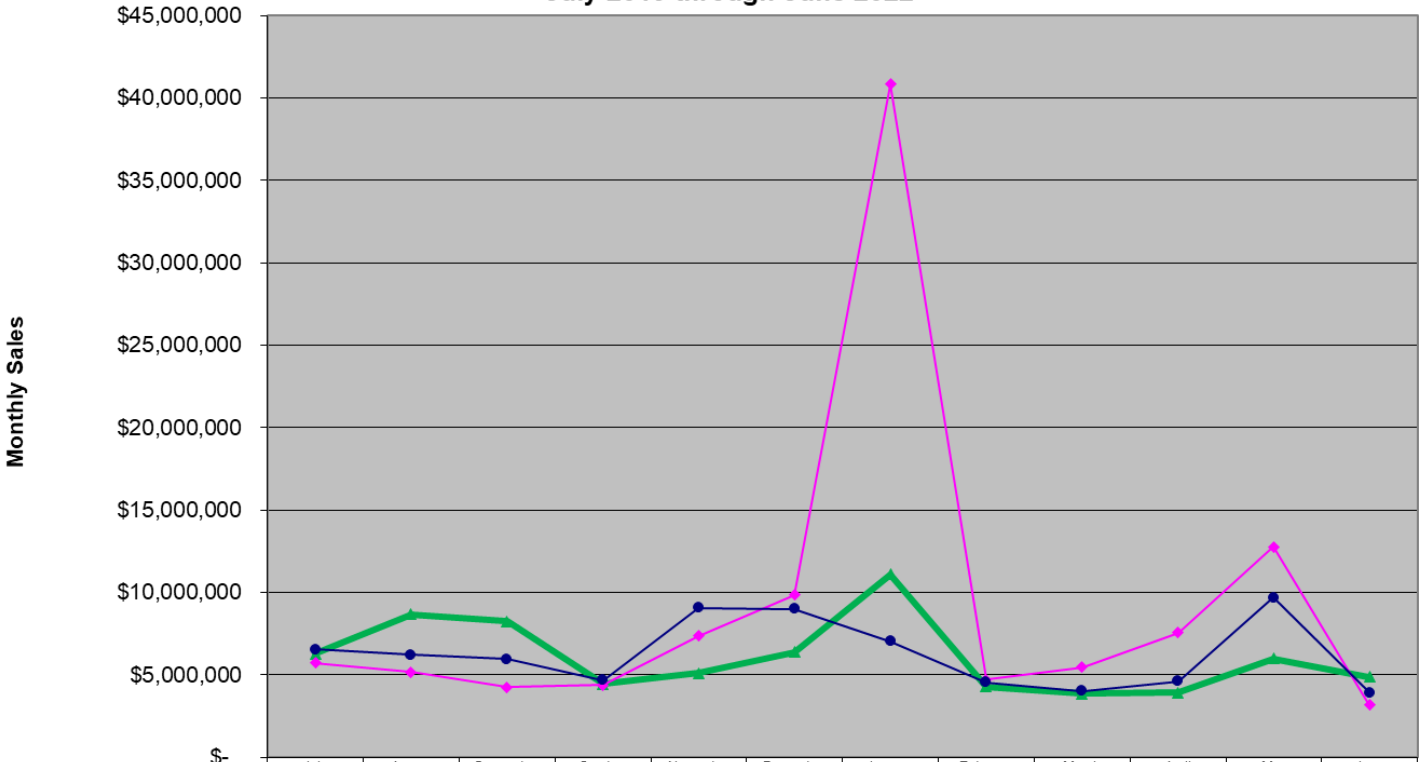
Lucky for Life Game Monthly Sales
Unadjusted Non Fiscal Year
July 2019 through June 2022



	July	August	September	October	November	December	January	February	March	April	May	June
July21-June22 Monthly Sales	$2,899,258	$4,387,578	$3,484,200	$3,402,176	$4,247,890	$3,464,816	$4,214,480	$3,412,476	$3,452,016	$3,422,886	$4,260,418	$2,545,390
July20-June21 Monthly Sales	$2,248,312	$2,241,262	$1,793,654	$1,769,952	$2,211,058	$1,879,006	$2,503,584	$1,875,194	$1,926,472	$1,917,024	$2,379,430	$1,405,296
July19-June20 Monthly Sales	$2,264,255	$2,261,288	$1,833,856	$1,806,746	$2,237,551	$1,959,743	$2,249,282	$1,808,458	$1,717,116	$1,541,540	$2,132,198	$1,324,320

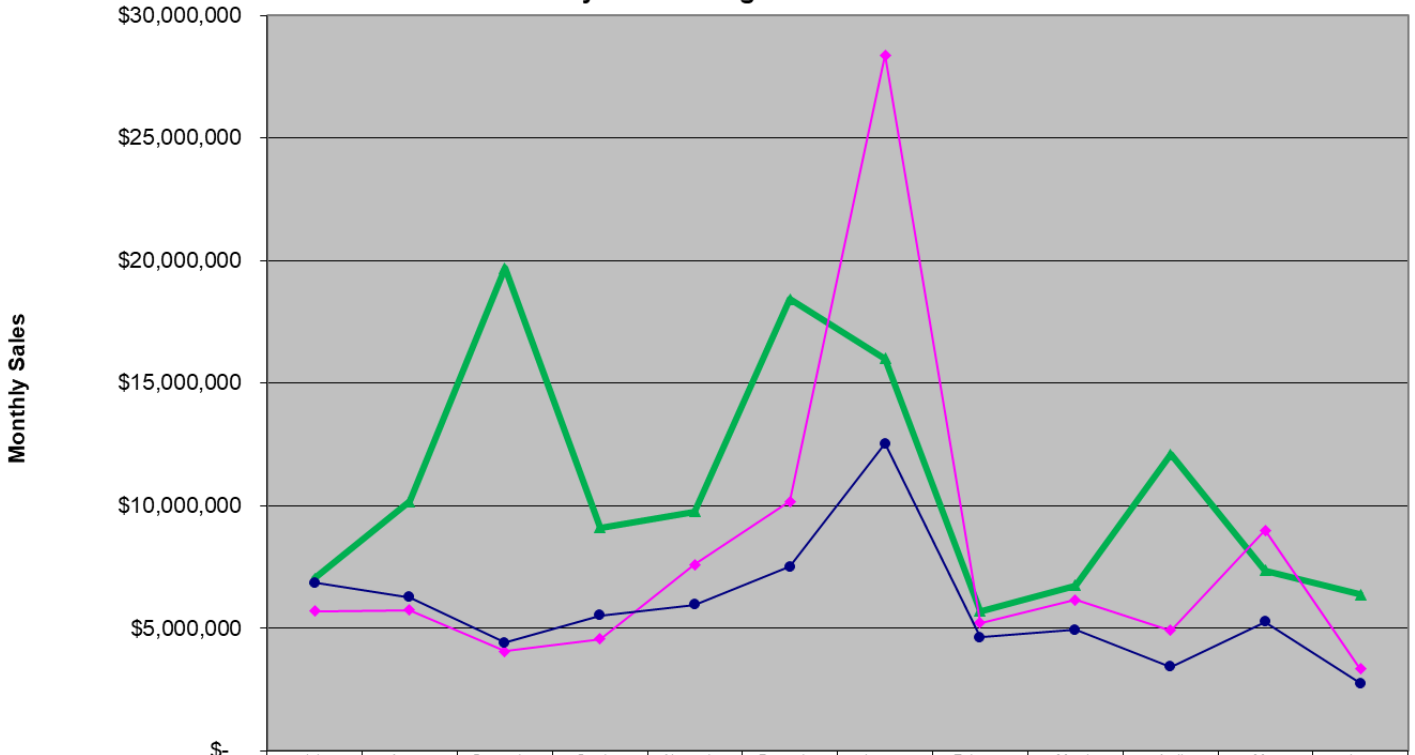
Month Ending

Mega Millions Game Monthly Sales
Unadjusted Non Fiscal Year
July 2019 through June 2022



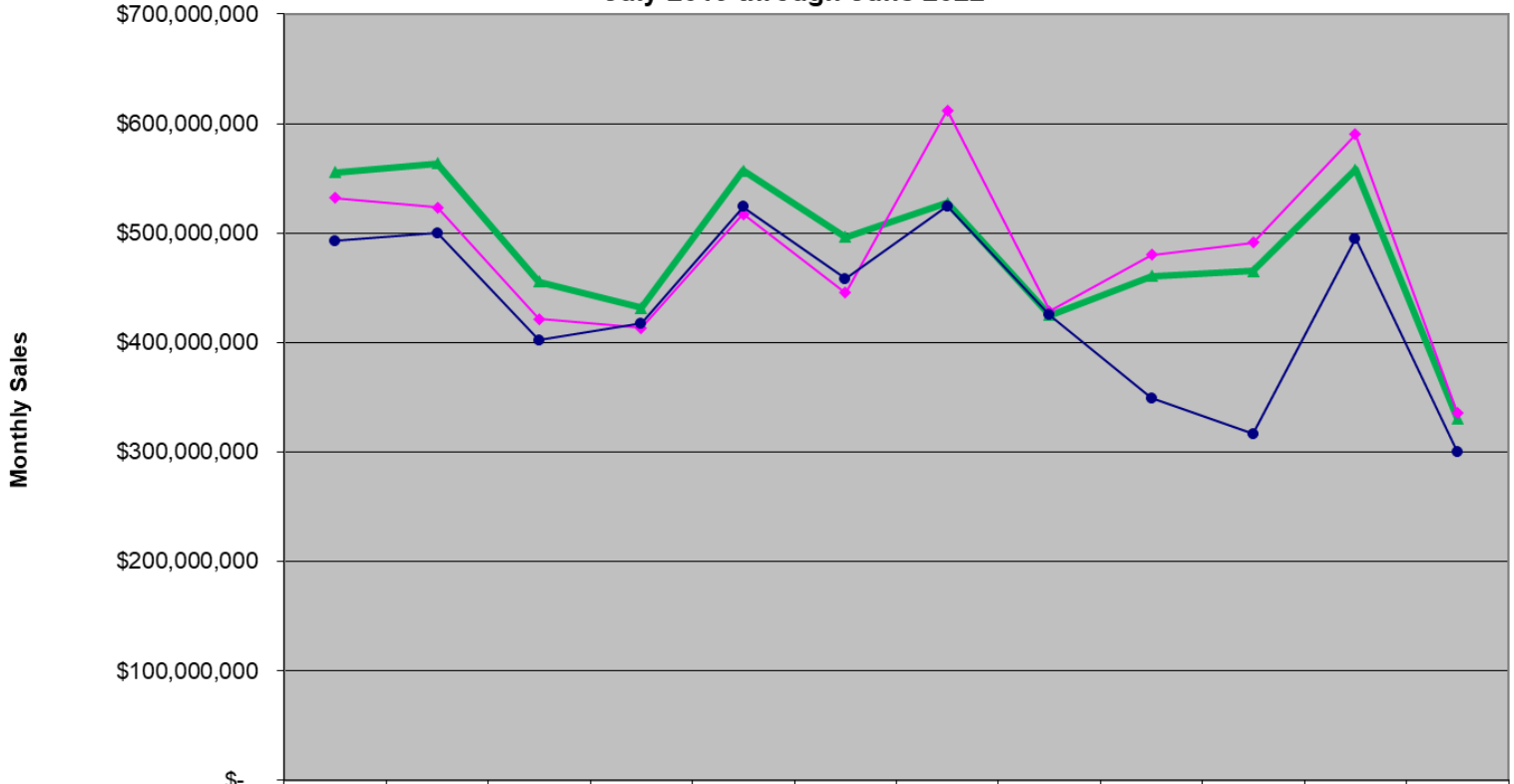
	July	August	September	October	November	December	January	February	March	April	May	June
July21-June22 Monthly Sales	$6,289,357	$8,663,659	$8,241,962	$4,455,287	$5,108,738	$6,378,372	$11,085,870	$4,278,778	$3,854,332	$3,933,908	$5,993,689	$4,889,493
July20-June21 Monthly Sales	$5,738,853	$5,163,275	$4,253,145	$4,375,535	$7,362,715	$9,870,122	$40,846,111	$4,700,796	$5,481,180	$7,562,598	$12,784,127	$3,181,964
July19-June20 Monthly Sales	$6,536,654	$6,223,198	$5,956,905	$4,677,083	$9,060,439	$9,008,800	$7,036,635	$4,541,716	$4,024,637	$4,613,915	$9,688,645	$3,914,477

Powerball Game Monthly Sales
Unadjusted Non Fiscal Year
July 2019 through June 2022



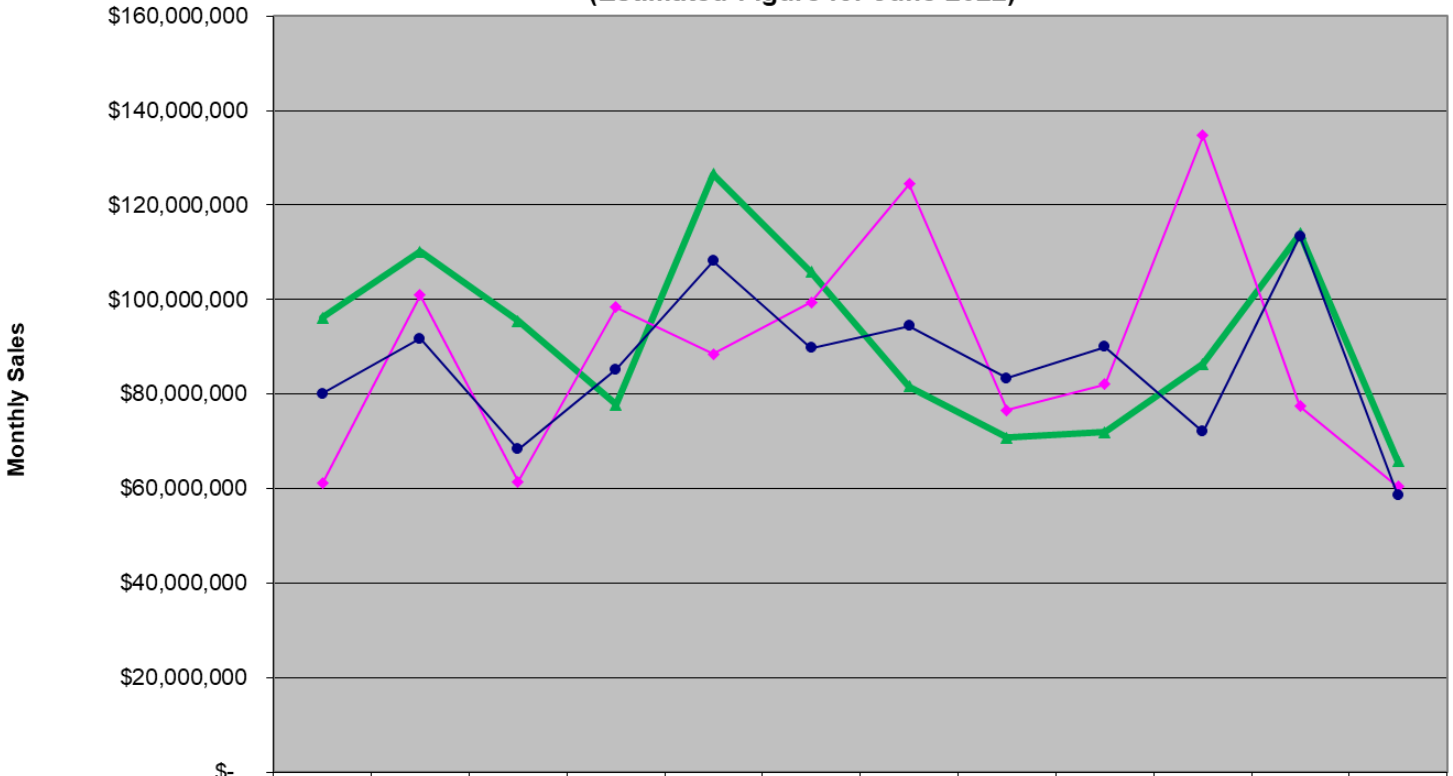
	July	August	September	October	November	December	January	February	March	April	May	June
July21-June22 Monthly Sales	$7,021,813	$10,177,700	$19,680,406	$9,107,096	$9,753,264	$18,421,220	$15,991,516	$5,688,986	$6,737,219	$12,090,680	$7,361,585	$6,379,974
July20-June21 Monthly Sales	$5,706,199	$5,745,574	$4,052,446	$4,561,056	$7,586,501	$10,167,341	$28,378,410	$5,214,369	$6,158,915	$4,921,092	$9,003,745	$3,329,530
July19-June20 Monthly Sales	$6,846,105	$6,260,969	$4,414,375	$5,522,438	$5,950,527	$7,499,676	$12,540,329	$4,624,596	$4,938,126	$3,435,064	$5,251,905	$2,754,981

All Games Monthly Sales
Unadjusted Non Fiscal Year
July 2019 through June 2022



	July	August	September	October	November	December	January	February	March	April	May	June
July21-June22 Monthly Sales	$555,382,403	$563,560,933	$455,415,876	$431,617,455	$557,196,303	$496,177,039	$527,549,105	$424,843,012	$460,608,879	$465,473,019	$558,166,178	$331,032,211
July20-June21 Monthly Sales	$532,195,580	$523,177,869	$421,292,096	$413,182,210	$517,343,819	$445,521,878	$611,813,072	$428,465,457	$480,321,468	$491,322,711	$590,145,682	$336,004,775
July19-June20 Monthly Sales	$492,627,365	$499,831,335	$402,174,169	$417,309,661	$523,947,902	$458,288,287	$524,227,374	$425,058,608	$349,377,295	$316,341,559	$494,982,407	$300,198,326

Monthly Net Profit
July 2019 through June 2022
(Estimated Figure for June 2022)



	July	August	September	October	November	December	January	February	March	April	May	June
July21-June22 Monthly Sales	$96,186,596	$110,153,988	95,513,605	$77,819,369	$126,504,723	$105,785,664	$81,598,046	$70,811,575	$72,007,719	86,403,597	113,956,141	$65,803,422
July20-June21 Monthly Sales	$61,111,308	$100,987,283	$61,479,630	$98,379,023	$88,462,579	$99,464,910	$124,466,672	$76,587,370	82,038,831	$134,688,692	$77,477,249	60,463,432
July19-June20 Monthly Sales	$80,108,022	$91,692,242	$68,398,243	$85,191,129	$108,170,377	$89,745,585	$94,431,345	$83,332,562	$89,943,159	$72,099,178	$113,390,658	$58,569,401