

# PoolingPLUS™ Product Overview

## **OBJECTIVE – Increase sales by 25%:**

1. Moving \$1 players to \$3 players by offering the option “Whenever you buy 2 or more plays, you can get into a pool of 10 more plays for only \$1 more.” Each of these transactions represents a 200% increase in sales. With only 10% of the players at any one time taking this offer, the overall increase in this player segment will be 20%. This segment represents 50% - 60% of all transactions for large jackpot games, when the jackpot is at the lowest level.
2. Moving \$2, \$3, \$4 and \$5 players up by \$1 with same offer. A pool of 10 more plays for only an extra \$1 will be a very attractive offer. At this low price, players will want to add a pool to their current plays. The result is a significant increase of 50%, 33%, 25% and 20% on each of these price points.
3. Creating a \$10 Price Point by concurrently offering “Whenever you buy 5 or more plays, you can request up to 5 pools of 10 plays each, for only \$1 per pool.

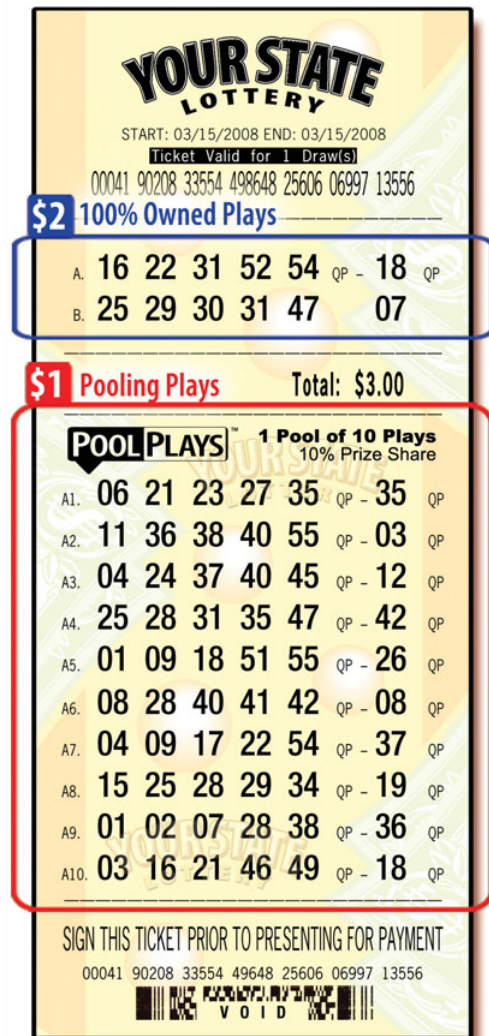
## **THE TICKET:**

1. The PoolingPLUS ticket is a combination transaction that combines a required minimum purchase of regular plays with a set of pooled plays.
2. PoolingPLUS is not a fractional ticket. Each lottery play is backed up by a full dollar of revenue.
3. The pooling option will NOT require any game changes.

## **PLAYER BENEFITS:**

1. Players will now have 2 modes of playing online games - elevating the overall excitement of the games.
2. Players get 10x as many chances of winning - reinforcing the belief that they can win and are getting more for their dollar.
3. Players will win 10 x more frequently with the *next win coming ten times sooner.*
3. Players will have 10 chances to become a multi-millionaire for only an extra \$1.
4. Players won't have any of the hassles associated with traditional pooling (finding players, collecting money, etc.) It's pooling in a ticket. The software does all the work.
5. Each printed ticket filled with rows of plays delivers a powerful visual impact.

## **Sample Ticket With PoolPLAYS™**



6. Unlike a traditional play, with a pool players have the opportunity to win multiple prizes (instead of only 1 prize) for the same price.
7. A pooling ticket provides players with security and flexibility they have always wanted, but never had. For the first time, those who wish to pool no longer have to rely on the honesty and security of the ticket purchaser because they now hold onto their own ticket(s). There will be no more legal issues, like "who is in and who is not," so often found with private pools, and each Player can now decide how much to spend and when to spend it.

## **SOCIALLY RESPONSIBLE:**

1. Provides equal opportunity for all citizens - The majority of potential pooling players, which includes independent workers, those working in small businesses and the retired, can now pool without having to be in a large office.

2. Gives players significantly more chances of winning for a very affordable price. How many players can spend \$10 or \$20 more per drawing versus only \$1 to \$2 more per drawing.
3. Helps protect the elderly and other vulnerable players - State offered pooling takes away the incentives used by scam artists and illegal online game operators, who prey on the vulnerable.

### **RETAILER BENEFITS:**

Because of the qualifying purchase, Retailers will benefit from significantly HIGHER PROFITS per lottery transaction.

### **RECENT FOCUS GROUP TESTING & SURVEY RESULTS**

*"There was a great deal of enthusiasm for the PoolingPlus concept across all four groups. The primary reason given for liking the PoolingPlus concept was the perceived better chance of winning that the extra numbers provided."*

*Recent survey results show 80% of players choosing to add an extra \$1 to their plays, with 60% adding the \$1 most or all of the time .*

*RMS will provide any state lottery with a FREE web-based player survey. You can see a sample survey on our website: poolingplus.com.*

### **SALES INCREASES WILL COME FROM MANY SOURCES:**

1. Current players who will spend more to add pooling to their plays.
2. Past Players who will return because they are intrigued by this new exciting way of playing that gives them more chances to win at an affordable price.
3. Infrequent players who will play more often.
4. Increased Retention - Players who would have stopped playing, but will now have more reasons to continue playing.
5. New players who never liked the odds and who think that pooling makes sense.
6. A portion of the players who buy instant tickets are likely to move some of their money over to pooling from time to time and when jackpots are on the rise. These dollars will provide not only more sales, but 50% more profit.
7. The RollOver Pools™ result in more small winners being converted into sales, thereby not only increasing sales from small winnings, but bringing the players back to the point of purchase for more retailer and lottery sales and creating a more excited player base. Previously, these were unharvested sales.

### **OTHER LOTTERY BENEFITS:**

1. Provides Lotteries with unlimited promotional offers by varying the qualifying purchase, number of pools, the size of the pools and the jackpot levels.
2. Provides Lotteries with the ability to significantly increase sales at the lowest jackpot levels by offering a lower qualifying purchase below a certain jackpot level.
3. Multi-State Game Flexibility - In a multi-state game, each state can offer their own promotions without affecting the other states.
4. Each winning pool play generates 10x as many winners, winner stories and goodwill for the lottery.
5. Golden Marketing and Public Relations Opportunity - any one of the 10 pool plays that hits the jackpot will result in creating 10 Multi-Millionaires.
6. State Only Positioning - All pools will be state only pools not shared with other states.
7. For the first time, lotteries will be able to incentivize additional purchases without discounting - the pooling option is an incentive itself. It sells for full price.
8. Allows for concurrent offers to incentivize incrementally larger purchases.
9. Increases the size of the player base by attracting players who dropped out because they weren't winning and had lost the belief that they could win.
10. Easy to Explain - Most players already know what pooling is all about.
11. Balances ever increasing higher odds - As jackpots have continued to rise in step with the odds against winning them, players are becoming more disenchanted and will recognize and appreciate the common sense appeal of pooling.
12. Gives Lotteries the ability to target different price-point player segments - Unlike any other product, PoolingPLUS™ can be configured to target low, mid AND higher price-point players with different products.

### **CONTACT INFORMATION**

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