

# LOTTO



## Increase Your Revenue with an Expanded VAS Portfolio

LOTTO is South Africa's most popular gaming service, attracting players from all income groups and accounting for 9% of VAS sales in the country.

There were over 11 000 jackpot winners across a variety of games in the 2021/2022 financial year. With players purchasing tickets from both physical and online channels, your business can boost its VAS portfolio either by introducing LOTTO, or expanding on its existing LOTTO offering.

### More than five million LOTTO players buy tickets from:

ITHUBA's website

USSD

Mobile apps

Retailers

This presents an opportunity for your business to explore the wide range of available channels for your LOTTO offering.

## Online LOTTO Improves Customer Experience

In a post-pandemic world, online channels present an opportunity to elevate your customer experience. These channels offer convenience and options, and they support:

- **The purchase of single- and multi-draw tickets 24/7**
- **Fewer lost tickets as tickets are generated and tracked digitally**
- **The ability for consumers to reuse their lucky numbers as they are saved in the app**
- **An easy view of ticket purchase history and results from previous draws**
- **The ability to make payments directly from a linked bank account or wallet**

## Handle Transaction Growth with a Robust LOTTO Offering



### Take LOTTO to market rapidly

Efficient implementation means you can quickly launch this service.



### Increase customer satisfaction

Easily build an omni-channel experience, offering your customers more choice.



### Benefit from an additional revenue stream

Increase your revenue with commissions earned from tickets sold and winner payouts.



### Integrate directly with ITHUBA

Use software that enables you to integrate directly with South Africa's National Lottery operator, ITHUBA.

## Support Both Wagers and Winner Payouts

Connecting to Electrum's Digital Goods and Services Platform enhances your LOTTO offering, as it gives you access to a diverse selection of available features. Through a single integration into the Platform, your business will be able to effortlessly support both wagers and payouts. This means you will not only be able to sell tickets to your customers - you will also be able to process their winnings.

