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Lottery.com Inc. Announces Launch of International Lottery Operations

February 4, 2025

Targeting Revenue Generation by End of March

FORT WORTH, Texas, Feb. 04, 2025 (GLOBE NEWSWIRE) -- Lottery.com Inc. (Nasdaq: LTRY, LTRYW) (“Lottery.com” or the “Company”), a leading technology company in digital lottery and sports entertainment, announces the launch of its international lottery operations to meet the evolving demands of customers worldwide. The launch is expected to deliver new revenue generation by the end of March.

As part of the launch, Lottery.com has invested in customizing a technology platform to deliver an intuitive, secure and engaging experience tailored to meet the diverse needs of international audiences. The relaunch of the brand reflects the Company’s commitment to staying at the forefront of the digital lottery industry catering to individual international markets while setting new benchmarks for customer satisfaction and operational efficiency. The Company is targeting countries in Europe and Africa, along with other global emerging markets for its relaunch.

Lottery.com has also secured agreements with marketing and affiliate partners specializing in the gaming space to enable the Company to rapidly scale customer acquisition. These partnerships form a cornerstone of the Company’s strategy to amplify its reach and capture market share in the key territories referred to above.

With operations soon to commence in multiple international markets, Lottery.com will aim to attract a global customer base by partnering with local players to generate revenue opportunities. This expansion enables the Company to tap into new demographics, offering a seamless and accessible lottery experience tailored to local preferences and regulatory requirements.

Matthew McGahan, Chairman of Lottery.com, commented:

“We are entering an exciting new chapter for Lottery.com. By investing in augmenting our technology, refreshing our brand for international markets and forming strong partnerships, we are laying the foundation for sustained success in international markets. We are confident in our ability to generate revenue from international lottery operations by the end of March and our mission is clear: to deliver long-term value for our shareholders and redefine the lottery experience for customers worldwide. The team is delighted that after two years of this exhaustive turnaround, Lottery.com is just weeks away from generating revenues from lottery operations. Our focus and next milestones will be the domestic relaunch of the Lottery.com brand and the introduction of Sports.com to new markets, including the US.”

Important Notice Regarding Forward-Looking Statements

This press release contains statements that constitute “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933, as amended (the “Securities Act”), and Section 21E of the Securities Exchange Act of 1934, as amended (the “Exchange Act”). All statements, other than statements of present or historical fact included in this press release, regarding the Company’s future financial performance, as well as the Company’s strategy, future operations, revenue guidance, projected costs, prospects, plans and objectives of management are forward-looking statements. When used in this press release, the words “could,” “should,” “will,” “may,” “believe,” “anticipate,” “intend,” “estimate,” “expect,” “project,” the negative of such terms and other similar expressions are intended to identify forward-looking statements, although not all forward-looking statements contain such identifying words. These forward-looking statements are based on management’s current expectations and assumptions about future events and are based on currently available information as to the outcome and timing of future events. Except as otherwise required by applicable law, Lottery.com disclaims any duty to update any forward-looking statements, all of which are expressly qualified by the statements in this section, to reflect events or circumstances after the date of this press release. Lottery.com cautions you that these forward-looking statements are subject to numerous risks and uncertainties, most of which are difficult to predict and many of which are beyond the control of Lottery.com. In addition, Lottery.com cautions you that the forward-looking statements contained in this press release are subject to the following factors: (i) the outcome of any legal proceedings that may be instituted against Lottery.com; (ii) Lottery.com’s ability to maintain effective internal controls over financial reporting, including the remediation of identified material weaknesses in internal control over financial reporting relating to segregation of duties with respect to, and access controls to, its financial record keeping system, and Lottery.com’s accounting staffing levels; (iii) the effects of competition on Lottery.com’s future business; (iv) risks related to Lottery.com’s dependence on its intellectual property and the risk that Lottery.com’s technology could have undetected defects or errors; (v) changes in applicable laws or regulations; (vi) risks related to the COVID-19 pandemic and its effect directly on Lottery.com and the economy generally; (vii) risks relating to privacy and data protection laws, privacy or data breaches, or the loss of data; (viii) the possibility that Lottery.com may be adversely affected by other economic, business, and/or competitive factors; (ix) the ability of Lottery.com to achieve its strategic and growth objectives as stated or at all; and (x) those factors discussed in the proxy statement/prospectus filed by Lottery.com with the SEC under the heading “Risk Factors” and the other documents filed, or to be filed, by Lottery.com with the SEC. Should one or more of the risks or uncertainties described in this press release materialize or should underlying assumptions prove incorrect, actual results and plans could differ materially from those expressed in any forward-looking statements. Additional information concerning these and other factors that may impact the operations and projections discussed herein can be found in the reports that Lottery.com has filed and will file from time to time with the SEC. These SEC filings are available publicly on the SEC’s website at www.sec.gov.

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