

SPORTS BET *PRODUCT AT A GLANCE*

MONTANA™ POWERED BY THE  MONTANA LOTTERY

MISSION STATEMENT

The mission of the Montana Lottery is to maximize net profit for the **Montana STEM Scholarship** program and the transfer to the state's **General Fund**. The greatest return to our sales agents, players and all Montanans occurs by providing exemplary products to meet the state's market demands while adhering to optimal standards of **security and integrity**.

Like all Montana Lottery products, Sports Bet Montana is a product that serves the common good. This is accomplished in several ways. We serve our players by offering bets on the markets and teams Montanans love, **while returning nearly 90 percent of all money wagered back into the hands of the players who bet with us.**

We serve our sales agents, who are Montana small businesses, by offering an earned commission structure. Our private sector partners receive a percentage of every sale made in their establishment.

Our model ensures the *greatest amount of money remains in our state's economy.*

FINANCIALS

FISCAL YEAR	SALES	PAYOUT	\$ BACK TO THE STATE	BETS
FY20	\$476,518	\$367,913	\$(181,077)	14,867
FY21	\$43,252,489	\$37,557,344	\$3,027,674	887,115
FY22	\$45,392,366	\$38,316,210	\$5,260,736	1,327,491
FY23	\$59,450,855	\$50,964,741	\$5,350,577	1,713,040
FY24	\$63,719,656	\$55,662,393	\$5,097,572	1,940,727
FY25	\$66,184,270	\$57,361,472	\$5,956,584	2,165,375
TOTAL	\$278,476,154	\$240,230,073	\$24,512,067	8,048,615

LIFETIME IMPACT THROUGH CY25

\$314,126,400
TOTAL SALES

\$275,130,000
TOTAL PAYOUT TO BETTORS

\$27,724,260
TOTAL RETURN TO THE STATE

28,461 REGISTERED APP USERS

9,236,817 TOTAL BETS PLACED

TOP PERFORMING SPORTS



34%
FOOTBALL



30%
BASKETBALL



19%
BASEBALL



SPORTS BET PRODUCT AT A GLANCE

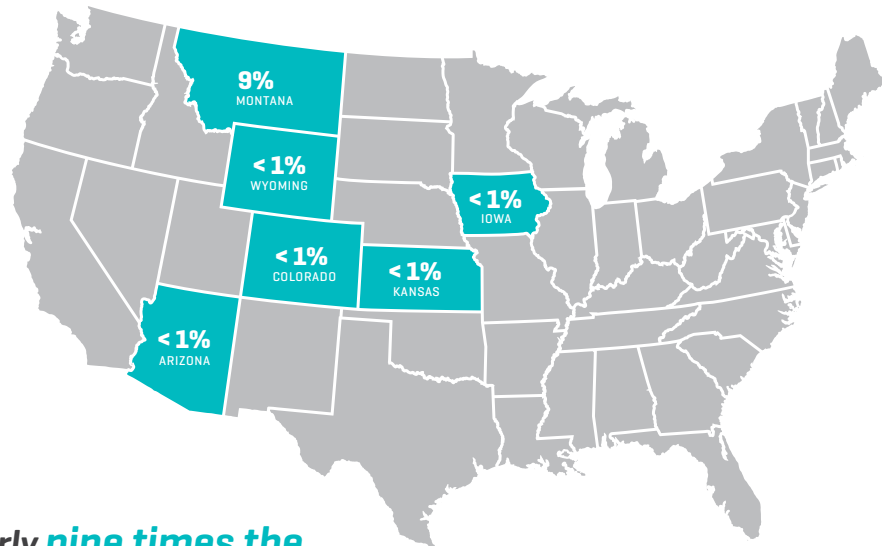
MONTANA™

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% OF GROSS SALES RETURNED TO STATE

Montana’s in-location exclusive sportsbook model provides the greatest percentage of sales to remain in the state’s economy.

Though others may demonstrate a greater topline revenue, no other model retains nearly the same percentage of revenue for the state.



Our model returns nearly nine times the percentage of gross sales compared to other regional states.

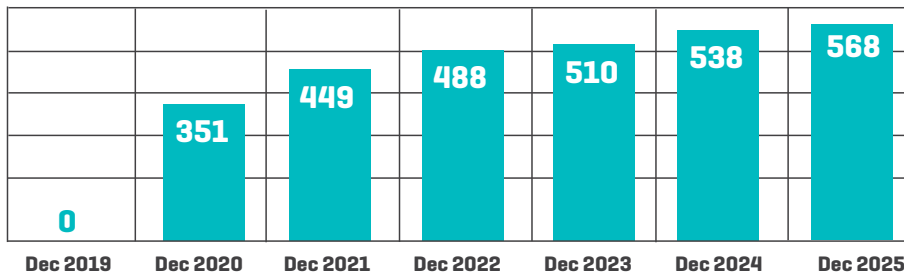
Regional Comparisons

STATE	FY SALES	RETURN TO STATE PER CAPITA SINCE INCEPTION	% OF GROSS SALES RETURNED TO THE STATE
Montana	\$ 66,184,270	\$24	9 %
Wyoming	\$ 225,500,471	\$9	< 1 %
Colorado	\$ 6,300,842,045	\$23	< 1 %
Arizona	\$ 8,509,542,732	\$22	< 1 %
Kansas	\$ 2,593,869,602	\$15	< 1 %
Iowa	\$ 2,675,290,720	\$22	< 1 %

**Based on most recent data available for other regional states with open sports wagering, contributing factors may vary state-to-state*

SALES AGENT GROWTH

Total Number of Sports Bet Montana machines



\$12,000,000+
TOTAL COMMISSIONS EARNED BY MONTANA SMALL BUSINESSES

[SPORTSBETMONTANA.COM](https://sportsbetmontana.com)

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