

## LOTTERY COURIERS IN MARYLAND: HB371/ SB708

Millions in Near-Term Revenue | No Expansion of Gaming | No Impediment to Other Options

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In 17 other jurisdictions, lottery couriers allow customers to place an order for state lottery games by app or website that is then fulfilled at a licensed lottery retailer in the state. Couriers serve as a high-tech way to connect modern customers to the traditional lottery, generating millions in additional revenues by offering a new way for players to engage with lottery games.

### **Millions in Immediate Revenue**

Lottery Couriers add millions in incremental sales simply by marketing and facilitating the digital ordering of the state lottery's existing games.

Sage Policy Group has opined that couriers in Maryland will generate an additional \$400M in lottery sales, translating to \$100M in annual state revenues when fully implemented. There's no need for a state procurement or complicated government tech rollout – couriers can start selling games within weeks of the state's approval at no cost to the state.

Couriers seek out and serve a different demographic than one that typically plays lottery at retail, bringing in new players & revenue without harming licensees.



### **No Expansion of Gaming, No Impediment to Other Options**

- Maryland legislators continue to consider whether to implement a state-sponsored iLottery program, internet-based casino gaming, and more.
- Because they only offer games that are already available, courier services are not an expansion of gaming.
- Couriers are a solution that can coexist with these programs or serve as an intermediate single step.

### **High Tech Guardrails**

Couriers employ industry-leading technology to ensure a safe, secure and responsible gaming experience, such as:

- Third-party digital age verification
- Third-party digital geolocation to ensure in-state order
- State of the art detection and prevention of problem gaming behavior

### **How Does It Work?**

- Customer places order for a game – MegaMillions, Powerball, or other lottery offerings – using a courier's app or website.
- Courier fulfills order in person at a fully licensed, compliant retail location in the state.
- Courier shares a digital copy of the ticket through the app, securely stores the physical ticket.
- If the customer wins, the winnings are deposited in the customer's account.<sup>1</sup>
- Couriers do not mark up the price of a ticket or take any cut of customers' winnings.

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<sup>1</sup> Winnings in excess of \$600 are claimed by the customer obtaining the actual physical ticket and claiming in-person at the state lottery office. This ensures compliance with child support enforcement rules.