

SKEE-BALL® ASK FOR THE SALE Promotion

June 13-26, 2022

BACKGROUND

IGT Indiana, LLC ("IGT"), will present various performance-based retailer incentive programs to drive specific marketing and sales programs that are outlined in IGT's business plan. The following represents the details of Fast Play Ask for the Sale ("Promotion").

PROMOTION GOALS

1. Increase Player awareness of SKEE-BALL® lottery games, including \$5 SKEE-BALL® Fast Play and \$2 SKEE-BALL® Scratch-off.
2. Generate trial of Fast Play and Scratch-off games.
3. The Promotion, which requires retailers to ask customers 18 and older to participate during a defined promotion period, is a proven best practice in the lottery industry to drive same store incremental sales.
4. Engage sales representatives and participating retailers to embrace best practices and sales-driving promotions for lottery products.

PROMOTION EXECUTION

The Promotion will take place during the period of Monday, June 13, 2022, through Sunday, June 26, 2022.

- Point of Sale will highlight the promotion at retail.
- Participating retailers will be given fifty (50) Scratch-offs (\$1 value each). Game selection at the discretion of IGT.
- Participating retailers will be required to comply with the Promotion Rules set forth below.
- Customers will be awarded one (1) Scratch-off if the Sales Associate fails to ask for the sale, while supplies last.
- At the end of the Promotion, all remaining Scratch-offs, if any, will be distributed amongst store staff.
- Lottery Sales Representatives (LSRs) will sell-in and acquire participation approval for independent and division chain retailers, and Key Account Managers (KAMs) will sell-in and acquire participation approval for corporate chains.
- LSRs will electronically identify every Lottery retailer (chain and independent) as participating or not participating, using a spreadsheet which will be sent to them electronically. Deadline for completion of this identification is May 16, 2022.

The following Scratch-off tracking methods will be put in place to audit distribution:

- Retailer Agreement Form: Includes beginning of promotion retailer signature acknowledging receipt of Scratch-offs/promotional packet, and end of Promotion retailer signature confirming the quantity of Scratch-offs distributed among store staff.
 - After the LSR obtains the retailer signature at the end of the promotion, LSR will turn into their divisional offices. These will be scanned in for record and auditing purposes.
- Scratch-off Tracking Sheet: Store Sales Associates will log all Scratch-offs awarded to customers.
 - LSRs will pick-up Tracking Sheets from every participating retailer at the end of the promotion and turn into their divisional offices.

To ensure compliance with the Rules stated below, LSRs will confirm all AFTS POS is posted, and store personnel are asking for the sale at each participating location during their regular call cycle. If at any time a retailer is deemed non-compliant, in the LSR's sole discretion, the promotion at that retail location will be immediately terminated, and all promotional POS and remaining promotional Scratch-offs will be collected and returned to the LSR's Division office.

If a location is deemed non-compliant, as determined by IGT, they may be disqualified from participating in Ask for the Sale promotion(s) for up to one (1) year from infraction.

Retailer sales impact will be tracked during the promotion period and for up to one-month post promotion period to determine program effectiveness.

PROMOTION RULES FOR RETAILER

1. Each day during the Promotion period, store personnel will ask customers 18 and older to buy a \$5 SKEE-BALL® Fast Play ticket or a \$2 SKEE-BALL® Scratch-off.
2. The Lottery will provide 50 Scratch-offs (\$1 value) to every participating store.
3. If the Sales Associate fails to ask a customer to try a SKEE-BALL® game the customer is awarded one (1) of the fifty (50) Scratch-offs for free, while supplies last. Game selection at the discretion of IGT.

- a. Sales Associates must log all Scratch-offs given away on the Scratch-off Ticket Tracking Form provided. The completed form shall be provided to the LSR at the end of the Promotion.
4. Post Fast Play Ask for the Sale POS material in a visible location at the point of purchase.
5. If the participating store remains in compliance with the guidelines listed above during the entire Promotion period, any remaining Scratch-offs shall be distributed among the store staff as a reward.

Lottery retailer must agree in writing to the terms of the Promotion, by signing the Retailer Agreement Form.

Retailer agrees to have Sales Associates log all Scratch-offs awarded to customers on the Scratch-off Tracking Form.

Prior to the start of the Promotion, each retailer will receive a yellow envelope with Promotion rules listed on the outside and containing the below items:

- 50 Scratch-offs (\$1 value)
- Ask for the Sale POS material
- Scratch-off Tracking Sheet