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## LAUNCHES WORLD'S FIRST LOTTERY APP FOR THE APPLE WATCH



Leading interactive lottery business, Jumbo Interactive (ASX:JIN) today launched the world's first lottery app for the new Apple watch at the SmartTech Lottery Conference in New York City.

The new app sends immediate alerts for prizes, winning numbers and upcoming draws as well as managing ticket purchases.

“There are things you want to be told about immediately - winning the lottery is one of them”, said Mr Mike Veverka, Founder and CEO of Jumbo Interactive Limited.



“The Apple watch paves the way to a new era in wearable technology and Jumbo is excited about using the watch to take customer service to a higher level with our world-first innovation”, he said.

The IT industry is forecasting wearable technology - such as the Apple watch - will significantly improve the way people manage their daily tasks.

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“Lotteries are already part of many people’s daily lives and the new app is designed to keep lotteries relevant with people that adopt wearable technology,” Mr Veverka said.

“Our experience over the past decade has shown that technology improves the experience of playing the lottery and opens up new demographics that would not otherwise play the lottery”, he said.

The app will be available on the Apple app store, expected to be when the watch begins shipping on April 24, 2015. Further demonstrations of the new app are available at [www.jumbointeractive.com](http://www.jumbointeractive.com)

### **About Jumbo Interactive**

Jumbo Interactive Limited is listed in Australia (ASX: JIN) as well as the German Frankfurt, Berlin and Stuttgart exchanges (Symbol: WKN A1C82X).

In 2000, Jumbo sold its first lottery ticket on the internet and witnessed a dramatic rise in popularity due to the convenience of buying tickets online. At first customers were attracted to the security of never losing a ticket and the convenience of automatic number checking, prize payments and auto-play. In 2012, Jumbo released a lottery app for the iPhone and a new transition began driven by the convenience of mobile lotteries. The new app for the Apple watch takes the customer experience a step further with prize alerts, winning numbers and ticket management now available on the wrist.

The Company operates the popular website [www.ozlotteries.com](http://www.ozlotteries.com) in Australia and [www.jumbolotto.de](http://www.jumbolotto.de) in Germany. In the USA, Jumbo is in a partnership to develop [www.lotteryrewards.com](http://www.lotteryrewards.com) and is working towards being able to sell US lotteries on the Internet.

Jumbo has proven its ability to open up new lottery markets with its innovative technology and internet marketing initiatives that have brought lotteries to new demographics via the internet. Jumbo has succeeded in targeting a younger and more mobile demographic with mobile now accounting for 39% of all online sales.

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