

Lottery Retailing Trading Update – February 2025

Jumbo Interactive Limited (ASX:JIN) (**Jumbo**) today announced its results for the half year ended 31 December 2024. The 1H25 results presentation includes a year-to-date trading update for Jumbo’s Lottery Retailing segment.

The trading update, also contained in the CEO’s presentation, is for the first six weeks of 2H25 and is summarised below. The information is based on unaudited management accounts up to 11 February 2025 that have not been independently reviewed or verified.

- Lottery Retailing Total Transaction Value (**TTV**) was \$69.9 million;
- Marketing costs¹ were equivalent to 3.2% of Lottery Retailing TTV.
- Active players who made a purchase in the 12-month period up to 11 February 2025 were 893k.

Lottery Retailing	FY24			FY25		
	1HY (26 wks)	2HY (1 st 6 wks)	YTD (32 wks)	1HY (26 wks)	2HY (1 st 6 wks)	YTD (32 wks)
TTV (\$m)	245.8	113.3	359.1	208.3	69.9	278.2
Active players ('000s)	887	1,097	1,097	1,036	893	893
Marketing ¹ (% of TTV)	1.4%	5.4%	2.6%	1.7%	3.2%	2.1%

The large jackpot environment in the first six weeks of 2H25 improved relative to 1H25 with 9 Powerball and Oz Lotto jackpots greater than or equal to \$15 million and an aggregate division 1 prize value of \$410 million, equivalent to an average value per jackpot of \$45.6 million. This included the \$100 million Oz Lotto on 4 February 2025. The prior corresponding period (**pcp**) however included the very strong Powerball jackpot run including a record \$200m Powerball.

The large jackpot environment up to 11 February 2025 is shown in the table below:

Powerball OzLotto (Div. 1 jackpots ≥ \$15m)	FY24			FY25		
	1HY (26 wks)	2HY (1 st 6 wks)	YTD (32 wks)	1HY (26 wks)	2HY (1 st 6 wks)	YTD (32 wks)
Number of jackpots	28	5	33	24	9	33
Aggregate value (\$m)	1,000	530	1,530	810	410	1,220
Average value (\$m)	35.7	106.0	46.4	33.8	45.6	37.0
Peak jackpot (\$m)	100	200	200	100	100	100

Jumbo Managing Director, CEO and Founder Mike Veverka said *"The large jackpot environment in the first six months of FY25 was relatively subdued prompting changes to marketing techniques and cost base management. While the first six weeks of the second half of the*

¹ Includes investment in Daily Winners Loyalty Program.



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financial year reflects an improvement on the first half, the comparative period includes the record \$200 million Powerball jackpot on 1 February 2024. We will continue to be disciplined around costs and while it's still early days, changes to our marketing playbook have been encouraging. While we estimate our share of total Powerball and Oz Lotto ticket sales declined in 1H25, we have seen an uptick in the first six weeks of 2H25."

- Ends -

Authorised for release by the Board of Directors.

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About Jumbo Interactive

Jumbo is a digital lottery specialist, providing our proprietary lottery software platforms and lottery management expertise to the charity and government lottery sectors in Australia and globally. Our mission is to create positive social impact through making lotteries easier and our vision is to become the number one choice in digital lottery and services around the world.

Jumbo was founded by CEO Mike Veverka in 1995 with a single computer. Since then, it has matured into a leading digital lottery retailer and lottery software provider with over 250 employees across Australasia, the United Kingdom (UK) and Canada. In FY24, Jumbo helped raise over \$260m for good causes for our charity partners. Jumbo was listed on the ASX in 1999.