

LOUISIANA LOTTERY

Annual Report
Fiscal Year
2025





Rose Hudson

Rose Hudson
President & CEO

Letter from the President

This past year was one of resilience and steady performance for the Louisiana Lottery, reflecting our continued commitment to responsible growth and support for our mission. We generated **\$585.2 million in total revenue** and returned **\$181.5 million to the state treasury for the benefit of the Minimum Foundation Program (MFP) through the state treasury**—representing 31% of our annual revenue.

Our results reflect the balance of our product portfolio. **Instant-win games and numbers games provided a stable foundation**, offsetting lower jackpot sales this year. This diversity ensures that even in years when jackpot rolls are modest, the Lottery continues to deliver for Louisiana.

Equally important, we maintained one of the **lowest administrative cost ratios in the nation** at just **3.7% of revenue**, reflecting our ongoing commitment to efficiency and accountability.

As we prepare for the future—whether it’s planning for iLottery, modernizing systems, or strengthening our team through training and succession planning—we remain focused on our mission: to maximize revenue responsibly for Louisiana.

I am grateful to our employees, our retail partners, and our players who make this mission possible. Together, we are building on a strong foundation and creating impact across our state.



AT A GLANCE

FY25 Results



Total Revenue

585.2 Million



Transfers to the State for the benefit of the Minimum Foundation Program (MFP)

181.5 Million (31% of revenue)



Prizes

340.4 Million (58.2%)



Retailer Commissions

32.9 Million (5.6%)



Vendor Costs

8.8 Million (1.5%)



Administrative Costs

21.5 Million (3.7%)

Administrative costs accounted for only 3.7% of revenue, ensuring that the vast majority of every dollar goes back to prizes, education, and local businesses.

Impact To Education

In FY25, the Lottery dedicated **\$181.5 million to the state treasury for benefit of Louisiana's Minimum Foundation Program (MFP)**, supporting K-12 public education across the state. Over the Lottery's history, billions have been invested in Louisiana's future through this critical funding source.



4.9 Billion in total

Community & Partnerships

"We have been a Lottery retailer since its inception, and it has driven foot traffic to my store since day one!"
- Owner of Chip #2 in Gonzales, Chip Diez



The Lottery is more than games—it's a partner to Louisiana communities. In FY25, we:

- Continued sponsorships of cultural events and festivals that celebrate Louisiana.
- Strengthened retailer relationships with training and tools to help stores succeed.
- Continued our partnerships with iconic Louisiana brands and institutions — from the New Orleans Saints to universities and colleges statewide. Beyond these large collaborations, we proudly supported local organizations that strengthen communities and give back to the people of Louisiana.

Just a few of the local organizations and community events we supported throughout the state in 2025.

- Avoyelles Arts & Music Festival in Marksville
- Festivals Acadiens et Creoles in Lafayette
- Baton Rouge Blues Festival and Foundation in Baton Rouge
- Rayne Frog Festival in Rayne
- Washington Parish Fair in Franklinton
- Ark-La-Miss Fair in West Monroe



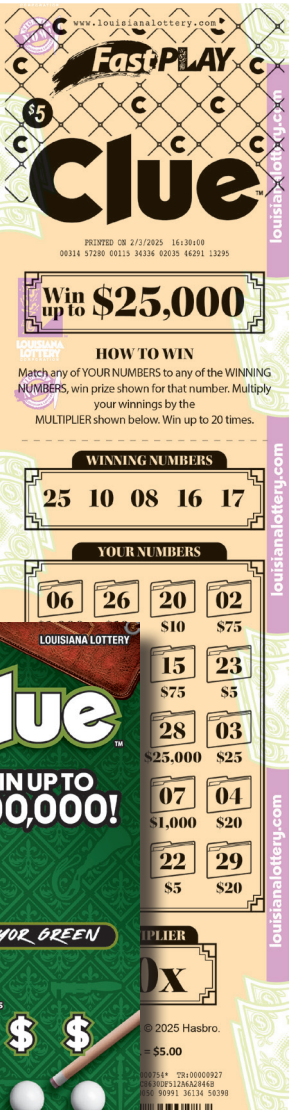
Product Development & Game Performance

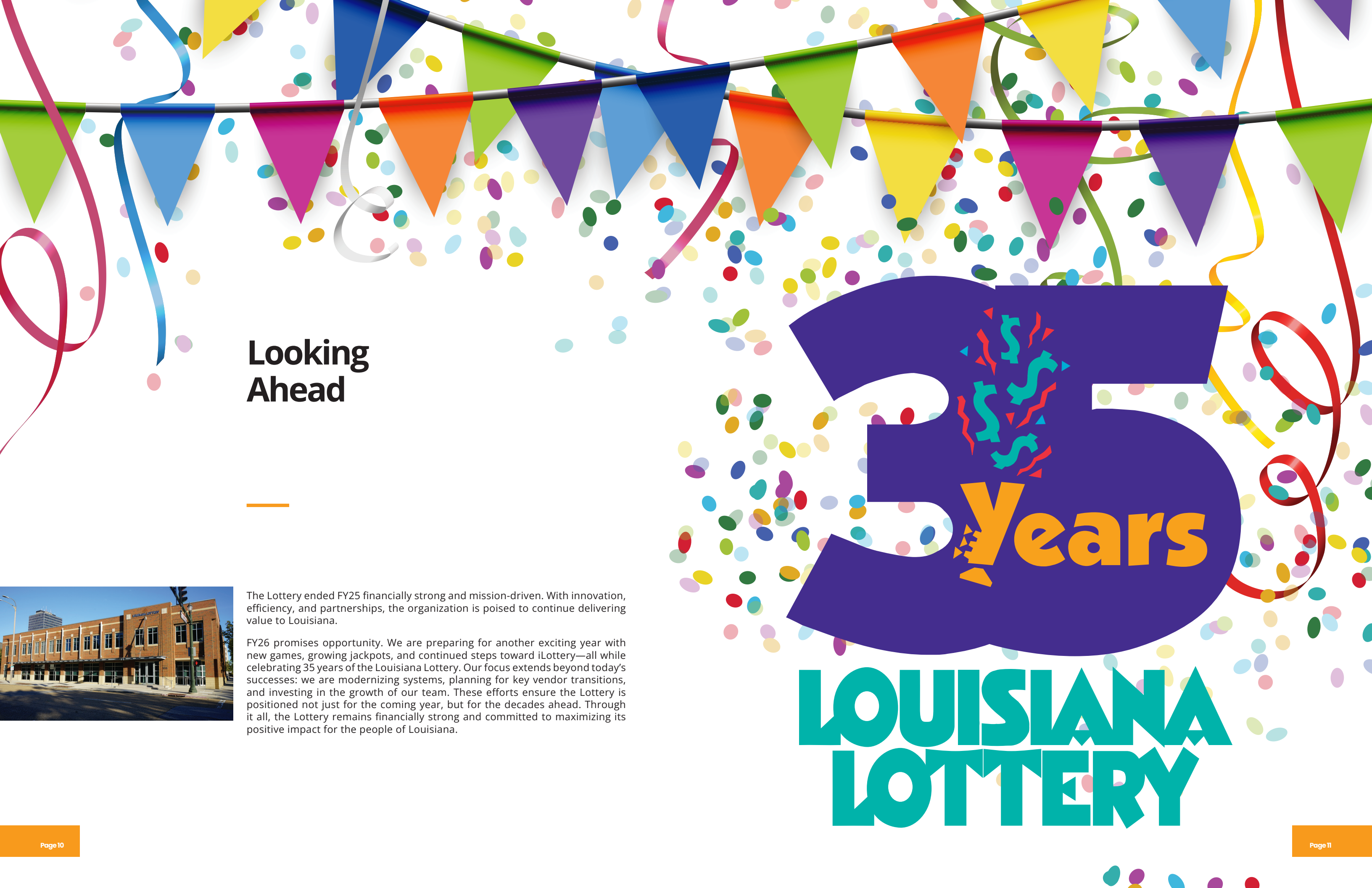
In FY25, the Lottery launched **63 new scratch-off** games while maintaining an average of 24 active games.

Standout performers:

- Fire It Up
- Louisiana Seasons
- Hasbro family (Monopoly, SCRABBLE®, Clue)

“Our balanced product portfolio ensures the Lottery continues delivering for Louisiana year after year.” – Rose Hudson, Louisiana Lottery President & CEO





Looking Ahead



The Lottery ended FY25 financially strong and mission-driven. With innovation, efficiency, and partnerships, the organization is poised to continue delivering value to Louisiana.

FY26 promises opportunity. We are preparing for another exciting year with new games, growing jackpots, and continued steps toward iLottery—all while celebrating 35 years of the Louisiana Lottery. Our focus extends beyond today's successes: we are modernizing systems, planning for key vendor transitions, and investing in the growth of our team. These efforts ensure the Lottery is positioned not just for the coming year, but for the decades ahead. Through it all, the Lottery remains financially strong and committed to maximizing its positive impact for the people of Louisiana.

35 Years
LOUISIANA
LOTTERY



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