



RETAILER CONNECTION

JANUARY
2021

\$20 MISSOURI LOTTERY
OVER \$47 MILLION
IN CASH PRIZES!

200X

THE MONEY

Win Up To \$2,000,000!*

WINNING NUMBERS
XXXXXXXXXX

YOUR NUMBERS

\$	\$	\$	\$	\$
\$	\$	\$	\$	\$
\$	\$	\$	\$	\$
\$	\$	\$	\$	\$
\$	\$	\$	\$	\$

OVER 250,000 PRIZES
FROM \$50 TO \$500!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a "5X" symbol, win 5 TIMES the prize. Reveal a "10X" symbol, win 10 TIMES the prize. Reveal a "20X" symbol, win 20 TIMES the prize. Reveal a "50X" symbol, win 50 TIMES the prize. Reveal a "100X" symbol, win 100 TIMES the prize. Reveal a "200X" symbol, win 200 TIMES the prize. Earn Rewards. See back for details.

\$20
200X
The Money
\$2,000,000
top prize



\$5 MISSOURI LOTTERY

50X

PAYOUT

WIN UP TO \$100,000!

WINNING NUMBERS
XXXXXX

YOUR NUMBERS

\$	\$	\$	\$	\$
\$	\$	\$	\$	\$
\$	\$	\$	\$	\$

OVER \$16 MILLION IN PRIZES!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a "5X" symbol, win 5 TIMES the prize. Reveal a "10X" symbol, win 10 TIMES the prize. Reveal a "20X" symbol, win 20 TIMES the prize. Reveal a "50X" symbol, win 50 TIMES the prize. Earn Rewards. See back for details.

\$5
50X Payout
\$100,000
top prize



\$1 MISSOURI LOTTERY

Wild

Doubler

WIN UP TO \$3,000!

WINNING NUMBERS
YOUR NUMBERS

\$	PRIZE
\$	PRIZE
\$	PRIZE
\$	PRIZE
\$	PRIZE

Match any of YOUR NUMBERS to either WINNING NUMBER, win prize for that number. Reveal a "Wild" and win DOUBLE the prize shown. Earn Rewards. See back for details.

\$1
Wild Doubler
\$3,000
top prize



Ring in the New Year with New Scratchers

Give your customers the opportunity to win more while you increase sales with fresh Scratchers games launching on Jan. 25.

When you **confirm/activate** your tickets and **validate** a winner from each new game by midnight the day after delivery, you will receive a \$25 bonus – earn up to \$300 a year!

M
MONEY
MONDAY

PROMOTE LOTTERY GAMES TO BOOST C-STORE SALES

Make the most of your in-store foot traffic and increase sales by highlighting Lottery products. While gasoline consumption has not recovered to pre-COVID-19 levels, lottery consumers are still looking to play their games – which means more money for you!

According to the National Association of Convenience Stores:

95% of lottery players purchase at least one other product in addition to their lottery purchases

Lottery customers typically purchase additional items that are essential to the health of C-stores

The dollar value of a c-store market basket with a lottery ticket is at least 50% greater than the value of a basket without a lottery ticket



HOW DIGITAL PLAYSLIPS CAN IMPROVE YOUR BUSINESS

Using Missouri Lottery's digital playslip, through the mobile app, will not only enhance your customers' play, but also their store experience. When a player elects to use a digital playslip, they will:

- Reduce contact at the counter through touchless transaction
- Never misplace or damage their playslips
- Experience shorter wait times in store

You could benefit, too! When Lottery players use a digital playslip, you are able to spend less time processing transactions, become more sustainable with less paper and create new sales opportunities.



COMING SOON: NEW STATEMENTS

If you currently receive your Lottery invoices (statements) by email, keep an eye out for a new way to receive those invoices. Learn more in next month's *Retailer Connection*.



MILLION-DOLLAR CLUB RETAILERS

Hip-hip, hooray! Please help us congratulate the most recent Missouri Lottery retailers who sold over \$1 million in Lottery tickets throughout the last calendar year. These three locations generated more than \$850,000 in funding for public education based on their sales. What an achievement!



Retailer	Location	Contribution to Education
Gas Mart 4	9301 Lewis & Clark Boulevard, Jennings	\$253,987
Gas Mart 31	14700 US Highway 67, West Alton	\$244,195
Hucks Food Store 264	3500 Patterson Road, Florissant	\$354,615



SECURITY SAFEGUARD: PROTECT YOURSELF AGAINST FRAUD

It is important to train your staff to recognize the signs of a potential scammer. Protect yourself against ticket fraud by taking the following actions:

- Receive payment before printing Draw Games tickets.

NOTE: If asking for entire payment is not possible due to a large amount of tickets requested, only run a few at a time and ask for payment throughout the process – especially near draw breaks.

- Cancel tickets immediately, if the customer leaves the store without paying.
- Lock unattended Lottery terminals.

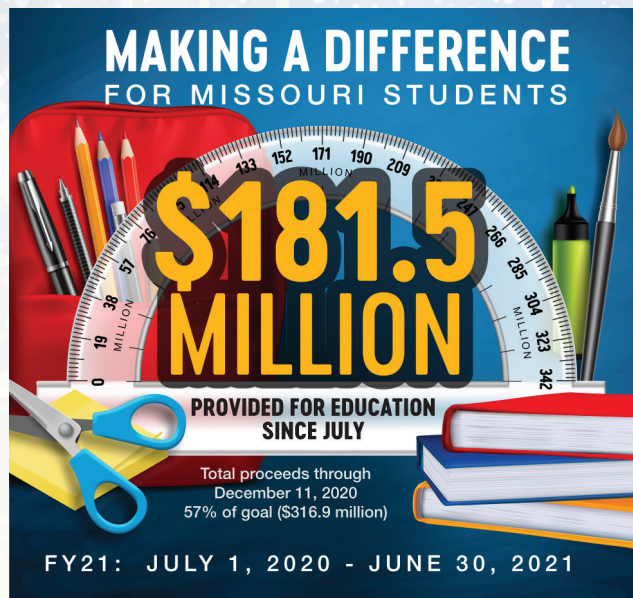


To learn more, view our Missouri Lottery Security training videos on the Retailer Portal.

IMPORTANT – Report the theft as soon as possible to law enforcement and by calling Missouri Lottery Security at 1-866-665-6883 and pressing 5.

Monthly Transfer Update

The December transfer of more than \$25.8 million was based on sales in November, bringing the total profits transferred in FY21 to more than \$181.5 million.



January Calendar

- | | |
|----------------|----------------------------------------------------------------------|
| JAN. 1 | New Year's Day;
Lottery offices closed |
| JAN. 5 | "Home for the Holidays"
Second-Chance Promotion
Entry Deadline |
| JAN. 7 | "Home for the Holidays"
Second-Chance Promotion
Drawing #3 |
| JAN. 18 | Martin Luther King Jr. Day;
Lottery offices closed |
| JAN. 19 | "Ride To Riche\$"
Second-Chance Promotion
Entry Deadline |
| JAN. 21 | "Ride To Riche\$" Second-Chance
Promotion Drawing |
| JAN. 25 | MO Money Monday:
New Ticket Delivery |

**Save the Date for the next
MO Money Mondays:
Feb. 22 and March 29**

STAY IN THE KNOW THROUGH TERMINAL MESSAGES

Receive the latest and most accurate Lottery information by regularly checking your terminal messages. These communications will let you know when to pull Scratchers games, display big winner messages and keep you on top of essential Lottery news.



NEW \$30 SCRATCHER OFFERS NEW CHANCES TO WIN

There is a new \$30 Scratchers ticket in town that will be sure to increase your sales! The newest game "300X" will give players the chance to win more than \$135 million in prizes and offers four \$3 million top prizes.

MOLOTTERY 1-866-665-6883 RETAILER PORTAL retailer.molottery.com IGT EQUIPMENT HOTLINE 1-800-729-4832

WINNER CLAIM APPOINTMENTS 573-751-4050 (option 9)



MO Lottery



MissouriLottery