



One in a Million

Disrupting / Modernizing Lottery Gaming
2026

HIGHLY CONFIDENTIAL INVESTMENT OPPORTUNITY

 One in a Million

Table of contents

1	Business overview Page 3
2	Market Page 9
3	Operations Page 13
4	Financial overview & business model Page 17
5	Summary Page 27



Business overview

Executive Summary

One in a Million ("OIAM") is transforming the lottery industry by leveraging advanced technology to create a transparent, secure, and highly engaging gaming platform. As seasoned entrepreneurs, we recognize the enormous opportunity within the lottery market, which is ripe for innovation, efficiency and trust in gaming and are committed to revolutionizing how lotteries operate. The platform addresses the current inefficiencies and trust issues in the traditional lottery system by engaging younger demographics with a modernized experience.

The global lottery market is primed for innovation, with significant growth opportunities, especially in large population regions. By leveraging blockchain technology, the OIAM solution ensures transparent and fair gameplay, providing a secure environment that both players and regulators can trust. This approach not only modernizes the lottery experience but also unlocks substantial revenue growth.



Current Challenges

Current Lotteries are outdated and broken. Problems with current lottery systems include:

- First lottery started: Netherlands (14th century)
- Players need to physically buy tickets
- Tickets get lost and ultimately unclaimed
- Lottery operators have reduced the odds of hitting jackpots over time to ensure they grow larger after several drawings without a grand prize winner (PowerBall odds: ~1 in 292 million)
- Tickets must be verified to not be forgeries
- Responsibility is on the player to claim the prize. Not notified by lottery (OIAM can text/notify winners instantly)
- Players are unknown, can't market to them
- No idea how many tickets are sold or a player's odds to win
- Stigma (Lotteries are a tax on the poor)

OIAM shifts the model from a Statistical improbability to a mathematical certainty, guaranteeing a winner every time.



Our Revolutionary Platform

One in a Million offers a groundbreaking mobile gaming platform designed to revolutionize the lottery industry. By leveraging advanced blockchain technology, we ensure transparency, trust, security, and a highly engaging experience for players. Our platform addresses the key issues faced by traditional lottery systems:

- **Transparency & trust:** Blockchain technology provides an immutable and transparent ledger, ensuring that all transactions and game outcomes are visible and verifiable for both players and regulators
- **Security:** The encrypted decentralized platform safeguards against fraud and manipulation, providing a secure environment
- **Engagement:** Tailored to attract a younger demographic, our modern and user-friendly interface and social media cues makes lottery gaming more accessible and exciting

Leadership & Operations



Alex Barrotti

Chief Executive Officer & Founder

Successful innovator having raised over \$350M in venture funding to date. Founded **INEX** in 1997 which sold for \$45M in 1999. Founder of **TouchBistro** in 2010 (Led growth from 0-600 employees. Last Market Cap 650M+).

Deloitte Technology Fast 50 Canada Leadership Award. 2017 Entrepreneur of the Year Gold Winner. 2017 NY State Tech Design Gold Award. Entrepreneur/ Founder of the Year 2015. US Patent holder of graphical interface and input method for allocating an invoice amongst a plurality of accounts.

https://www.linkedin.com/in/alex-barrotti-46b1b34/?original_referer=https%3A%2F%2Fwww%2Egoogle%2Ecom%2F&original_subdomain=ca



EM Group

Compliance, Corporate & License Services

EM Group offers One in a Million a full range of compliance and corporate services. As the exclusive agent in Curaçao, they are focused on regulatory compliance, policies and procedures, and license acquisition and safeguarding.

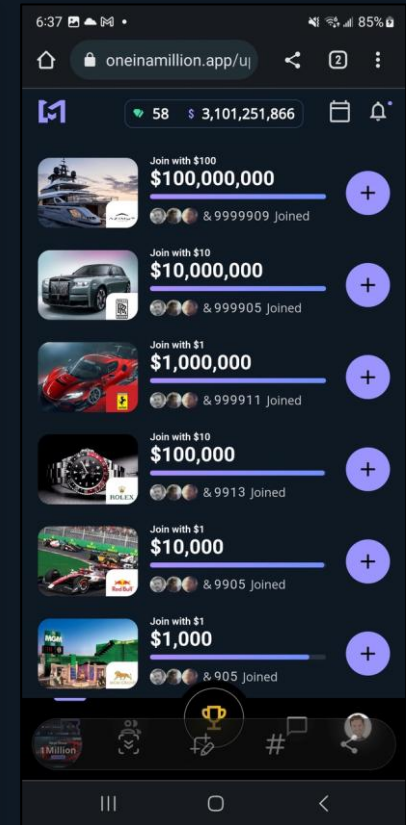
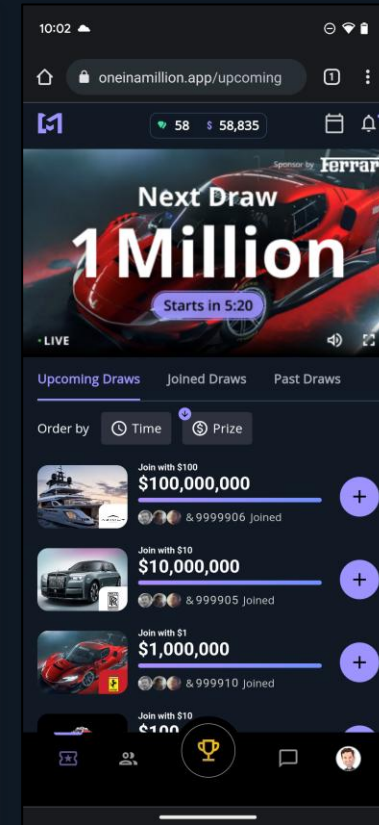
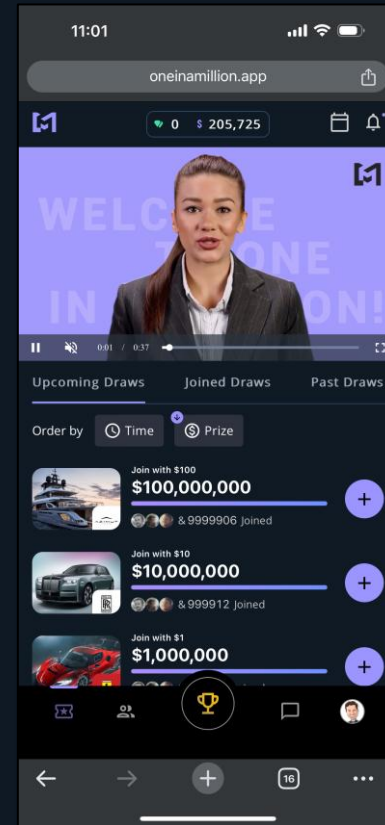
EM Group have been a key player in the online gambling market since 2005. They were one of the first corporate services providers in Curaçao, and in 2014 they expanded to Malta. In 2018, they consolidated their standing in the market by acquiring a competitor in the Curaçao market. They expanded their industry presence by incorporating eMoore Cyprus in 2019 and EM Group Netherlands in June 2021.

<https://the-emgroup.com/>

Products and services

One in a Million will offer a range of blockchain-powered lottery games, starting with draw-based games, and advertiser themed promotions. All games will be transparently executed on the blockchain, with verifiable ticket sales, prize distribution, and other game rules. Players will have the ability to verify game results and prize payouts on the blockchain, ensuring trust and fairness.

- Each “player” is part of the blockchain, with an account linked to their digital wallet
- Each player is digitally signed, and ID protected from other players using their private key. Total Privacy and AML / KYC / Tax compliance is in full effect
- A secure, transparent, and verifiable 3rd party random number generator is used to pick a winner
- Full transparency for governing bodies so that regulators can easily oversee games, validate tickets, see User IDs, and winnings
- Total fairness and equal odds: \$1 is 1 player. No multi-plays from same person in same draw.
- Instant Win: When players in each game reach the limit, the draw happens automatically. No need to wait for a specific day





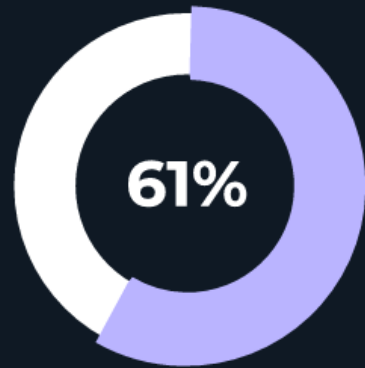
Size of Market

Market Analysis

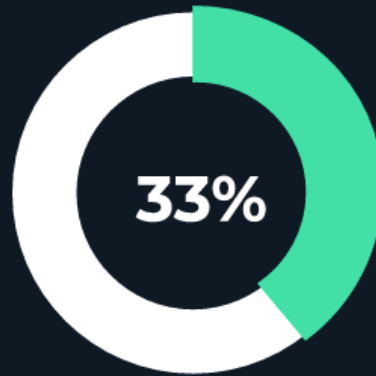
The global lottery market represents a multi-billion dollar industry, characterized by strong demand for entertainment, excitement and the prospect of winning life-changing prizes. Blockchain technology offers a unique value proposition by addressing inherent challenges in traditional lotteries, such as a true shared experience, giving the player the ability to instantly play games anywhere versus having to visit a brick-and-mortar establishment.



Lottery Ticket Buyers



Aged 50-64



Millennials and Gen Zs

Target market

Our target market encompasses individuals aged 18 and above who are interested in gaming anywhere, anytime, as well as technology enthusiasts and those concerned with transparency and fairness in gaming. This is a generation that lives on its phone and will be more likely to engage with the Lottery via the **One in a Million** mobile game.

Total Addressable Market

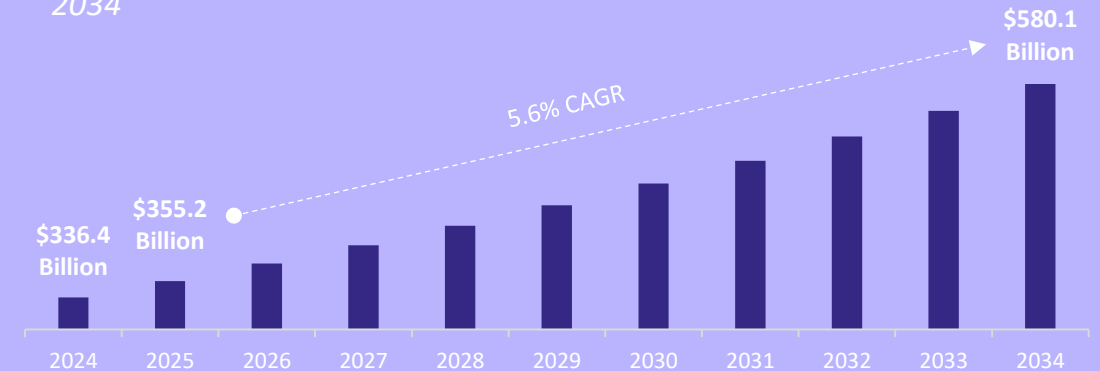
The increasing use of mobile applications for lottery participation has been driving growth in the lottery market, allowing users to engage with games seamlessly.

This characteristic makes online lotteries particularly appealing for tech-savvy players looking for an engaging experience. Thus, the growth of online lottery platforms is projected to drive the market at a CAGR of 5.6% from 2025 to 2034 (\$580 billion valuation)

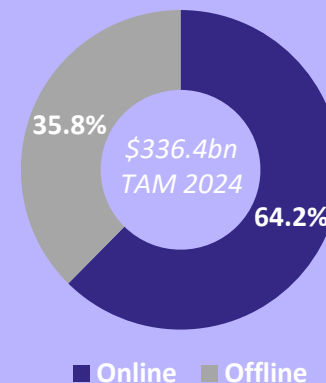
- **Market drivers:** increasing popularity of online lotteries and the surging accessibility to the internet and smart devices
 - Growing adoption of marketing strategies to increase ticket sales
 - Emergence of advanced technologies
- **Market trends:** growing trend of personalisation, improving regulatory compliance, and the shift from retail to omnichannel lottery sales are the key trends guiding the market growth

Global lottery market size

- Adoption of online lottery platforms has significantly transformed the lottery market
- The global lottery market size has surged in recent years, surpassing \$355 billion in 2025 and expected to reach a valuation of \$580 billion by 2034



Market share by distribution channel (2024)



- Online lottery sales accounted for a dominant 64.2% share, showcasing a clear preference among consumers for digital convenience and accessibility
- The trend lines suggest a steady migration towards online methods, spurred by younger demographics and enhanced digital literacy across the consumer base



Operations



Marketing And Sales Strategy

Supported by a multi-million dollar marketing strategy we will emphasize the benefits of blockchain technology in ensuring transparency, fairness, and security in lottery gaming. We will leverage digital marketing channels, content marketing, social media engagement, and strategic partnerships to reach our target audience and build brand awareness. Additionally, we will offer incentives such as token rewards and exclusive promotions to attract and retain players.

One in a Million plans to spend a significant portion of the budget in marketing expenditure to scale the user base and promote various games.

Operational Plan

One in a Million will ensure all players will go through KYC and AML compliance, while protecting player privacy. Working with one of the state's largest and most respected banks, we will collect and withhold the appropriate taxable portion from winnings and immediately remit it to State and Federal tax authorities in real time. Apart from transparent access to regulators on all financial aspects of monies collected, our record keeping will be regularly audited by one of the Big Four accounting firms.



Risk Management

Potential risks include regulatory uncertainty, technological challenges, security vulnerabilities, and market competition. We will mitigate these risks through thorough legal and regulatory compliance, rigorous security protocols, ongoing technology updates, and strategic partnerships with reputable blockchain and gaming industry stakeholders. Continuous innovation will be a core focus to stay ahead of market trends and maintain a competitive edge.





Financial overview & business model

Business model

- **One in a Million** earns revenue through multiple channels
- In Jurisdictions where we CAN get a license, we run the games ourselves
- In Jurisdictions where we CAN NOT get a license, we offer to white label to existing Lotteries

Revenue streams:

- **Transaction Fee** on payout (3% of total winnings)
- **Interest on the Float** - players ante up \$10 on account activation and can spread the \$10 across multiple draws at once allowing for infinite cohorts & infinite draws
- **Advertise** to players and advertise to winners! (trip to Las Vegas, adds for luxury items, etc). Each ticket is a guaranteed impression and opportunity for ad revenue
- **Cross promotion** to other games, sites. (DraftKings, Score, etc)
- **Private Label** this technology and license it to the Lotteries themselves to reduce their costs

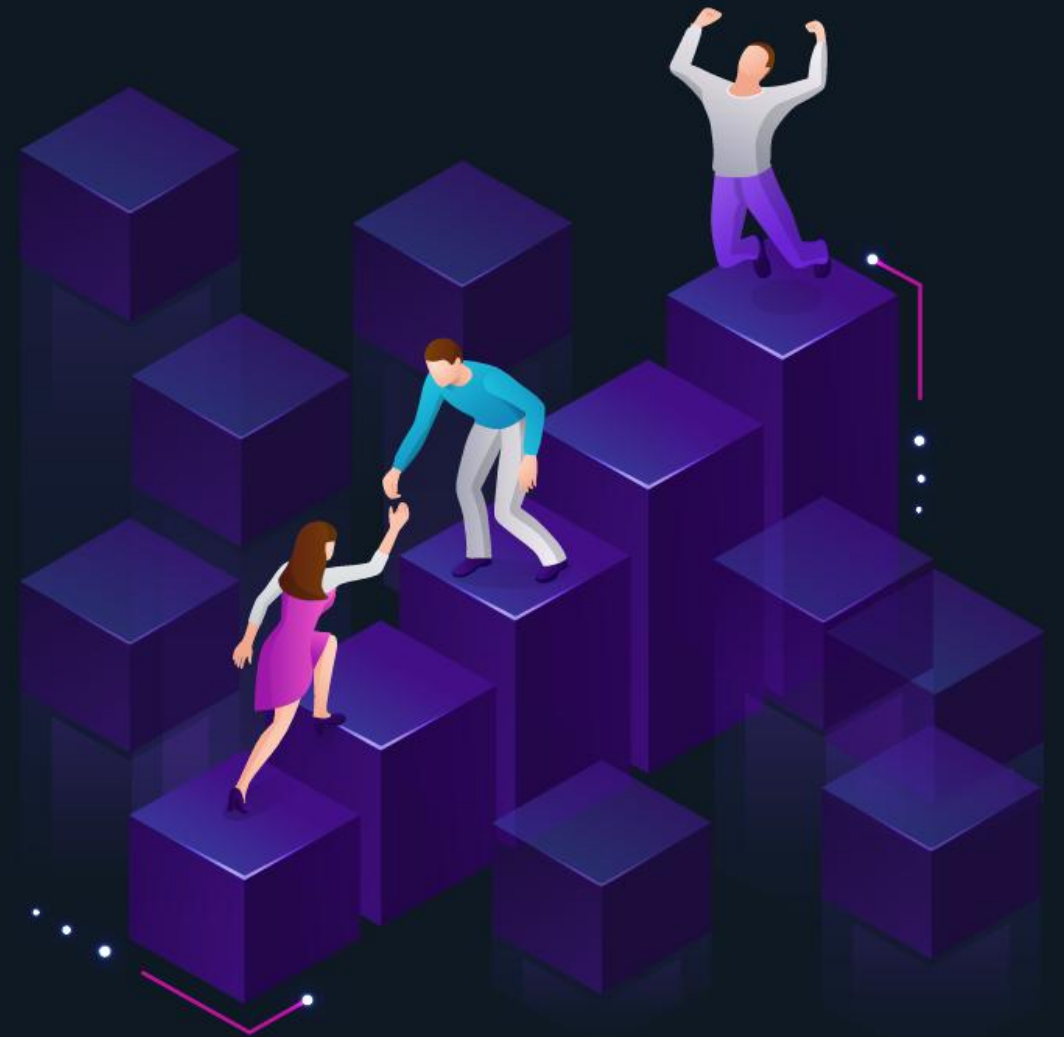


Social Media Cues

- **One in a Million** guarantees wins on every draw making it a destination site where players can tune in to see the winners instantly 24/7!
- Just like Instagram or Facebook other players can give “likes” or reactions on winners profiles and draw results.

Player interactions:

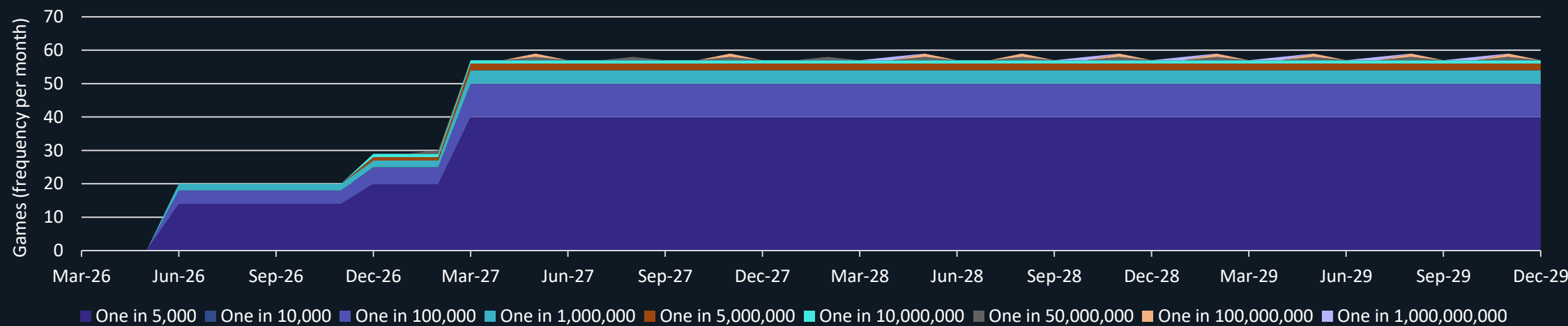
- *Winner Profiles Follow players/winners*
- *Draw results - Likes, high five, etc.*
- *Direct Message to other players (with permission)*
- *Monetize Usage Data* How fast players join, stay on site.
- *Cross link promotion to other sites. (DraftKings, Score, etc)*



Game frequency

Game	Cost per ticket	Frequency	Start date
One in 5,000	\$1	40 per month	Jun-26
One in 10,000	\$1	15 per month	Jun-26
One in 100,000	\$1	10 per month	Jun-26
One in 1,000,000	\$1	4 per month	Jun-26
One in 5,000,000	\$5	2 per month	Dec-26
One in 10,000,000	\$10	1 per month	Dec-26
One in 50,000,000	\$50	Once per quarter	Feb-27
One in 100,000,000	\$100	Once per quarter	May-27
One in 1,000,000,000	\$1000	Once per quarter	Apr-28

- The model assumes slower game frequency in the first 9 months to account for user build up
- After a period of 9 months, most games will be running at their respective frequencies
- More games can be added as necessary in accordance with user demand
- There is no limit to the frequency of games held per month. Each game guarantees a winner, and as soon as a winner is determined a new game begins

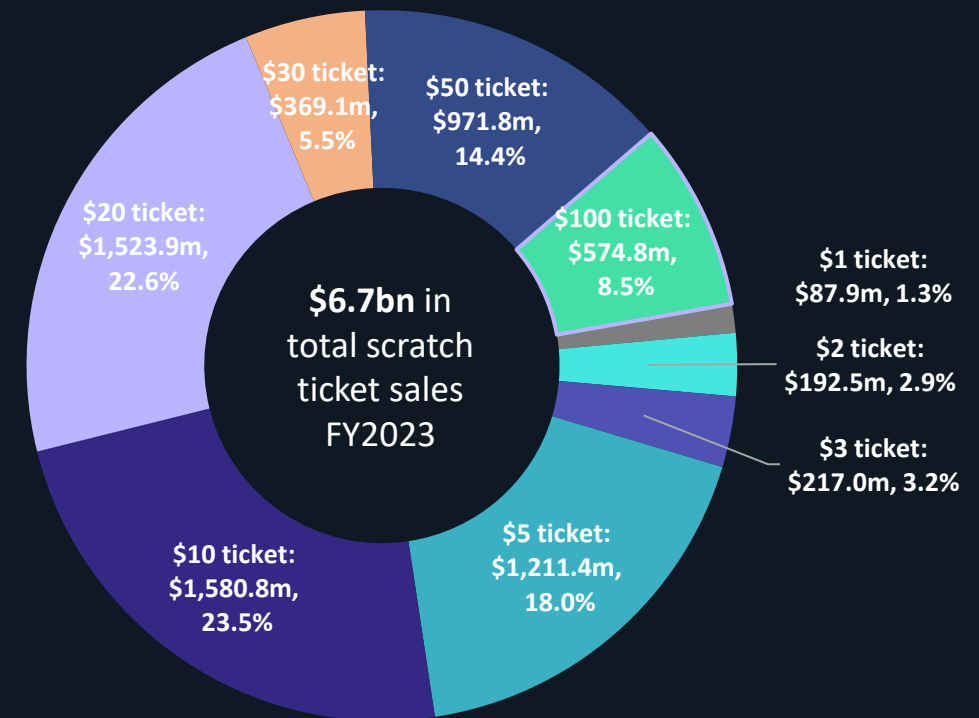


Assumptions & comparables

Pricing & game frequency

- The revenue model assumes conservative game frequency which builds up to full traction after 9 months of operations.
- Game frequency and pricing assumptions have been made based on comparable games, specifically within the Texas State Lottery.
- The Texas Lottery realized a record \$6.7bn in scratch ticket sales during FY23.
 - The \$10 price point was the bestselling price point totalling over \$1.58bn in sales and representing approximately 23.5% of total scratch ticket sales.
 - The most noteworthy item related to scratch ticket sales was the \$100 price point. In April 2023, the Texas Lottery introduced its second \$100 scratch ticket game. The \$100 price point realized a \$363.6m increase in sales year-over-year (with \$574.8m in total sales from \$100 scratch ticket games in FY23).
- The 5.7m \$100 scratch tickets sold in Texas would translate to approximately 6 One in \$100,000,000 games per year. The current revenue model has made a conservative assumption and included 4 One in \$100,000,000 games per year by 2029.
- At a price point of \$100 per ticket, the One in \$100,000,000 game maintains 1/1,000,000 odds and guarantees a winner every time.

Texas Lottery FY 2023 Scratch Ticket Sales by Price Point



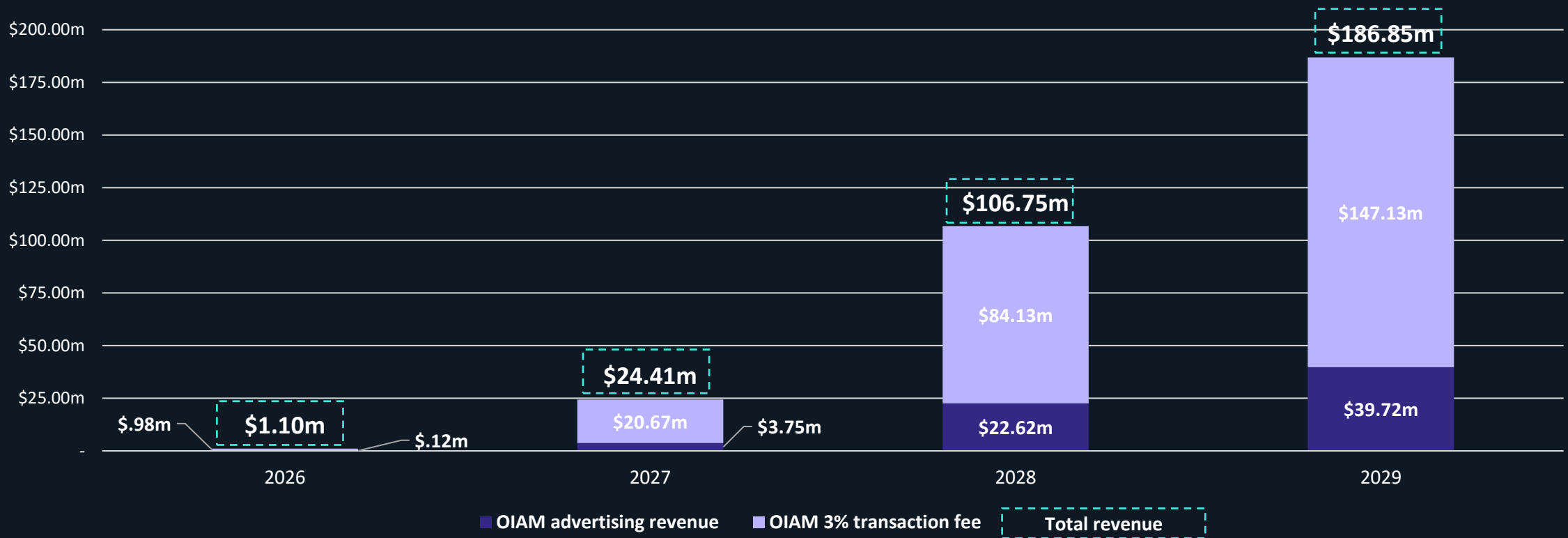
Summary revenue model

- For each respective game, a winner is always guaranteed. Once all tickets are purchased a winner is announced. Once funds are transferred, One in a Million retains a 3% transaction fee and a 3% affiliate fee to be distributed to respective affiliate partners
- Once all games gain traction, OIAM forecasts \$187m in revenue annually. Affiliate partners generate a total of approximately \$152m in annual revenue

December Year end All figures in \$		2026	2027	2028	2029
<u>Game volume (Games T1)</u>					
One in 5,000		\$520,000	\$2,200,000	\$2,400,000	\$2,400,000
One in 10,000		\$380,000	\$1,660,000	\$1,800,000	\$1,800,000
One in 100,000		\$2,900,000	\$11,000,000	\$12,000,000	\$12,000,000
One in 1,000,000		\$14,000,000	\$44,000,000	\$48,000,000	\$48,000,000
One in 5,000,000		\$5,000,000	\$110,000,000	\$120,000,000	\$120,000,000
One in 10,000,000		\$10,000,000	\$120,000,000	\$120,000,000	\$120,000,000
One in 50,000,000		-	\$200,000,000	\$200,000,000	\$200,000,000
One in 100,000,000		-	\$200,000,000	\$300,000,000	\$400,000,000
One in 1,000,000,000		-	-	\$2,000,000,000	\$4,000,000,000
Total game volume (Games T1)		\$32,800,000	\$688,860,000	\$2,804,200,000	\$4,904,200,000
Cost of sales (affiliate fees and associated costs)					
Affiliate proceeds (% of earned income T1)	3%	\$984,000	\$20,665,800	\$84,126,000	\$147,126,000
OIAM operating transaction fee (% of earned income)	3%	\$984,000	\$20,665,800	\$84,126,000	\$147,126,000
Total earned income (Advertising)		\$132,401	\$4,162,127	\$25,137,716	\$44,135,558
OIAM advertising revenue (% of total)	90%	\$119,161	\$3,745,914	\$22,623,944	\$39,722,002
Advertising income split (paid to affiliate partners)	10%	\$13,240	\$416,213	\$2,513,772	\$4,413,556
Total OIAM revenue		\$1,103,161	\$24,411,714	\$106,749,944	\$186,848,002
Affiliate partner total revenue		\$997,240	\$21,082,013	\$86,639,772	\$151,539,556

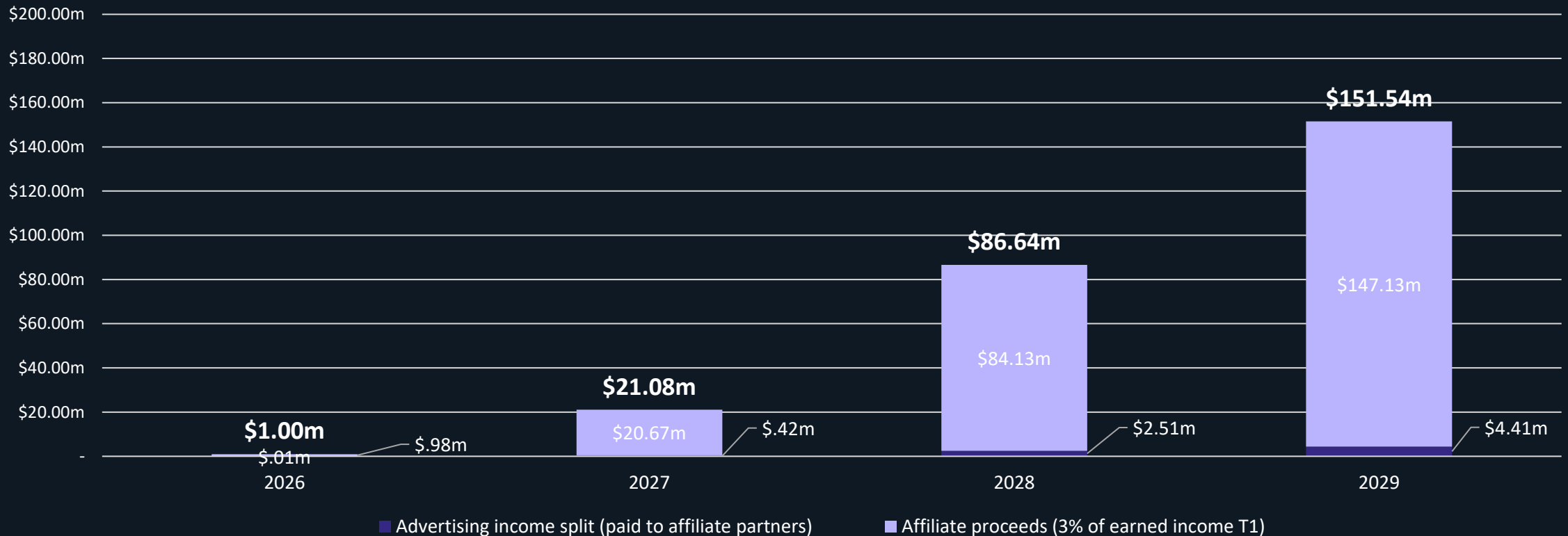
OIAM revenue

- OIAM has modelled conservative revenue projections based on earnings generated from operations attached to a Curacao gaming license.
- The below forecast incorporates income generated from OIAM's 3% transaction fee (paid upon the transfer of funds to winners), and advertising activities.
- Once all games gain traction, OIAM forecasts \$187m in revenue annually. This figure remains flat in future years to maintain conservative assumptions. However, it is entirely plausible that game frequency continues to grow over time, leading to expanded revenue projections in new jurisdictions.



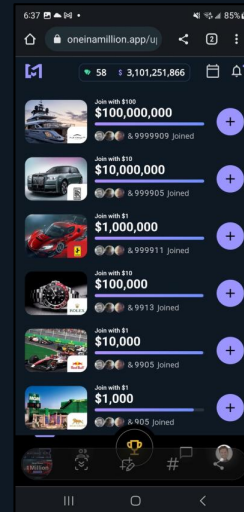
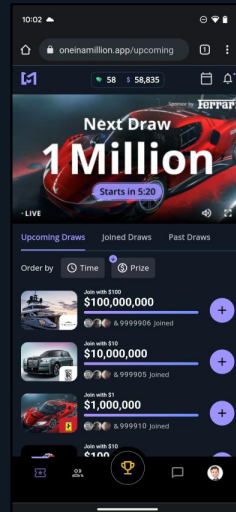
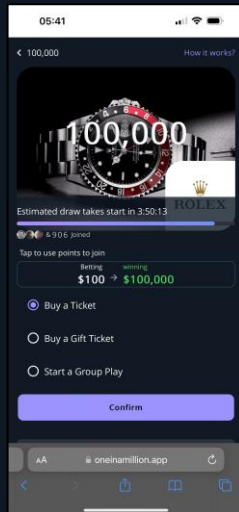
Affiliate partner revenue

- *One in a Million plans to partner with existing platforms to tap into existing users and draw attention to the game*
- *In the case that a user from a partner platform wins a game, One in a Million would offer the affiliate partner 3% of the total prize as well as a 10% share of advertising revenue*
- *Once all games gain traction, affiliate partners stand to earn total revenue of approximately \$152m annually*

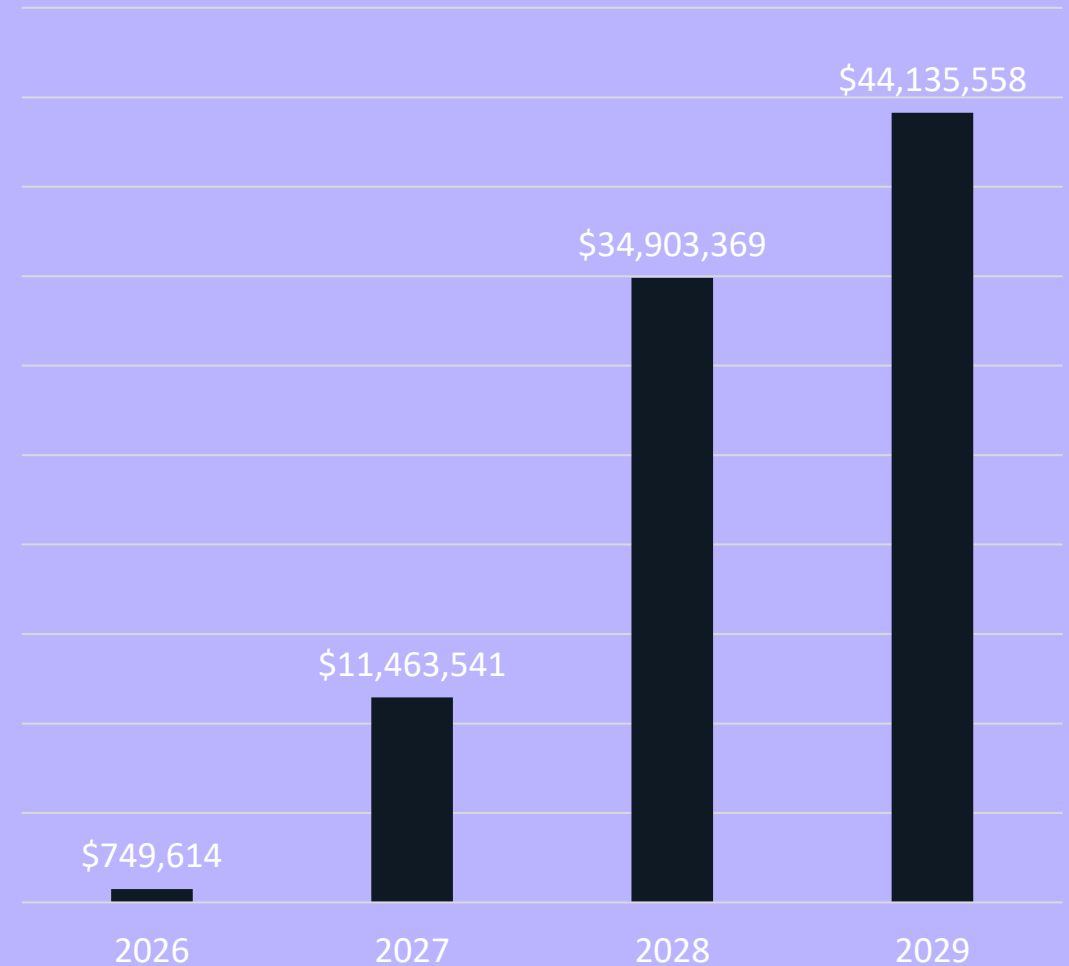


Advertising income

- Advertising presents a significant growth opportunity
- Since each game requires 1m players, ads in the form of sponsored games guarantees a certain level of impressions
- One in a million has assumed an industry low rate of \$3 per 1000 impressions (CPM) which grows over time with the game (and user base)
- Additional opportunities exist to advertise directly to winners (i.e. a trip to Las Vegas, etc)



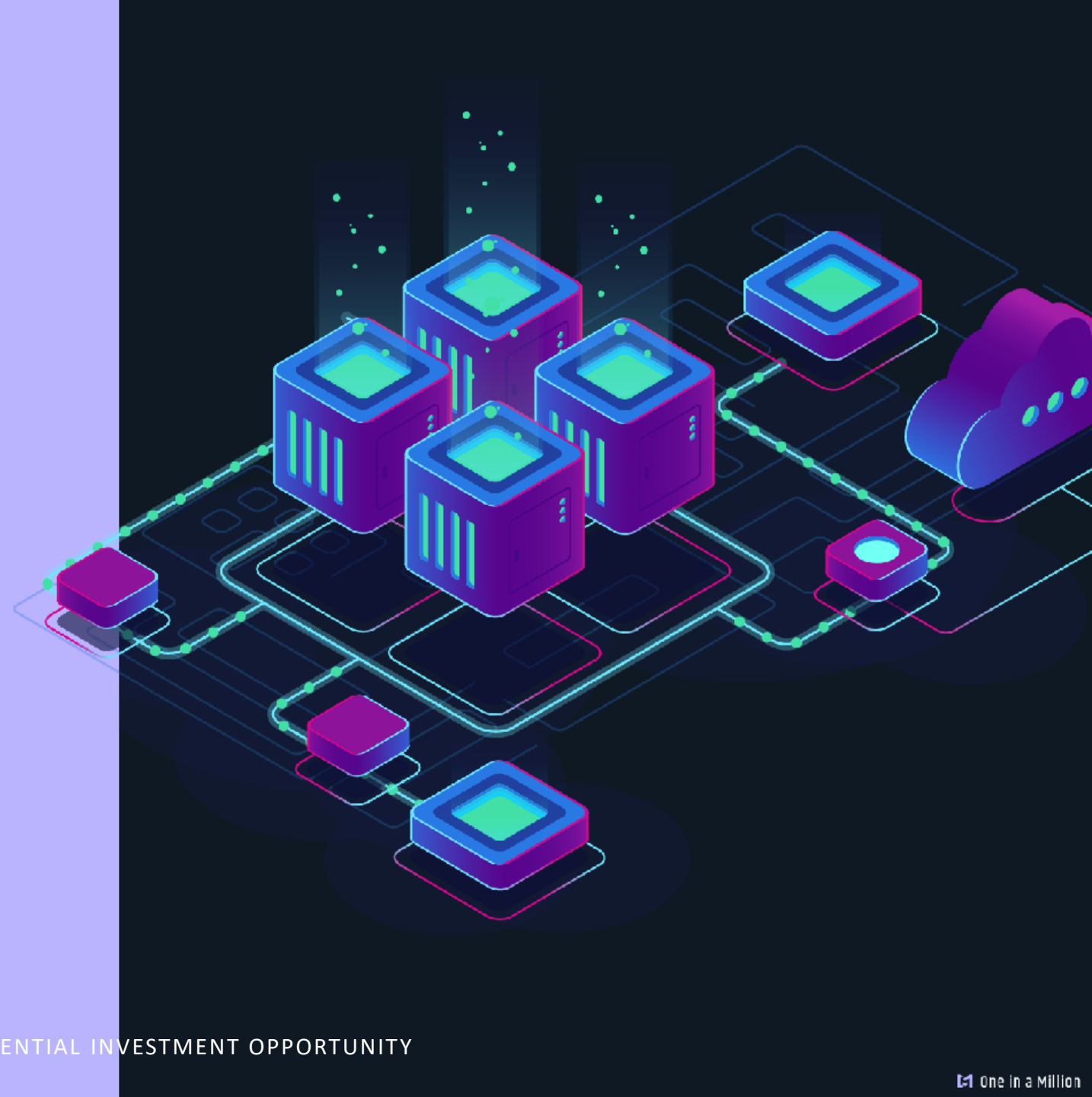
Earned income (Advertising)



Monetizing Data

Through AI and machine learning, OIAM will be able to track and apply player data to aid in platform growth and innovation. OIAM will collect data related to player behaviour & frequency, overall player profile, alternative prizes, advertising efficiency, and other important data points. This information will be extremely valuable in implementing targeted advertising and alternate prizes to increase play engagement and scale the platform quickly.

Never before have lotteries been able to track player data and apply the information to improve the overall experience. OIAM seeks to provide players with a fair and trustworthy lottery experience while unlocking new opportunities for innovation and growth in the gaming industry.





Summary

Conclusion

One in a Million will set the standard for the mobile gaming experience for a new generation, while creating new sources of recurring revenue for respective budgets.

With a focus on innovation, transparency and player trust, we are confident in our ability to redefine the lottery gaming experience and establish ourselves as a leader in the emerging blockchain-powered gaming sector.



Disclaimer

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