

cGaming – The Successes

Charities and Not-For-Profits



Role and Responsibilities

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OLG Conduct and Manage

Operators manage their business

Games, Prizes, Marketing, Staffing

Charities removed of liability

No sales or handling of any cash

Volunteer friendly role

Customer service, charity awareness, support operator staff

Accountability and Transparency

Point of Sale, Electronic records / tracking, Inventory mgmt.

Roles and Responsibilities

OLG Conduct and Manage

Marketing Funds

5% Operator budget – required spend

Increase in active marketing and advertising

Opportunity for new product

Technology

Innovative / creative concepts

Adaptability / Flexibility

Charity Engagement

Charity Engagement

Awareness in Community

Increased opportunities

Key focus in cGaming

The Secret is getting out

Both local and provincial messaging

In Centre awareness

Out in Community

Media Events

Local politicians and industry partners

Charity Engagement

Player Acquisition

Leveraging our charitable partners

- Tremendous community reach

- Stakeholders in cGaming

Marketing / Advertising opportunities

Volunteer Appreciation

The background features a central white, irregularly shaped area surrounded by light blue wavy lines. This central area is set against a light blue background, which is further framed by a dark blue border at the top and bottom.

Partnerships

Partnership Successes

OLG

Community Events

National Volunteer Week

Media / marketing campaigns

All for Here

Pan Am Games

All for Community Challenge

15 locations, three cGaming charities, \$10,000

\$150,000 in additional community funding

Torch Bearers

37 cGaming charity representatives / volunteers

Partnership Successes

Relationships

Operators / Staff with Charities / Volunteers

Working together more than ever

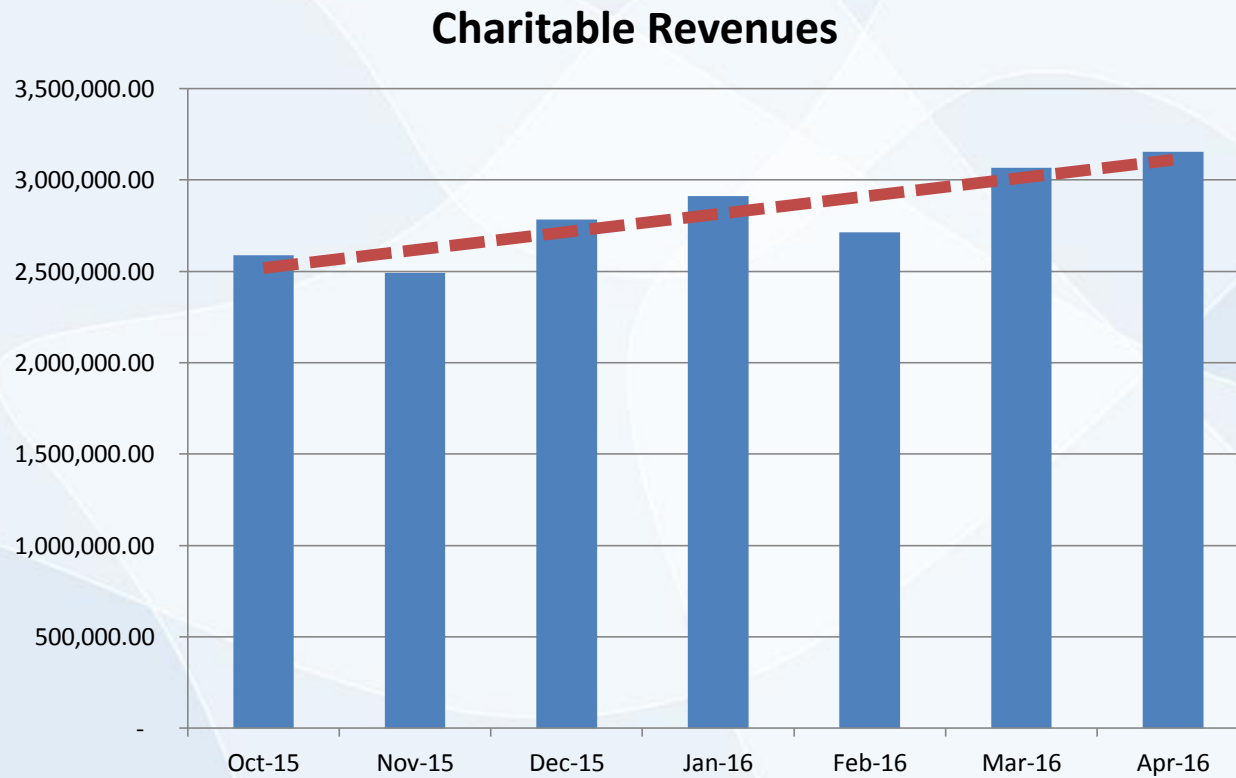
Municipalities

Engaged and supportive

Charitable Revenues

Overall Charity Revenues

- Over \$3 Million per month (31 locations)
- Trending upward



Overall Charity Revenues

31 Locations – Current

All individual locations are trending up

Consistent comparative increases (same month previous year)

Almost all locations are up year over year (last fiscal)

2.2 Million in additional community benefit (31 locations combined)

11.85% *(two highest locations at 30% increase)*

Overall Charity Revenues

31 Locations – Historical

Majority of locations are higher than before cGaming launch – net charity benefit

\$1,084,421.46 Pre-launch Average per month

(25 locations with data – full fiscal)

\$1,199,019.41 Current Average per month

(last six months under cGaming – Same 25 locations Nov 15 – Apr 16)

Highest location seeing 193% increase

(was planning closure before transition)

Big Picture

\$ 118,345,813.51 to date (April 30th)

\$ 31 Million last fiscal

\$ 3,153,922.01 last month (April charity transfers)

12% Growth – Year over year

1800 Charities

Beginning to add a few new charitable groups in select locations

20,000 Volunteers (estimated)

Summary

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- Revenues are up and trending upward
- Awareness of charitable component increasing
- Partnerships are strong and continue to grow
- Additional new product on the horizon
- Sites continue to evolve
- Customer experience changing for the better