



**LOTTERY.COM Global Impact Raffle  
Digital Securities Offering**

**Global Impact Raffle Platform From The Leader In Digital Lottery**



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# ***INTRODUCTION AND OVERVIEW***





# WHO IS LOTTERY.COM?

## LOTTERY.COM:

- In the U.S., Lottery.com is a premier mobile lottery play service with multiple state approvals
- Lottery.com is the world's largest lottery results and information provider to the digital media sector for U.S. and North American lottery games, including Google and Amazon Alexa
- The provider of lottery results in more than 30 countries worldwide
- Lottery.com has raised \$23+ Million in previous fundraising rounds
- Currently revenue generating with expected 100%+ growth rate



amazon alexa



YAHOO!

Time  
Warner  
Cable®

Spectrum▶

# ***WHO IS LDC CRYPTO?***

## **LDC CRYPTO UNIVERSAL PLC (LDC Crypto):**

- LDC Crypto is an Irish subsidiary of Lottery.com, founded in Q1 2018 to operate the LDC Global Impact Raffle platform
- LDC Crypto is the Issuer of the Digital Securities Offering, officially launching in June 2018
- Funds raised through the Digital Securities Offering will support further development of the LDC Global Impact Raffle platform which intends to host multiple global raffle events benefiting charities and humanitarian causes



# LOTTERY.COM TEAM



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## OFFERING SUMMARY TABLE – LDC CRYPTO UNIVERSAL

Issuer (Legal):	LDC Crypto Universal Public Limited Company (PLC) Dublin, Ireland (“LDC Crypto”)
Purpose:	Raise capital for the expansion of the LDC Platform operated by LDC Crypto
Digital Security:	LDC Global Impact Raffle Digital Security, based on ERC20 Standard (exclusive to Lottery.com’s raffle operation)
Revenue Model:	Marketing and fee income from promotions of charity and sport raffles
Offering Documents:	PPM, Subscription Agreement
Targeted Raise:	\$300 million USD Total
Private Placement Security:	Dual Offering – Reg. D. 506c (U.S. investors) and Reg. S (International investors)
Estimated Timing:	Pre-sale: June, 2018    Main Sale: July, 2018
Investor Yield:	Fixed percentage (7 percent) of Net Raffle Revenue paid quarterly, similar in structure to a royalty stream on total revenues of raffle platform





## ***“THE ASK” – LDC CRYPTO UNIVERSAL DIGITAL SECURITIES OFFERING***

	Pre-Sale (Private)	Sale (Main)
Expected Timing:	June, 2018	July, 2018
Amount:	~\$200 Million+/-	Expected \$25-100 Million
Security Symbol	LDCC	LDCC
Securities for Sale:	~52 Million	~30 Million
Securities Sold:	~18 Million	N/A
Percentage of the Total Issued:	~70%	~30%
Price:	Varies, but mostly at \$2.50*	\$5.00

Total Securities Minted: 1 Billion

Total Securities Allocated for Pre and Main Sale: 100 Million

\* Dependent on note conversion and various price break points

**SECURITIES SALES PROCESS BEING CONDUCTED BY ENTORO SECURITIES, LLC – HOUSTON, TEXAS**





## ***DIGITAL SECURITIES OFFERING: LDC CRYPTO UNIVERSAL***



- Lottery.com is an industry leader and the category brand in the global lottery space
- The Global Impact Raffle business is gamifying the way traditional charities, sports franchises, and NGOs raise funds; the platform is designed to generate significant prizes for players while supporting fundraising goals for critical humanitarian causes
- Designed to capture the value and revenue exclusive to the Global Impact Raffle business of Lottery.com
- The investor participates in a fixed percentage of revenue (7 percent) derived from Net Raffle Revenue on the Lottery.com Global Impact Raffle Platform
- Offering conducted through a FINRA licensed broker-dealer

# CORPORATE STRUCTURE

**AUTOLOTTO, INC**

*(DELAWARE C CORP.)*

**AUTOLOTTO IRELAND LTD.**

**AUTOLOTTO SINGAPORE LTD.**

**LDC CRYPTO UNIVERSAL PLC**

*(DIGITAL SECURITIES ISSUER)*

- Management team and external investors
- AutoLotto Ireland Ltd is wholly owned by AutoLotto, Inc
- LDC Crypto Universal PLC is an Irish Public Limited Company, wholly owned by AutoLotto Ireland
- Inter-co management services contract established between Parent (AutoLotto Inc) and Issuer (LDC Crypto Universal PLC)

# ***RAFFLE BUSINESS***

# ***WHY RAFFLES?***



- Potential to support the global fundraising goals of the most recognized charities and humanitarian causes
- Higher speed and efficiency in issuing raffle tickets globally
- Low touch and repeatable business model
- Proven fundraising method with motivated players
- Significant raffle precedent, dating back to the funding of the Great Wall of China
- Case study: Spanish Christmas Lottery raises over \$4 billion annually (Spain's population ~46.5 million)



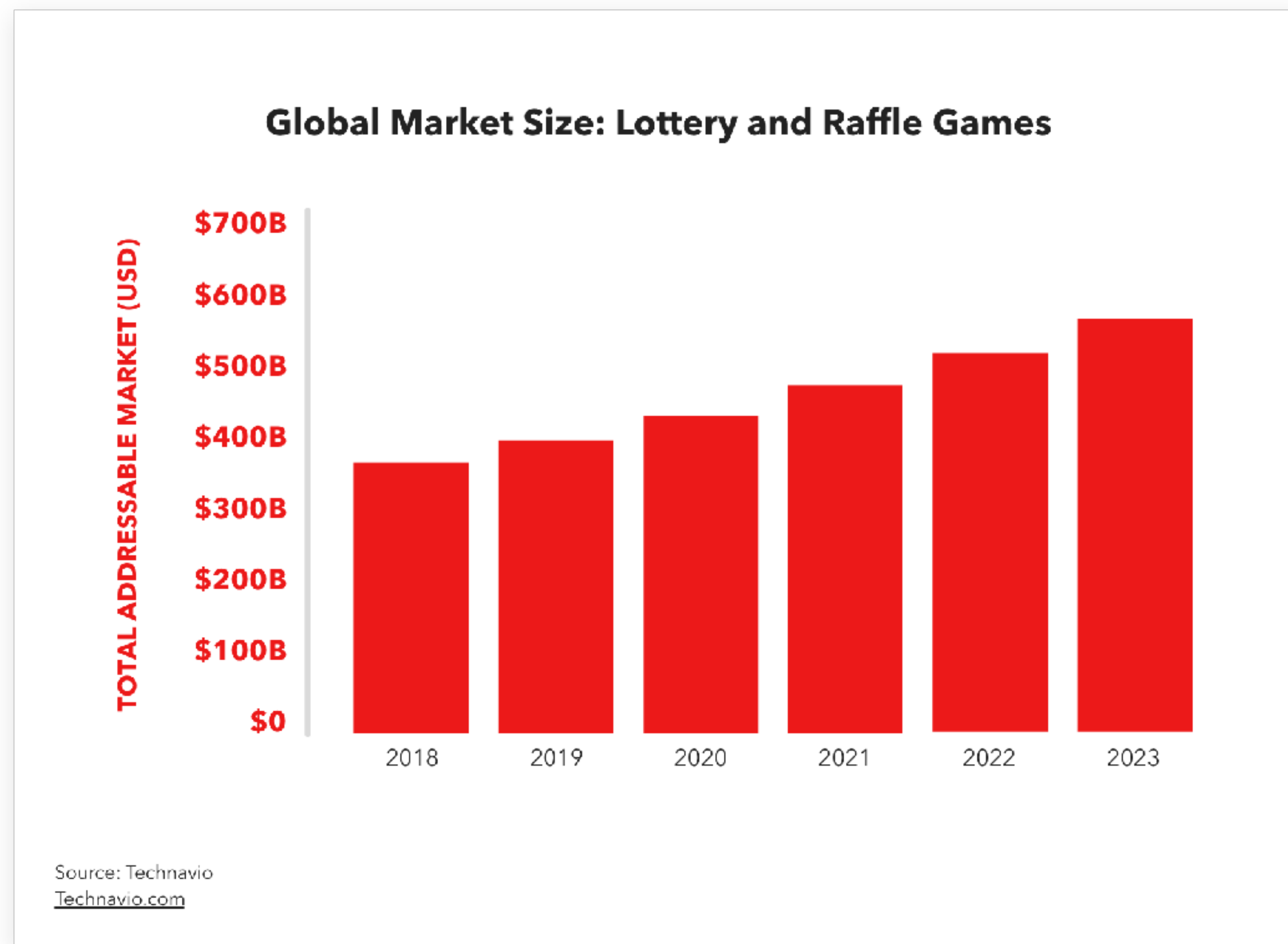
## ***CASE STUDY - SPANISH CHRISTMAS RAFFLE***



- The Spanish Christmas Lottery (Sorteo Extraordinario de Navidad or simply Lotería de Navidad) is a national lottery held in Spain.
- As measured by total prize payout, the Spanish Christmas Lottery is considered to be the largest lottery in the world.
- In 2017, with 165 million pre-printed tickets to sell at a face value of €20, the maximum total amount available for all prizes was €2.38 billion (US\$2.87 billion), equal to 70% of total ticket sales.
- The total prize for the Grand Prize (“El Gordo”) jackpot winner was €4 million (\$4.83 million USD). Other prizes range from €200 to €1,250,000.

## CHARITABLE LOTTERIES EU MARKET

- Market is growing at nearly 10 percent annually
- Captures more revenue than movie tickets, music downloads, and music streaming combined
- By 2030 the market is expected to exceed \$800 billion
- ACLEU predicts that the addition of all EU member states in the Global Impact Raffle market could generate more than €10 billion for NGOs per year
- APAC contributing 50 percent growth to overall market





## SOCIAL TRENDS

- Increased millennial player base
- Lottery.com platform user exceeds 50% Millennials
- Europe setting adoption trend for mobile play
- Millennials comprise 70% of EU player base vs ~4% in U.S

• <http://www.publicgaming.com/PGRI/index.php/81-latest-news/games/1992-are-millennials-killing-the-lottery-industry>

• <http://totallygaming.com/news/features/attracting-millennials-top-priority-global-lottery-industry>

• <http://www.kentucky.com/news/business/article72628822.html>

• <https://www.igt.com/en/products-and-services/lottery/lottery-blog/2017/september/millennials-matter>



## REGULATORY TRENDS

- Digital gaming legalization is broadening under new regulations
- National, state and local governments face consistent pressure to raise additional revenue without negatively impacting economies
- Global gaming companies increasingly collaborating on lobbying for greater impact

• [Technavio.com: Global Lottery Market 2017-2021](http://technavio.com/Global-Lottery-Market-2017-2021)

• [http://ec.europa.eu/growth/sectors/gambling\\_en](http://ec.europa.eu/growth/sectors/gambling_en)



## TECHNOLOGICAL TRENDS

- Paper currency is becoming less relevant
- Many countries moving towards a cashless economy and cryptocurrency
- Significant percentages of Europeans and Americans are already effectively living cash free

• <http://nypost.com/2017/04/26/study-reveals-were-getting-closer-to-a-cashless-society/>

# ***DIGITAL SECURITIES ON THE BLOCKCHAIN***



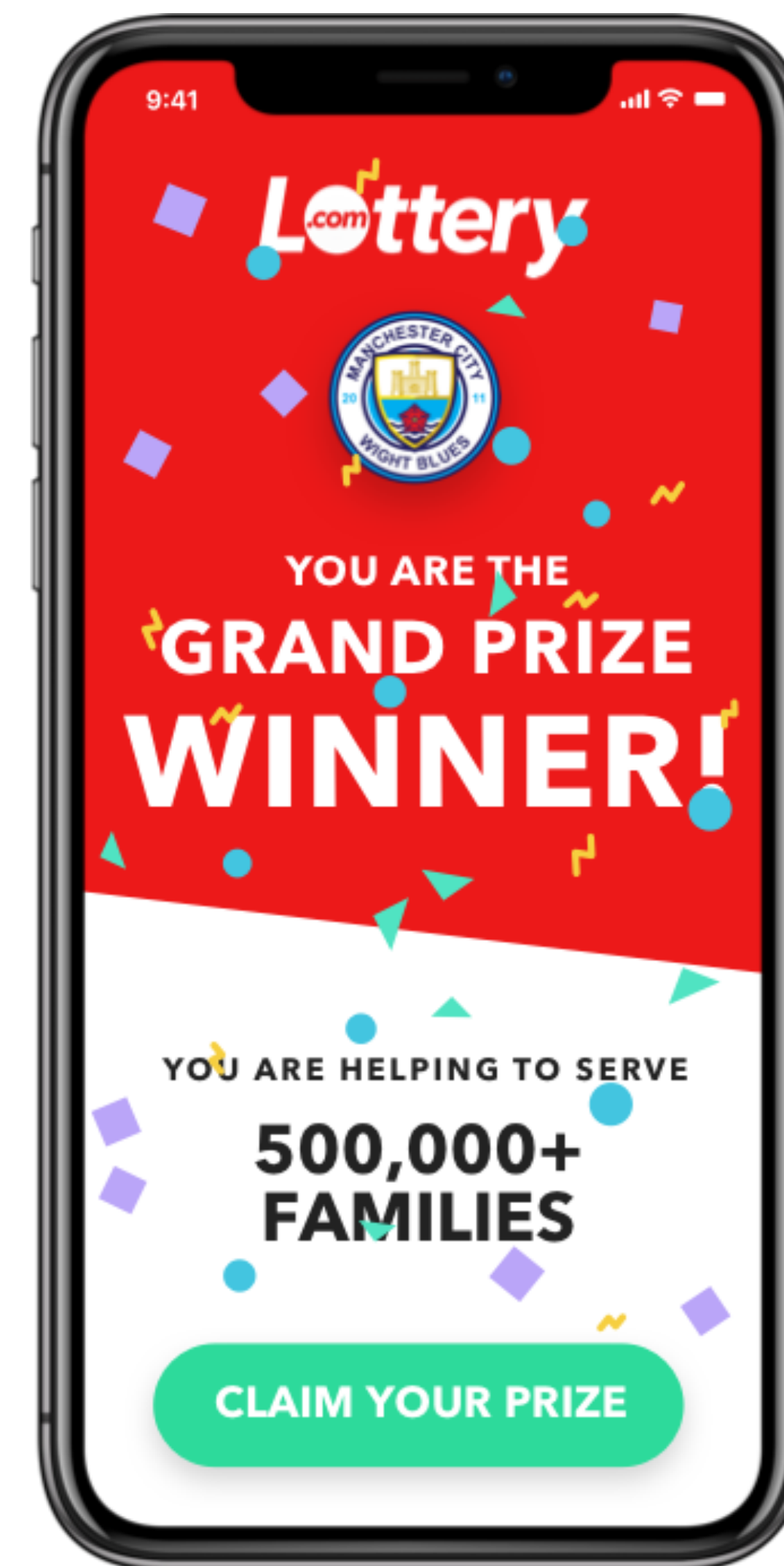
## **The ERC20 Standard**

- Trusted standard using transparent transaction ledger on an auditable platform
- Provides uniformity of exchange and faster confirmation
- Reduces risk of contract breach and transaction fraud
- The functionality implemented in ERC20 digital securities helps investors manage and trade the digital security on the blockchain with greater speed and efficiency



# ***THE LDC RAFFLE PLATFORM***

- Play in app or on mobile web
- Platform available on Apple and Android devices as well as mobile web
- Multi-currency support
- Proven platform with central application servers, fully compliant with information security and raffle regulations
- Platform ensures fair play, transparency and results audited by qualified third party auditors
- Lottery.com has >50 staff members globally, dedicated to ensuring platform execution





# ***ANTICIPATED TIMELINE – LDC RAFFLE PLATFORM***

**2018**

- Digital Securities Offering, June 2018
- Launch first Global Impact Raffle with global charitable organization, Q4 2018
- Issue first revenue distribution to securities holders and partners

**2019**

- Expand charitable partnerships
- Increase user acquisition
- Engage additional marketing partners
- Broaden reach with new license acquisitions
- Conduct first raffle drawing and distribute funds to raffle winners and charitable organization
- Publish first third party audit of all [lottery.com](https://www.lottery.com) raffle results
- Launch additional raffles and continue to optimize distribution



# ***RAFFLE MARKETING ALLIANCES***



**GateHouse Media®**

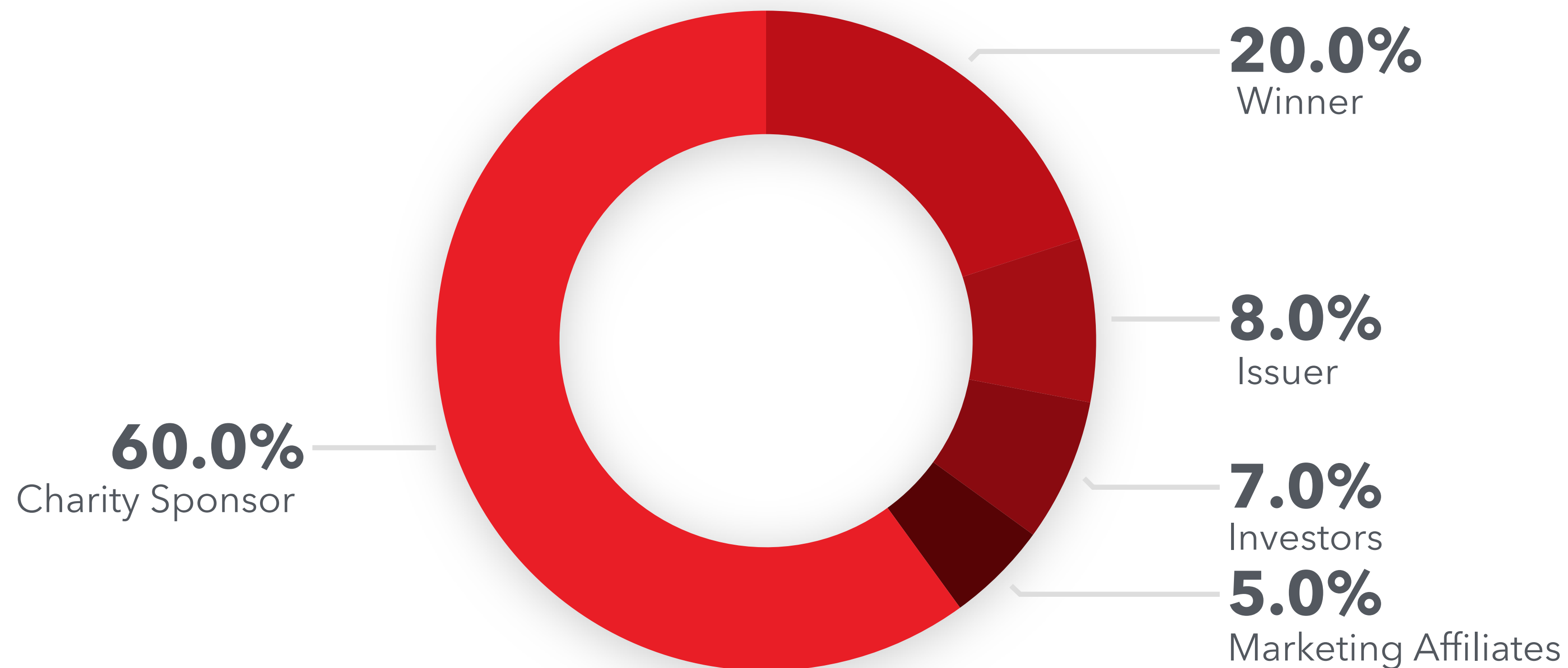
- Lottery.com has developed important alliances with Causecast, 5th Element Group, and others to identify impactful philanthropy opportunities to affect global change
- Alliances with digital marketing and terrestrial radio platforms, equaling \$38 Million in Advertising Credits
- Thousands of radio stations, websites, newspapers, online, and offline properties
- Branded Lottery.com results widget featured prominently on thousands of media websites and social accounts

**ONLINE AND OFFLINE ASSETS ON THOUSANDS OF RADIO STATIONS, WEBSITES AND NEWSPAPERS**

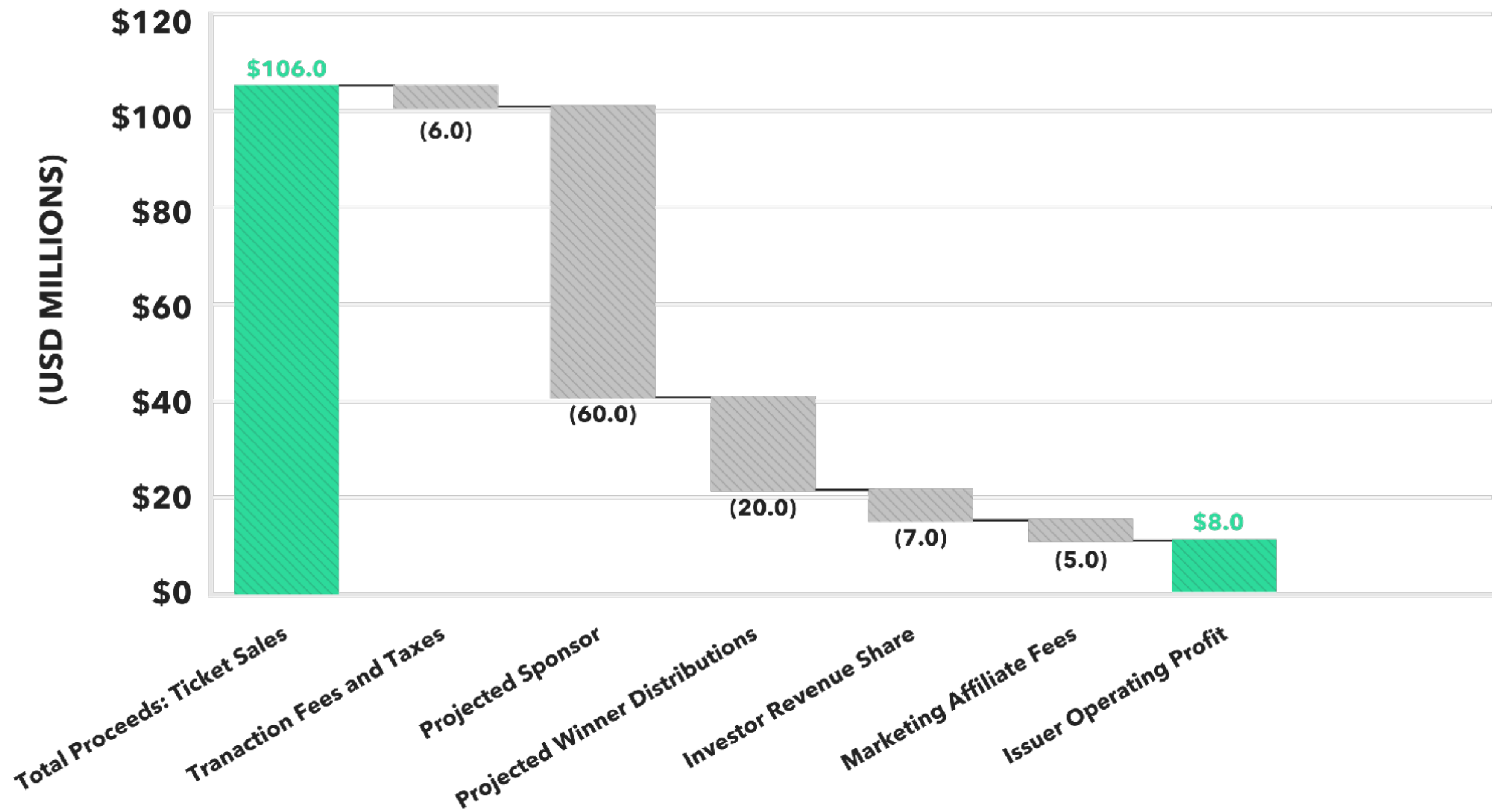
# ***RAFFLE BUSINESS AND EXECUTION***



# ***RAFFLE SAMPLE DISTRIBUTION OF RAFFLE PROCEEDS***



# RAFFLE DISTRIBUTIONS EXAMPLE



L.com

Lottery

SINGLE RAFFLE TICKET BREAKDOWN

Ticket Price (Single Ticket):

\$25.00

Transaction Processing Fee:

\$0.88

Sales Tax:

\$0.38

Bank and Other Fees:

\$0.76

Total Charge to Ticket Purchaser:

\$27.02

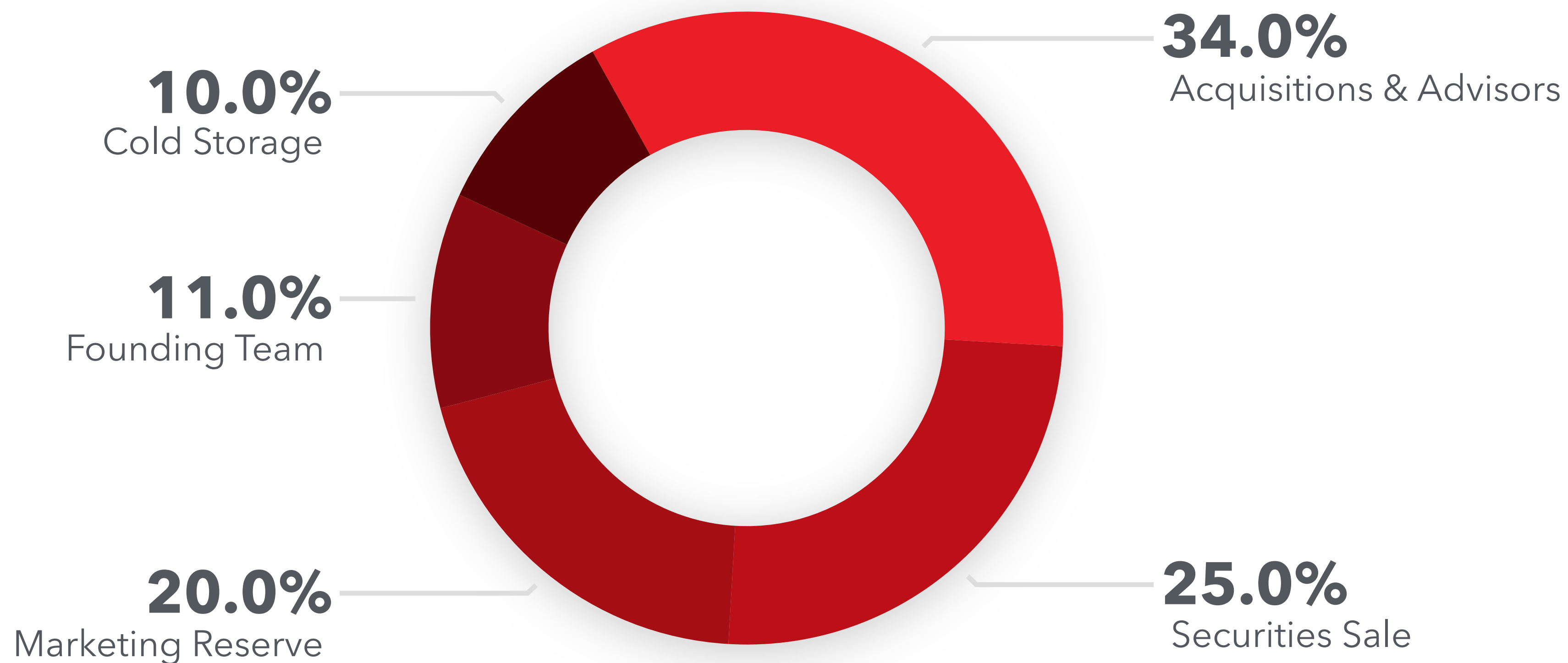
Net Raffle Revenue (Face Value of Ticket):

\$25.00

7% Share to Digital Securities Holders (Per Ticket):

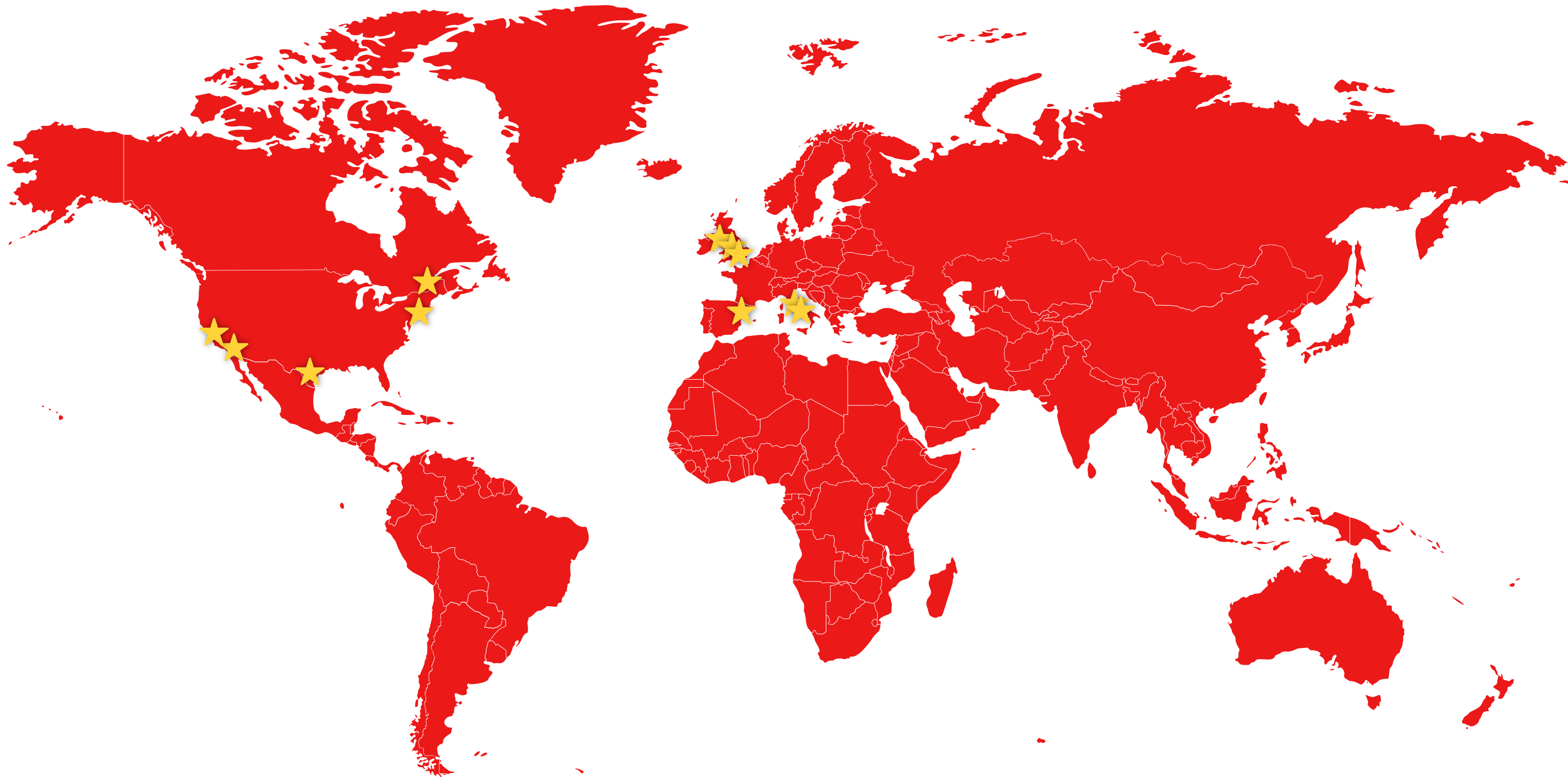
\$1.75

# ***PROJECTED DIGITAL SECURITIES DISTRIBUTION***





# MAP OF TARGETS



## **Current and Projected Marketing Affiliates:**

- Causecast, San Francisco
- 5th Element Group, New York
- Gatehouse Media, San Antonio TX
- Roc Nation, Beverly Hills (in negotiations)

## **Current and Projected Raffle Sponsors:**

- UN World Food Programme, Rome (in diligence)
- Manchester United, Manchester UK (in negotiations)
- Formula 1, London UK (in negotiations)
- AS Roma, Rome (in negotiations)
- Euroleague Basketball, Barcelona (in negotiations)

## **Current and Projected Raffle Licensors:**

- ILS, Isle of Man UK
- Kahnawake Gaming Commission, Quebec, Canada

# ***RAFFLE MISSION AND GOALS***



## **PRIMARY DIRECTIVES:**

- Raise funds through donations to end extreme world hunger
- Generate meaningful returns to investors
- Partner with recognized celebrities and sports franchises to monetize their respective affinity groups in support of a global charity raffle
- Innovate in the online and mobile raffle space by leveraging blockchain tech
- Drive ancillary, then primary revenue streams for each sponsor via the global raffle platform

# ***SUCCESS TO DATE***



- Established operating entity, Q1 2018
- Lottery.com Convertible Note series in support of LDC Crypto raised more than \$40 million
- Secured escrow and custodian services for the pre-sale
- Opened offices in Ireland for LDC Crypto Universal PLC
- Engaged various banks and transaction processors to support raffle operations
- In various stages of engagement and consummation of agreements with global charity groups, sports franchises, and celebrities
- Expanded marketing affiliate relationships and agreements to drive donor adoption and engagement

# ***DIGITAL SECURITIES OFFERING***



# ***WHAT AM I BUYING?***

- Digital Securities Offering (Reg D 506 C in U.S.; Reg S outside U.S.)
- Securities to be issued on ERC20 Standard
- Revenue participation rights yield 7% of Net Raffle Revenue securities holders
- Digital Securities to be delivered to each investor's ERC20 standard wallet
- Securities offered by Entoro Securities, a FINRA licensed broker/dealer
- Subscription platform hosted by Securitize
- Only accredited/qualified investors are invited to subscribe
- Upon registering, offering documents will be presented to each investor



# HOW DO I INVEST?

## REGISTRATION AND REVIEW

Prospective Investor Registration  
at [https://entoro.offerboard.com/  
register](https://entoro.offerboard.com/register)



Access Offering  
Documents



Review Offering  
Documents

## SUBSCRIPTION AND SCREENING ON SECURITIZE

Complete Accreditation or  
Qualification Questionnaire  
(depending on domicile)



Sign Subscription  
Agreement



Provide Identification  
Documents for Review



Notification of KYC, AML  
and Accreditation Approval

## INVESTMENT AND DISTRIBUTION OF SECURITIES

Funds Transfer  
to Escrow Agent



Issuer Completes  
Final Investment  
Reconciliation



Investor Requests or  
Shares ERC20  
Standard 'Wallet'



Issuer Mints the  
Digital Securities

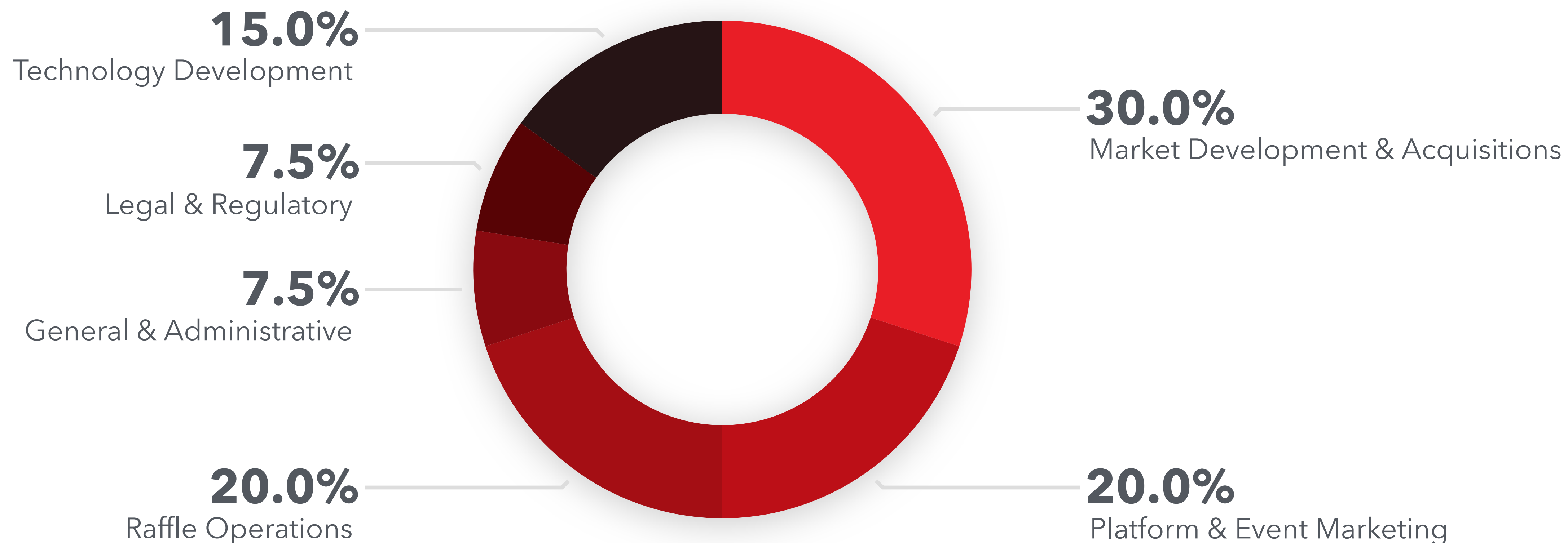


Issuer Distributes the  
Digital Securities to  
Investor Wallets

INITIATE YOUR INTEREST AT <https://entoro.offerboard.com/register> OR VISIT [WWW.ENTORO.COM](http://WWW.ENTORO.COM)

***FINANCIAL***

# ***PROJECTED USE OF RAISE***





# ***DIGITAL SECURITIES DISTRIBUTION***





# INCOME STATEMENT PRO FORMA

		FY1	FY1	FY3	FY4	FY5	FY6
Revenue (in mil)	100.0%	103.6	564.9	1694.2	3695.34	6,045.14	8,240.93
Transaction Fees and Taxes	6%	6.22	33.89	101.65	221.72	362.71	494.46
Projected Sponsor Distribution	37.5%	(38.85)	(211.84)	(635.32)	(1,385.75)	(2,266.93)	(3,090.35)
Projected Winner Distribution	37.5%	(38.85)	(211.84)	(635.32)	(1,385.75)	(2,266.93)	(3,090.35)
Investor Revenue Share Distribution	7%	(7.25)	(39.54)	(118.59)	(258.67)	(423.16)	(576.87)
Marketing Affiliate Fees	5%	(5.18)	(28.24)	(84.71)	(184.77)	(302.26)	(412.05)
Projected Operating Expense	5%	(5.18)	(28.24)	(84.71)	(184.77)	(302.26)	(412.05)
Net Fees, Expenses and Distributions		(89.09)	(485.81)	(1,457.01)	(3,177.99)	(5,198.82)	(7,087.2)
Operating Income (in mil)		14.5	79.09	237.19	517.35	846.32	1,153.73
Projected Operating Margin		14%	14%	14%	14%	14%	14%

# ***SUPPLEMENTAL***



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AN EXPERIENCED ASSEMBLY OF ADVISORS TO HELP DRIVE LOTTERY.COM SUCCESS





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