



Jumbo Interactive Ltd

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## **POWERED BY JUMBO – 2<sup>nd</sup> SaaS LICENCE AGREEMENT – ENDEAVOUR FOUNDATION**



Jumbo Interactive is pleased to announce that it has entered in to a new SaaS (Software as a Service) 5 year licence agreement with leading Australian charity lottery operator the Endeavour Foundation for the use of its Jumbo Lottery Platform. The agreement can be extended to 10 years subject to performance criteria being met.

Jumbo was the successful bidder after a five month competitive tender process. Under the agreement, which is in addition to the existing product reseller agreement, Endeavour Foundation will utilise a personalised version of Jumbo's lottery platform to manage its own lottery sales. Initially, Endeavour Foundation will migrate its digital sales channels to the Jumbo Lottery Platform, and then afterwards, extend to other portions of its lottery business as the capability is made available by Jumbo.

"The Powered By Jumbo business is gaining momentum with a second leading lottery operator choosing Jumbo", said Mr Mike Veverka, Founder and CEO of Jumbo.

"We are excited to be working with the Endeavour Foundation to deliver some of the benefits that we have been able to achieve with our own ozlotteries.com business", he said.

This agreement marks the start of a 12 month integration process that will see various stages of the Endeavour lottery go live. The agreement is an important milestone in the further development of Jumbo's "Powered By Jumbo" initiative and leverages the significant investment made by the company in enhancing its technical capabilities. Jumbo appreciates the confidence that Endeavour Foundation has shown and is confident the efficiencies unlocked will allow for an increased community contribution to Endeavour's support of people with an intellectual disability to live their best life.



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## About Jumbo Interactive

Jumbo Interactive Limited has been listed in Australia (ASX: JIN) since 1999.

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. This was followed by further innovations such as features for the Apple watch, Google Voice and most recently, Lotto Party which is designed to promote social group play of the lottery, appealing to both younger and older demographics.

The Company operates the popular website [www.ozlotteries.com](http://www.ozlotteries.com) in Australia under agreements with Tabcorp (ASX: TAH).

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 75% of all customer interactions.

Jumbo is gaining traction in the Lottery SaaS market with the signing of two customers to date to use its "Powered by Jumbo" lottery software.

### For further information:

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