



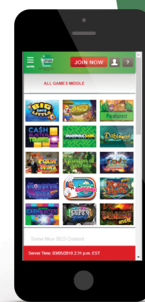
JOIN THE iLOTTERY RETAILER AFFILIATE PROGRAM

What is iLottery?

- A NEW CATEGORY OF INTERACTIVE LOTTERY GAMES SOLD ONLINE, THROUGH WEBSITE AND MOBILE APP

How can PA Lottery retailers earn money?

- JOIN THE ILOTTERY AFFILIATE PROGRAM
- REFER YOUR CUSTOMERS TO SIGN-UP FOR ILOTTERY (VIA IN-STORE OR DIGITAL MARKETING EFFORTS)
- SHARE IN THE PROFITS FROM REFERRED CUSTOMERS' ILOTTERY PLAY FOR 24 MONTHS:
 - 10% PROFIT SHARE FOR CUSTOMERS WHO SIGN-UP VIA IN-STORE EFFORTS
 - 20% PROFIT SHARE FOR CUSTOMERS WHO SIGN-UP VIA DIGITAL MARKETING CHANNELS
- GET AUTOMATED MONTHLY PAYMENTS DEPOSITED DIRECTLY INTO YOUR BANK ACCOUNT



Commission Example

Number of Players	Acquisition Channel	Net Gaming Revenue	Commission Percentage	Total Earnings
100	Store Promotion	\$10,000	10%	\$1,000
100	Website Ad	\$10,000	20%	\$2,000
100	Email Blast	\$10,000	20%	\$2,000
100	Mobile App	\$10,000	20%	\$2,000
400	All	\$40,000	17.5%	\$7,000

What support will Lottery provide?

- PRINTED LEAFLETS WITH YOUR UNIQUE REFERRAL ID AND A LEAFLET HOLDER TO DISPLAY IN-STORE
- DIGITAL MARKETING ASSETS AND A UNIQUE REFERRAL TRACKING ID
- WEB PORTAL FOR YOU TO MANAGE YOUR AFFILIATE ACCOUNT AND REPORTING TOOLS
- DEDICATED CUSTOMER SUPPORT

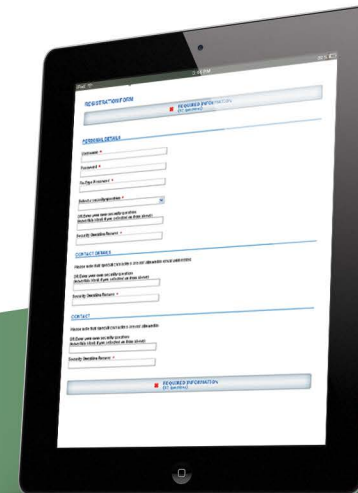
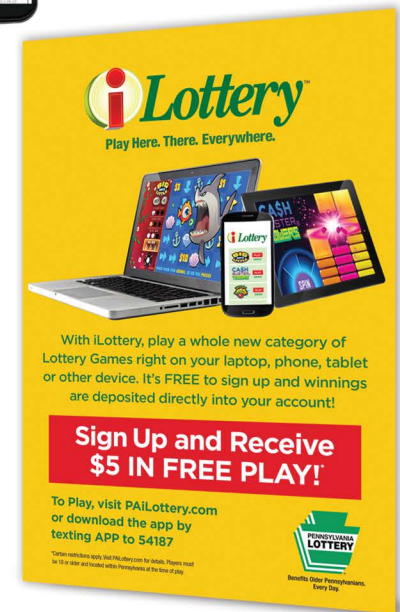


How can you promote iLottery?

- PROMOTE IN-STORE WITH PRINTED LEAFLETS AND LEAFLET HOLDER
- PROMOTE ONLINE THROUGH YOUR WEBSITE, MOBILE APP, LOYALTY CLUB OR EMAIL DATABASE
- CUSTOMER OFFER: \$5 IN FREE PLAY FOR SIGNING UP (NO DEPOSIT NECESSARY)

How do you sign up?

- GO TO PAILOTTERY.COM/PARTNERS TO LEARN MORE AND START EARNING TODAY!



EXAMPLES SHOWN IN THE DEVICES. ACTUAL CONTENT MAY VARY.

THANK YOU!