

The \$25,000 Giv'er to the MAX Incentive

April 27 – June 8, 2026

Celebrate the launch of the new LOTTO MAX with
the largest RSG incentive ever!



Incentive Dates	April 27 – June 8, 2026	Product	Lotto Max in Quick Pick Packages only
Network	RSG Only	Incentive Target	5% increase on overall Lotto Max sales within Quick Pick Packages vs. last year

Eligibility and Entry Criteria:

- RSG retailers will be segmented into 4 Tiers based on store sales.
- To qualify for the draw (earn 1 ballot), the store must achieve a minimum 5% increase on overall Lotto Max sales within Quick Pick Packages vs. same period last year (April 27 – June 8, 2025)
- The store will earn 1 ballot for reaching its target (5%) and will earn 1 extra ballot for every additional % point of growth to increase chances of winning (for example, the minimum target is 5% and store achieved 10% growth, then store will earn 6 ballots!)
- Within each tier, 4 ballots will be randomly drawn from the pool of ballot entries earned by qualifying retailers. The retailers associated with those ballots will be declared the winners. Each Tier has its own draw, so you compete with stores similar to yours.
- The **top performer in each tier will be awarded the 1st Place Prize** described below.

Prizing:

Qualify for the chance to win AwardCo gift cards!

PRIZES PER TIER (5 WINNERS FOR EACH TIER):

- 1st Place:** \$2,000 AwardCo Gift Card
- 2nd Place:** \$1,500 AwardCo Gift Card
- 3rd Place:** \$1,250 AwardCo Gift Card
- 4th Place:** \$1,000 AwardCo Gift Card
- 5th Place:** \$500 AwardCo Gift Card

If you are the **TOP performer** in your tier, you are **GUARANTEED** to win the 1st Place prize!

Within each Tier, four (4) winners will be randomly selected to win the 2nd to 5th place prizes.

Lotto
MAX

\$25,000

In prizes to be won!

The \$25,000 Giv'er to the MAX Incentive

April 27 – June 8, 2026

Q&A

What are the 4 sales tiers?

RSG is comprised of 202 locations - All RSG locations have been grouped into performance tiers based on annual sales, ranked from highest to lowest and divided into four tiers.

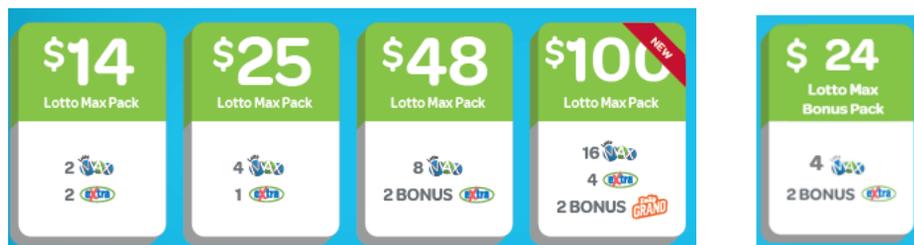
Here's how many retailers are in each tier:

Tier	Retailers
Tier 1	49
Tier 2	54
Tier 3	53
Tier 4	46
TOTAL	202

What Lotto Max sales count toward this incentive? ?

Only **Quick Pick Package** transactions that include at least one Lotto Max play count toward this incentive. This includes:

- Lotto Max only Quick Pick Packs**



- Multi-game Quick Pick Packs that include at least one Lotto Max selection**



Single Lotto Max transactions (sold individually or via selection slips) **do not** count toward this incentive.

Why does the incentive focus on Quick Pick Packs instead of all Lotto Max sales?

The goal of this incentive is two-fold:

- To protect Lotto Max package transactions during the Lotto Max price change, as package purchases are more likely to decline when players react to higher prices.
- To help socialize the new Quick Pick Packs to players, encouraging familiarity and adoption of the new offerings.

By focusing on Quick Pick Packs that include Lotto Max, the incentive supports retailers in maintaining strong package sales while helping players transition to the new package line-up.

The \$25,000 Giv'er to the MAX Incentive

April 27 – June 8, 2026

Q&A

Will sales targets be provided?

Yes, sales targets will be emailed to each store before the incentive starts. Your Territory Manager will also discuss the incentive on their regular scheduled visit.

How is the 6-week baseline calculated?

The 6-week baseline is the retailer's total number of Quick Pick Packages (QPP) sold that include at least 1 Lotto Max Play over the same period last year (April 27 – June 8, 2025). Growth will be calculated against the retailer's baseline of overall Lotto Max QPP sales.

When will the winners be announced and how will prizing be delivered?

The draw will take place shortly after the incentive ends and the 20 winning stores and corresponding Territory Managers will be communicated on that same week. Prizes will be delivered directly to stores.

Can one retailer win more than one prize?

An Eligible Retailer can only win one prize. If an Eligible Retailer is selected as a winner in one Tier, it will be removed from any subsequent draws to allow other retailers an opportunity to win.

What are the odds of winning a prize?

The odds of winning a prize depend on the number of entries earned by Eligible Retailers that met or exceeded 5% growth over the same period last year (April 27 – June 8, 2025).