



More players. More opportunity.

Our innovative lottery technology creates an immediate playing experience by engaging the consumer – right at the point of sale. Lotteries reach more players, and retailers realize more revenue.

Linq3 provides a fast, convenient and secure way to play and win on-the-go.

Linq3 brings 21st century technology to the lottery by offering today's consumers what they expect – to get what they want, when they want it and wherever they are.

Wherever consumers are

Now the lottery is at their fingertips, enabling consumers to easily play at the gas pump, the ATM or in the checkout lane. Our patented lottery solution is simple to implement, compliant, secure, and reliable – and integrates with all major lottery equipment providers.

How Linq3 works



Know how to use a gas pump or an ATM? Then you already know how to use the Linq3 lottery platform. The entire transaction takes about 20 seconds – swipe your card, push a few buttons and receive your numbers via printed receipt or texted to your mobile device.



Our technology is secure, reliable and easy to use and implement. We use state-of-the-art, multi-tiered security protocols to ensure transaction data is secure and compliant with industry standards.



Since your numbers are tied to your payment card, you don't have to worry about losing your receipt – we'll let you know by text if you win. And all prizes under \$600 will be deposited right back to the card used to make your lottery ticket purchase.



Benefits for lotteries

With lottery revenue growth a perpetual challenge, Linq3 has found a new way to bring the lottery to more consumers in a more convenient way. By doing this, Linq3 helps state lotteries increase their reach, engaging new players and enabling existing players to play more easily.



Benefits for retailers

With approximately 73% of fueling customers never coming inside the convenience store,* Linq3's Play at the Pump technology taps in to a brand new market for lottery sales, helping retailers realize sales lift and incremental revenue, with no associated capital expenditure.



Benefits for partners

Linq3 brings state lotteries, retailers and consumers together with a draw game experience that enables POS partners to differentiate their solution with retail clients and prospects, and create a new recurring revenue stream.



Benefits for consumers

Today's consumers look very different from just a few years ago. They're busier, more tech savvy, but still concerned about the security of their personal data. Linq3 delivers a way to play the lottery that's fun, easy, secure and convenient!



Missouri Lottery: lottery sales spike as high as 10%

With more than 30 years in the lottery industry, the Missouri Lottery has long held fast to its mission of empowering its retailers for greater success and providing new and exciting ways for players to play lottery.

With Linq3's Play at the Pump and ATM technologies, the Missouri Lottery has strengthened that commitment and grown its relationship with its retailers.

According to May Scheve Reardon, executive director of the Missouri Lottery, Play at the Pump retailers have seen overall sales increases between 5% and 10%.

This results from the added convenience of fuel pump and ATM play, as well as the additional outdoor lottery signage.

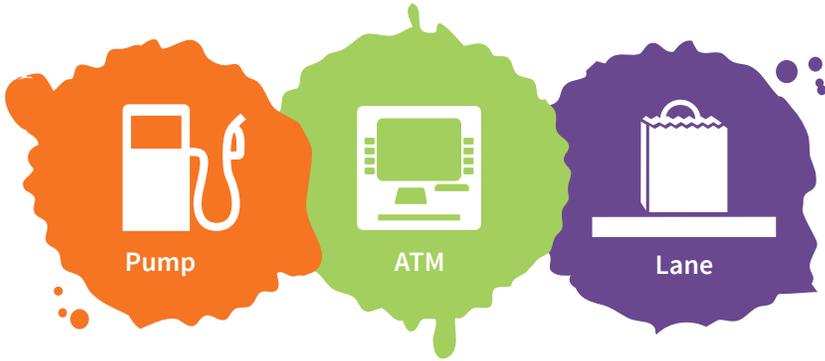
In-store transaction times have seen improvement as well. According to Reardon, retailers aim for a 7 second transaction process, while the average in-store lottery transaction takes 22 seconds. Now that customers can play at the fuel pump or ATM, retailers can keep counter lines moving and maintain efficient transaction speeds.

*NACS Study 2012

Linq3 puts the lottery in front of consumers

Today's busy consumers often feel they don't have time to buy lottery tickets. But they still want to have fun, and they still dream of winning the lottery.

That's why Linq3 provides a fast, convenient and secure way to play and win on-the-go. Wherever they are, whenever they have a moment to play.



Partners

To bring an innovative lottery solution to life, you need the right partners in your corner. Linq3 has established relationships with the most respected names in lottery and POS technology. Working together with these partners, we ensure every integration is seamless, every process is smooth, and every transaction is secure. Our clients can rest easy when it comes to lottery security, compliance and reliability.



Murphy USA: the proof is in the performance

Always looking for ways to attract new customers and grow revenue, Murphy USA, with 1,300+ locations across 24 states, has historically relied on promotions to boost bottom lines.

Now with Linq3, Murphy USA has found a better way when it comes to lottery sales.

“At Murphy USA, we serve about 1.65 million customers per day at our fueling islands. When you consider that 65-72% of these customers never come inside the store, that’s 1 million customers who never come into our locations,” said Steven Desautels, senior category manager for Murphy USA.

Since implementing Linq3’s Play at the Pump solution, participating sites have seen a 4.5% lift in overall lottery sales.

“Normally, you’d have to run a variety of promotions and initiatives to grow your sales by 5%,” said Desautels. “We grew lottery sales by 4.5% simply by adding a new technology.”



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