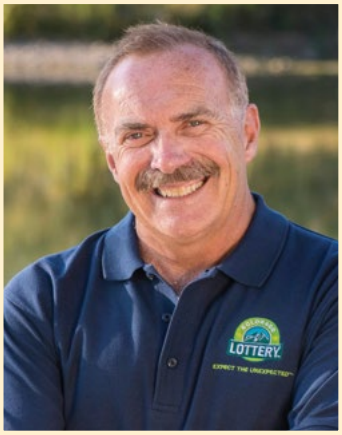
FISCAL YEAR 2026 IN REVIEW



LETTER FROM THE DIRECTOR

Keeping with our tradition of reporting on our three pillars – Revenue, Responsibility, and Conservation – we have several milestones to cover for FY2025-26 .

The Lottery doesn't launch a brand-new game very often, but this year, we launched Millionaire for Life to replace Lucky for Life. It has done far more than replace the old game; it has raised sales for the category by 21% over last year. In addition, Scratch games broke its all-time sales record, in part due to the addition of 130 new retailers selling our products.

For responsibility, our Player Health Program continues to expand. While we have always participated in national efforts, such as Problem Gambling Awareness Month, Gift Responsibly, and Responsible Gaming Education Month, our messaging will now be "always on." That means that we will be sharing important information and resources with our players throughout the year, in addition to during the specific activity windows we have traditionally utilized.

Regarding conservation, our target to reach the Great Outdoors Colorado (GOCO) cap continues to rise with the Consumer Price Index. In FY26, we not only exceeded the cap but also provided more funding for GOCO than in any year in our history. We also saw unprecedented participation in our annual Starburst Awards and recognized a record 18 projects for their excellence in the use of Lottery funds.

These are just a few of our highlights. Please read on to hear more about our 3 pillars. As I say in my monthly newsletter column, together, we will continue to do great things. And so a new year raises the bar.

COLORADO KEEPS ON WINNING

REVENUE



- Modernizing with Multichannel Sales - The Colorado Lottery moved forward with modernizing its operations to give players digital access to games, offering digital and Jackpot games directly via mobile devices. This strategic expansion is projected to enhance retailer and revenue performance and expand the player base upon its launch in fiscal year FY2027-28.
- Record-Breaking Scratch - The Lottery surpassed its sales objectives last fiscal year, driven by another record-breaking year for Scratch revenue. The introduction of Millionaire for Life provided significant momentum for Jackpot sales. Another key component of success was the expansion of 130 new retailers.

RESPONSIBILITY



- Evolving the Conversation - In partnership with Greo, an external research organization, the Colorado Lottery is refining its communication strategy regarding responsible gambling messaging. Based on research and analysis, the Lottery is working to adopt evidence-based player health messaging to increase gambling literacy and player engagement.
- More Players in the Game - The Lottery continues to expand its stakeholder partnerships throughout Colorado, underscoring how collaboration strengthens our collective work toward safer play. With an increase of in-person player health activations, the Lottery has also deepened connections with providers to unite on the shared mission to reduce gambling harm within our communities.

CONSERVATION



- Funding Diverse Projects - Colorado's Outdoors Strategy. Lottery dollars fully funded the comprehensive planning and the ongoing $50M implementation commitment for Colorado's Outdoors Strategy, aligning statewide land conservation, climate resilience, and outdoor recreation through regional grants.
- The Slab Pueblo Basketball Court -The beloved Slab basketball courts in Pueblo received a much-needed overhaul. In addition to court resurfacing, new concrete, posts, backboards, hoops, benches, and lighting, four local artists vibrantly painted each court. This community treasure was also chosen for a Lottery Starburst Award.

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LOTTERY COMMISSIONERS



The Colorado Lottery Commission ensures that the Lottery operates responsibly. It provides oversight and governance of the Lottery's fiduciary responsibilities in the sale of Lottery games. To learn more, visit: www.coloradolottery.com/about/commissioners/

WINNER STORY

Jonathan B. of Centennial turned a free $3 Scratch ticket at the National Western Stock Show into a $30,000 win. After making a purchase at the Colorado Lottery booth, he spun the prize wheel for a chance to win prizes or Scratch tickets and landed on a free $3 MONOPOLY Scratch. It was a big winner! Congratulations to Jonathan on the $30,000 surprise!



LOTTERY SALES BREAKDOWN

The Lottery continues to break records with its total sales revenue, proceeds distributions and retailer commissions.

SALES REVENUE
2025 – $828M | 2026 – $888M

PROCEEDS DISTRIBUTION
2025 – $170M | 2026 – $181M

2026

SCRATCH: $613,527,126

JACKPOT: $274,324,867

TOTAL: $887,851,993

LAST FIVE YEARS:
TOTAL RETAILER COMMISSIONS

2022	2023	2024	2025	2026
$62M	$66M	$67M	$64M	$64M

BENEFICIARY PROCEEDS

GREAT OUTDOORS COLORADO: $87,989,409

CONSERVATION TRUST FUND: $72,569,968

COLORADO PARKS & WILDLIFE: $18,142,493

OUTDOOR EQUITY FUND: $2,733,056

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