

WIRELESS JACKPOT SIGNS

A Statistical Study



With over 155,000 installations for 55+ lotteries in four continents, Carmanah's Jackpot Signs have proven to be a foundational sales tool for lotteries. Three independent studies conducted by North American and European lotteries have highlighted the upward impact of Wireless Jackpot Signs on revenue.



6.6%

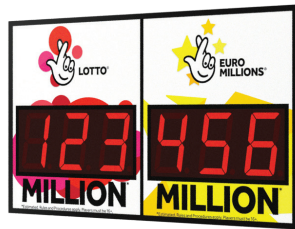
Draw Game Sales Lift

4.8%

Overall Sales Lift

7%

Overall Sales Lift



- 20 retailer study, with sales results compared against 20 control locations
- +6.6% increase in Draw Game sales
- +19.7% sales lift when Mega Millions jackpot hit \$355 million

- 43 retailer pilot (independent retailers and chains)
- +4.8% overall sales lift across all lottery products in pilot locations
- +4.8% overall sales lift duplicated on second trial, repeated with an additional 200 signs

- 32 retailer pilot across three provinces (Alberta, Saskatchewan, Manitoba)
- +7% overall sales lift across all lottery products in pilot locations
- +15% sales lift when Lotto Max jackpots exceeded \$40 million

What WCLC Retailers & Reps Said*

"My retailer loved the sign, he felt that its modern look and high visibility were advantageous to his site and created additional foot traffic."

"The jackpot sign brings in new players because it is highly visible from outside and it also encourages casual players to make an impulse purchase by reminding them to play."

"The sign helps core players stay informed of jackpots much more easily, and in turn, adds to the overall convenience of the retail location."

"Not only is the sign bringing in new lottery customers, there is an increase in other lottery sales and non-lottery sales... trickles down and they buy other games and quickly grab food."

* Sources: WCLC Qual survey with Sales and Provincial Reps, IPSOS Qual Research with Pilot Retailers