

8 November 2022

ASX Market Announcements Office
ASX Limited
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Sydney NSW 2000

ANNUAL GENERAL MEETING ADDRESSES AND TRADING UPDATE

Attached are the addresses and an accompanying presentation to be delivered by Steven Gregg, Chairman, and Sue van der Merwe, Managing Director and Chief Executive Officer, at The Lottery Corporation Limited Annual General Meeting (**AGM**).

These addresses and the AGM will be webcast live at www.thelotterycorporation.com/investors/annual-general-meeting from 10:00am (Brisbane time) today and will be archived on The Lottery Corporation website for viewing later today.

This announcement was authorised for release by Patrick McGlinchey, Company Secretary.

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The Lottery Corporation Limited
ABN 21 081 925 706

Annual General Meeting (AGM)
8 November 2022

CHAIRMAN AND CEO AGM ADDRESSES
AND TRADING UPDATE

CHAIRMAN'S ADDRESS

Introduction

It's a pleasure to address you at The Lottery Corporation's first annual general meeting.

As shareholders know, The Lottery Corporation became a standalone entity through the successful demerger of the Lotteries and Keno business from the Tabcorp Group on 1 June 2022. On behalf of the Board, I extend my sincere thanks to our staff, our advisors and all our partners who helped deliver the demerger on schedule. The demerger was a complex process executed over 12 months and under very challenging circumstances.

The Lottery Corporation may be a new name but our brands and games have been adding excitement to the lives of Australians for more than 140 years.

Almost one in two adult Australians purchased a lottery ticket in the past year. More than 300 Australians became millionaires through our games in FY22.

We are the driving force behind Australia's largest lottery games and one of the highest performing lotteries businesses globally, operating a portfolio of high profile and recognised brands.

Our business has scale and wide reach with significant and diverse retail distribution, high performing digital channels and 4.1 million active registered customers.

FY22 performance and overview

Moving to our performance, The Lottery Corporation delivered a strong result in FY22.

This followed on from another strong performance in FY21, when we saw a rise in lottery product purchases during the height of the COVID pandemic.

The FY22 reported numbers only include one month of Keno, so I'll focus my comments on the comparable numbers which include Keno for a full 12 months in both periods.

We consider the comparable numbers – as opposed to the reported results - to be more reflective of the ongoing business.

On this basis, Group Revenue in FY22 increased 9% to just over \$3.5 billion and Comparable Group EBIT before significant items grew 14% to \$603 million.

The result showed the strength of our strategic approach to managing a diverse and balanced product portfolio.

Overall, the result also demonstrated the resilience of lotteries in different trading conditions and the defensive qualities of the business.

As we foreshadowed in the Demerger Scheme Booklet, The Lottery Corporation did not pay a final dividend for FY22.

Tabcorp announced a final dividend with reference to the five months of The Lottery Corporation earnings prior to the demerger, in addition to Tabcorp's second half earnings of FY22.

The Lottery Corporation expects to pay its first dividend in March 2023, subject to business performance and all necessary Board approvals.

This is expected to be an interim dividend for first half of FY23 with reference to the seven months of earnings post the 1st of June, 2022, demerger date.

We are in a strong and flexible financial position to support our existing business, and fund future growth.

A Landmark Year

The creation of The Lottery Corporation was a watershed moment for a business that dates back to 1881 when George Adams organised the first Tattersall's public sweep on the Sydney Cup.

The rationale for the demerger from Tabcorp was clear.

It gives The Lottery Corporation the opportunity to benefit from:

- An operating profile that is more aligned to our core operations;
- A management team solely focused on our Lotteries and Keno businesses;
- A culture that is bespoke to us as an operator of Lotteries and Keno products;
- Access to new investors with different investment preferences and ESG criteria;
- And an optimised capital structure.

In this regard, the Board and management continue to review our financial framework for optimising shareholder value.

We're focusing on maintaining and growing dividends, targeting outcomes consistent with a strong investment grade credit rating and being disciplined when it comes to capital investments on a risk-adjusted basis.

We'll have more to say on dividends and our overall approach to capital allocation in February with the half-year result, and always ensure we have prudent settings in place to support sustainable long-term business growth and value creation.

We have a great base to build on, with deep experience in the category, and proven performance. But we are forging our own path. And it's an exciting one.

As a standalone entity, the Board and Management team are now solely focussed on The Lottery Corporation, with a refined strategy and the shaping of a high-performance culture that will support the business to deliver positive outcomes for shareholders, our people, our partners and the community.

While the demerger was successfully implemented on time, there is still substantial work to do to completely separate vendors, systems and some functions from Tabcorp.

Strong governance framework established

I would now like to turn to The Lottery Corporation's commitment to high standards of corporate governance and operating with integrity and transparency, with all our stakeholders, including governments and regulators.

As a newly listed Company, one of the Board's priorities has been establishing practices that align with good corporate governance approaches, our strategic priorities and shareholder expectations.

The Board has also been focused on initiatives that support The Lottery Corporation as a new Company, such as defining the risk management framework, and establishing the Board's standing committees.

Our new Board of Directors has direct experience of the Lotteries and Keno businesses with three independent, non-executive directors – Harry Boon, Anne Brennan and myself – being directors of Tabcorp before the demerger.

Continuity of leadership, deep industry experience and maintenance of corporate knowledge is very important in the early days of a newly demerged company.

With the length of time it takes to secure probity approvals for any new director of TLC it was critical to have a core board in place on day one. This resulted in the appointment of three directors from the Tabcorp Board.

It is also important that the Board has new perspectives and diversity of thought, skills and experience.

I am pleased to say that we have now formally appointed three new non-executive directors, following the receipt of all necessary approvals last week.

Doug McTaggart, John O'Sullivan and Megan Quinn strengthen and complement the Board's skills and experience.

They bring a blend of experience in areas such as digital innovation, public policy, customer experience and governance, as well as strong strategic and commercial acumen.

They look forward to addressing you later in the meeting when they offer themselves for election.

The Board appointed a proven management team, led by CEO Sue van der Merwe, who served as managing director – Lotteries & Keno in Tabcorp.

Sue has extensive experience in lotteries spanning more than 30 years.

She's played a central role in developing the Australian industry and is highly regarded in the sector globally.

Sue leads an experienced executive team that's a mix of the pre-existing Lotteries and Keno leadership team, executives from the key corporate functions who came across from Tabcorp, and new appointees.

They all bring relevant skills, capabilities and experience, and create a high calibre Executive Leadership Team.

The Lottery Corporation making positive impacts

Lotteries have a proud history of making a meaningful difference in the community.

This is part of our DNA and a source of pride for our team.

Our operations generated \$1.7 billion in lotteries and Keno duties for governments in FY22, and more than \$500 million in commissions for our retail partners.

Many of these are small businesses, such as newsagents.

In addition, we provided substantial financial support to organisations and projects in areas like medical research, child safety and disaster relief.

As a newly listed Company, we're in the process of finalising our sustainability strategy, and it is expected to be published on our website later in FY23.

The Lottery Corporation offers Australian adults entertaining games with the chance of a thrilling win, and that comes with a commitment to offering our games and products responsibly.

Through our Responsible Play program and Customer Care Roadmap initiatives, we use a range of measures and safeguards to minimise the potential for harm, prevent underage gambling, and assist those who may be at risk.

The Lottery Corporation is committed to evolving these practices to ensure they remain aligned with customer and community expectations and leverage advancements in technology and harm minimisation research.

Conclusion

In conclusion, I want to thank you, as shareholders, for your support of The Lottery Corporation.

I also extend my thanks to our employees, our partners and the more than 8 million Australians that play our games each year.

FY22 was naturally a momentous year for our Company.

We have an exciting future ahead of us as we continue to build on the rich heritage of lotteries in Australia, while also building on our position as the leader in the Australian lotteries and Keno market.

I'll now hand over to our CEO, Sue van der Merwe for her address.

-ENDS-

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MANAGING DIRECTOR AND CHIEF EXECUTIVE OFFICER'S ADDRESS

Thank you, Steven.

And good morning shareholders. I am delighted to present to you at this, our first ever AGM of The Lottery Corporation.

The Company appreciates your support throughout the demerger from Tabcorp and in this exciting new phase of The Lottery Corporation's history.

It's worth acknowledging that we are in Brisbane, the home of Golden Casket, which over time, became part of Tatts Group and Tabcorp, and now sits proudly under the banner of The Lottery Corporation.

Golden Casket, like our other lotteries, has a rich history of giving back to the community.

Among many other things, it's provided substantial financial support to World War I veterans and hospitals in Brisbane.

This tradition of giving continues today.

Child safety champion, the Daniel Morcombe Foundation, is just one of the organisations that lotteries have made a meaningful difference to, here in Queensland.

The same can be said for the University of Queensland, with lotteries continuing to support its quest to find solutions to some of Australia's biggest health issues.

I am pleased to update shareholders on the 2022 financial year.

As the Chairman outlined, The Lottery Corporation had a strong FY22.

This was very pleasing in a year where we balanced two key priorities:

- Delivering the demerger;
- And maintaining momentum in our core businesses.

The demerger work was extensive and complex, and much of it was carried out while managing the impacts of the pandemic on our customers, our teams and the business.

I'll talk to our comparable financial results, as opposed to our reported results, as they are the most meaningful and representative of our performance.

In terms of our two segments, Lotteries EBIT grew 16% to \$541 million, while Keno EBIT was \$62 million, down 5%.

At year end, we had 4.1 million active registered Lotteries customers - an extra 330,000 on last year.

Registered customers are important to us as we can directly engage with them in a more personalised way.

It also makes our marketing more efficient.

Our customers bought 660 million Lotteries entries in FY22 and won more than \$4.9 billion in prizes.

Looking back at FY22, our growth was underpinned by key initiatives in four main areas:

- product innovation;
- active portfolio and jackpot sequence management;
- digital enhancements; and
- investment in retail.

On **product innovation**, the Oz Lotto game change we implemented in May 2022 has reinforced its strategic position in the jackpot segment of the game portfolio.

Oz Lotto is a key customer acquisition game and the change has been well received by customers.

The success of previous changes made to Saturday Lotto and Set for Life – part of what we call our base games portfolio – also shone through in their resilient performance, especially given the heightened Powerball jackpot activity.

Our approach to **active portfolio and jackpot sequence management** was instrumental in delivering a sales record for Powerball in February 2022.

Under an accelerated jackpot sequence, the \$120 million jackpot in February 2022 outsold the \$150 million draw of 2019.

Our philosophy is to manage our overall portfolio for growth by having games that appeal to different customer motivations. This also reduces the variability of our overall results, as the product mix does change from year to year based on jackpot activity.

We've been focused on **digital enhancements**, both in distribution and our marketing, and have a fast-growing digital channel.

Lotteries digital turnover grew by more than 25% and accounted for just under 38% of total turnover, also driving margin improvement.

The launch of our omni-channel program into South Australia completed the final phase of our national rollout.

We continued to **invest in our retail network**, which also grew in FY22 and remains resilient.

Our lotteries retail network is, in fact, one of Australia's largest retail franchise networks.

It's an important part of our omni-channel approach that allows customers to buy when and where they choose to. It also provides high visibility for our brands.

Added to that is our extensive licensed venue distribution channel for our Keno products.

Keno was impacted in FY22 by venue closures due to the COVID restrictions, however digital growth was strong, largely offsetting the reduction in retail activity.

Also on Keno, we secured a new 20-year Victorian licence on a non-exclusive basis.

This new licence now runs through to 2042 and allows for digital sales.

Our vision, purpose and principles; culture

Soon after the demerger we began a process to define The Lottery Corporation's new strategy, vision and purpose and set our culture.

Our Board and management considered our capabilities, the expectations of our shareholders and other stakeholders, our position in the global lotteries sector and, ultimately, what we want our company to become.

We recently finalised this work and launched our vision and purpose internally. You can see more detail on the accompanying slide.

Our vision is simple – we aspire to be the world's best lottery operator.

Our purpose is to create positive impacts.

Collectively, this will guide how we operate and the culture that we're creating at The Lottery Corporation.

FY23 priorities

Turning to FY23. We are building on our proven strategy focused around customer-led innovation in our product portfolio and distribution channels and have a suite of initiatives in play.

Let me provide an update on some of the newer proposed initiatives, which I should emphasise are subject to regulatory and other approvals.

In terms of draw game enhancements, we had initially planned for Monday & Wednesday Lotto be our major game change this year.

That's now intended for FY24 and we've brought forward our plans on Powerball, our largest jackpot game.

The revamp of Powerball in 2018 has been a great success.

Four years on, it continues to capture the public's imagination and attract more players.

It's currently anticipated that we'll introduce an increase in the subscription price toward the end of FY23 - from \$1.10 to \$1.20 per game.

This would be the first change to Powerball's subscription price in five years.

In doing so, we would reinforce Powerball's position as the premier jackpot game.

We're also reviewing the omni-channel commission structure for our retailers, including the base commission rate.

At the centre of this - is continuing to support their businesses, ensuring they're rewarded and motivated to deliver the best possible customer experience and driving omni-channel growth.

I will now provide an overview of trading for the four months to 31 October 2022.

Group revenue was up 11% on the pcg, with Lotteries up 9% and Keno up 33%.

It's a healthy result to date and evidence of continued momentum supported by the strategic and deliberate actions we have taken to drive performance across our games.

Looking at Lotteries, we're seeing strong customer support for our games.

Our base games remain resilient and an important foundation for delivering sustainable revenue growth.

Jackpot games are performing well with strong customer support at the various draw levels and active management of the jackpot sequences driving a record jackpot offer on our Powerball game in October.

These are the key signposts for how the business is functioning.

Having come off the highs of the COVID tailwind from early in FY22, we are pleased with our performance to date.

We had a slow start to the year in terms of jackpot activity but, as mentioned, that took a nice, positive turn in recent weeks as Powerball rolled through to a \$160 million jackpot and delivered another record turnover result.

Powerball's mass appeal was again on show, with the draw attracting 135,000 new registered players and lots of enthusiastic customers queuing for their tickets in our retail outlets.

At peak times – roughly three hours before the draw - we were selling 8,700 games per minute to Australians.

Retail continues to generate most of the Lotteries turnover and we saw continued growth in digital, which made up 39% of total volumes.

On Keno, the strong return to growth was predominantly driven by venues trading without the restrictions in NSW, Victoria and the ACT that negatively affected the prior period.

Pleasingly, we have also seen strong performance in Queensland, with turnover up 18%.

Footfall growth has helped drive this, and that's also good news for hotels and clubs.

Digital share of Keno turnover normalised to 15% following the COVID distortions of last year, although we continue to see upside potential.

Conclusion

Before I hand back to Steven, let me cover the World Lottery Summit which was recently held in Canada, bringing together more than 1200 global lottery industry professionals.

I'm thrilled to tell shareholders that The Lottery Corporation was recognised for excellence in two areas.

Our community campaign 'There's a Lott More to Play For' won Best Corporate Advertising. And we received a Responsible Play Award, for Best Overall Program by Level 4 Accredited Lotteries, the highest level of accreditation available.

A great achievement for our team to be recognised by our global peers in such a way.

In summary, we are proud of our teams for maintaining momentum in the business and executing on the demerger, while dealing with the impacts of COVID.

We have an energised team that's excited about our future.

We are determined to build on the tremendous history of Australian lotteries and continue to deliver winning moments to our people, our customers and our communities.

I want to thank our employees and business partners, who played a vital role in our success during such an historic year – and I want to thank you, our shareholders, for your ongoing support.

Thank you, I'll now hand back to the Chairman.

-ENDS-



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2022 Annual General Meeting

8 November 2022



Acknowledgement of Country

The Lottery Corporation would like to acknowledge the Traditional Custodians and First Peoples of Australia. We acknowledge that our offices, retail outlets and venues operate on these lands. As our nation and organisation continues our journey towards reconciliation, it is with great respect we acknowledge all Elders past and present. We acknowledge the inextricable link First Peoples of Australia have with the land past, present and future.

Artist Acknowledgement:

Johanna Gregory, Stars Foundation past student.

“The River is what is generous for us as people. We are fortunate to be blessed with fresh and saltwater ecosystems. People tending to the land must give back what we take.”

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Chairman's Address

The Lottery Corporation: The leader in Australia's lotteries and Keno market and one of the highest performing lotteries businesses globally¹



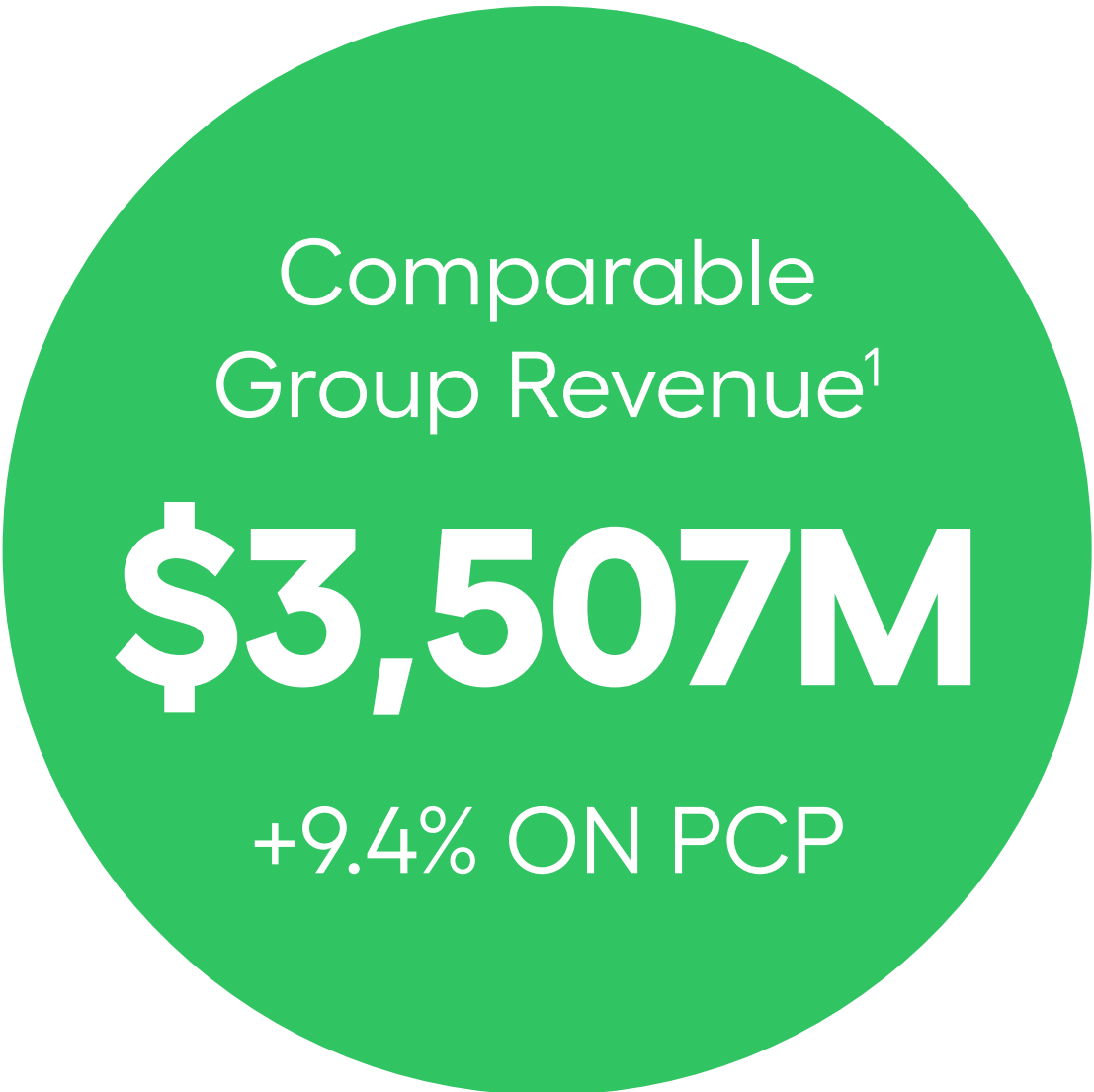
The demerger of
The Lottery Corporation
from Tabcorp
Holdings Limited
was implemented on
1 June 2022

1: The Lottery Corporation has the third-highest draw lottery game sales per capita worldwide. Source: La Fleur's almanac 2021 (Lotto and spiel)

FY22 Performance and Overview

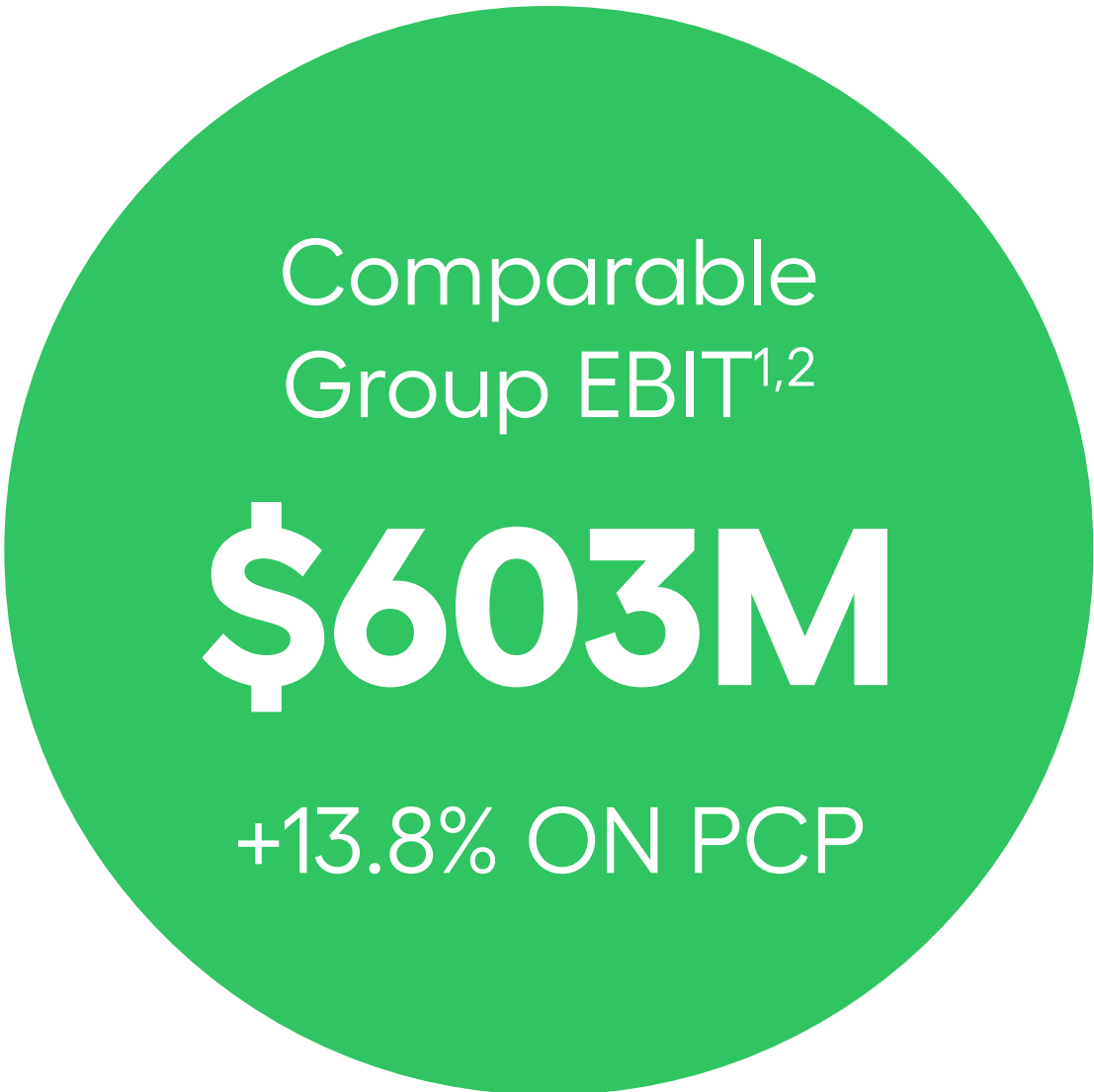


Record result, following a strong FY21, shows the value of the balanced game portfolio
Result shows the business’ resilience, defensive qualities and the benefits of omni-channel model



Reported Group Revenue

\$3,279M



Reported Group EBIT²

\$548M

Notes:

1: The Comparable results for 30 June 2021 and 30 June 2022 are stated before significant items and include the earnings from the operational trading of Keno for the periods prior to the date of acquisition by The Lottery Corporation. They also include additional amortisation associated with the fair value uplift to licences upon the acquisition of Keno, as if the acquisition had taken place at the beginning of each period. The Comparable results do not include the full year impacts of dis-synergies associated with the demerger. This information is “Non-IFRS” information and is unaudited. The Lottery Corporation believes these non-IFRS measures provide useful information to investors in measuring the financial performance and condition of its business.

2: Before Significant items

The Lottery Corporation's Board of Directors



Steven Gregg
Chairman



Sue van der Merwe
Managing Director & CEO



Harry Boon
Non-Executive Director



Anne Brennan
Non-Executive Director



Doug McTaggart
Non-Executive Director



John O'Sullivan
Non-Executive Director



Megan Quinn
Non-Executive Director

The Lottery Corporation's Executive Leadership Team



Sue van der Merwe
Managing Director & CEO



Loren Fisher
Chief Information Officer



Patrick McGlinchey
Chief Legal & Risk Officer
Company Secretary



Antony Moore
Chief Channel Officer



Callum Mulvihill
Chief Commercial
Operations Officer



Adam Newman
Chief Financial Officer



Andrew Shepherd
Chief Customer &
Marketing Officer



Michelle Williams
Chief People Officer

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The Lottery Corporation's Positive Impacts



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\$1.7 billion

Lottery and Keno taxes generated for governments in FY22 (on a Comparable basis)¹, contributing to Australian communities



\$4.9 billion

Total prizes won by customers in FY22 (on a Comparable basis)¹



\$500+ million

Commissions to newsagents, licensed venues and other retail partners in FY22 (on a Comparable basis)¹



Responsible Play Programs

Highest level of certification (Level 4) under the World Lottery Association's Responsible Gaming Framework

1: "Comparable" information includes Keno for each reporting period. This information is "Non-IFRS" information and is unaudited.

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Managing Director and CEO's Address

FY22 Financial Results



Lotteries

Comparable EBIT¹

\$541M

+16.3% ON PCP

Keno

Comparable EBIT¹

\$62M

-4.6% ON PCP

Group

Comparable EBIT¹

\$603M

+13.8% ON PCP

1: The Comparable results for 30 June 2021 and 30 June 2022 are stated before significant items and include the earnings from the operational trading of Keno for the periods prior to the date of acquisition by The Lottery Corporation. They also include additional amortisation associated with the fair value uplift to licences upon the acquisition of Keno, as if the acquisition had taken place at the beginning of each period. The Comparable results do not include the full year impacts of dis-synergies associated with the demerger. This information is “Non-IFRS” information and is unaudited. The Lottery Corporation believes these non-IFRS measures provide useful information to investors in measuring the financial performance and condition of its business.

The Lottery Corporation has significant scale and reach



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7,200+ retail points of distribution¹

Lotteries has one of Australia's largest retail franchise networks



Fast growing digital channels

Lotteries 37.7%;
Keno 18.8%

(digital share of FY22 turnover)



8.3 million² total active customers

Equivalent of 46% of the Australian adult population²
Including 4.1 million active registered customers



Over 660 million Lottery entries sold in FY22

Notes:
1: Comprised of 3,857 Lottery outlets and 3,412 Keno venues. As at 30 June 2022
2: Roy Morgan Gambling Monitor, April 2021 – March 2022. Based on percentage of respondents who had purchased a lottery product over the last 12 months in The Lottery Corporation's jurisdictions of operations; Australian adult population as at March 2022, based on Australian Bureau of Statistics monthly estimates

FY22 Key Initiatives Delivered

Demerger from Tabcorp Holdings Limited created The Lottery Corporation as a standalone, listed entity

Continued investment to deliver compelling offers, enhanced customer experiences, and enable customers to buy when, where and how they wish



Innovate Game Portfolio

- Customer-led and well researched Oz Lotto changes – bigger prizes, more winners



Enhance Customer Experience

- Expanded use of promotional draws for base games
- Responsible Play – early intervention program
- Campaign highlighting how The Lott has been helping communities for over 120 years



Increase Digital Penetration as part of Omni-channel Strategy

- SA launch completed national rollout of omni-channel program
- Digitally enhanced retail for Keno; PayPal introduction



Evolve Retail Footprint

- Continued evolution of retailer mix
- Retailer image uplift program
- Continued rollout of digital advertising at point of sale



Pursue New Licence and Other Opportunities

- New 20-year non-exclusive Keno licence awarded in Victoria including digital enablement

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The Lottery Corporation's newly defined Vision, Purpose & Principles



Our Vision
What is our aspiration?

To be the world's best lottery operator

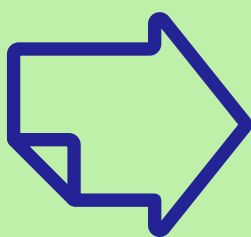
Our Purpose
Why do we exist?

To create positive impacts

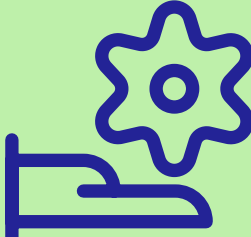
Strategic Priorities - What we need to do to realise our Vision?

Be the first choice partner

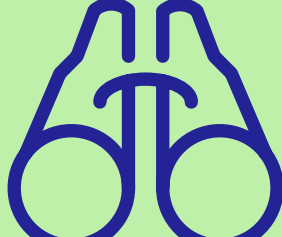
Make a positive difference in our communities



Drive
Growth through **game** portfolio innovation and seamless **customer** experiences across all **channels**




Develop
Excellence and capability across our operations, technology that is fit for the future and alliances with trusted partners




Discover
Complementary new markets and earnings possibilities

Our Principles - How do we want to operate?

 **Create joyful moments**

 **Dare to find a better way**

 **Be accountable and transparent**

 **Nurture the uniqueness of our people**

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FY23 Key Focus Areas and Priorities¹

Continued investment in a customer-led focus on product innovation, deepened engagement across all channels and digital expansion
Powerball price change brought forward (Monday & Wednesday Lotto game change deferred to FY24); review of omni-channel remuneration arrangements



Innovate Game Portfolio

- Draw game enhancements: Powerball (FY23); Monday & Wednesday Lotto (FY24)
- Continued innovation of Instant Scratch-Its



Enhance Customer Experience

- Implement Store Syndicates Online solution to assist retailers and drive greater customer adoption
- Ongoing web and mobile feature enhancements for both Lotteries and Keno



Increase Digital Penetration as part of Omni-channel Strategy

- Retail technology replacement to enable more integrated digital solutions
- Leverage recent extension of Victorian Keno licence to digital through marketing and venue integration
- Enhanced self-service in Keno venues through new technologies, integration with customer devices
- Review of omni-channel program remuneration arrangements with retailers



Evolve Retail Footprint

- Further diversification of retail footprint



Pursue New Licence and Other Opportunities

- Explore opportunities for enhancements to existing licences

Notes:
1: Subject to regulatory and other approvals.

Trading update: Four months to 31 October 2022¹



Group revenue up 11%
Healthy Lotteries result; COVID tailwinds in the pcg
Keno up strongly following significant impacts in the pcg from COVID-related closures, and footfall growth in Queensland

Lotteries

Revenue up 9%

- Base (non-jackpot) game turnover up 4% vs pcg
 - Saturday Lotto, Mon & Wed Lotto, Set for Life down 1% vs pcg
 - Instant Scratch Its down 9% vs pcg as cycling over lockdown highs in NSW and Victoria
 - Lucky Lotteries up 251% vs pcg (due to unusually large run in the Super Jackpot)
- Jackpot game turnover up 14%
 - Record \$160m Powerball draw in the 6th week of an accelerated sequence
 - OzLotto performing in line with management expectations
- Digital share of turnover: 39% (+200 bps vs pcg) reflecting continued strong digital growth

Keno

Revenue up 33%

- Increase driven primarily by a return to unrestricted trade in NSW, Victoria, and the ACT (each of which was subject to significant impacts from COVID-related closures in the pcg)
- Turnover in Queensland up 18% due to increased footfall in venues
- Digital share of turnover: 15% vs pcg of 26% which was inflated by the retail closures

Notes:
1: The information above is for a four-month period (1 July 2022 to 31 October 2022), is unaudited, and provided for information purposes only. It should not be considered indicative of future performance. For further information on forward looking statements please refer to the disclaimer at the end of this presentation. Amounts derived from unaudited monthly management accounts.

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All dollar values are in Australian dollars (A\$) unless otherwise stated.

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