



Mission

Contributing to Virginia's future one play at a time.

Vision

Responsibly create games, experiences, and fun to benefit K-12 education.

Strategic Goal

To increase the number of Virginians who play at least **monthly to 45% while doubling digital playership by June 2019.**

• THE TEAMS

Top Employer

Fun Culture

Integrated HR

Total Benefits

SCOREBOARD

Engagement Survey

Trusted Gaming Source

Secure Systems

Responsible Gaming

Profit for Education

Benchmark Study
Compliance Results

Retail Experience

With the Consumer

1. Launch App/Playspot

2. Grow Non-Traditional Retailer Base

3. Develop Merchandising Plan

4. Customer Relationship Management

1. On-time launch, Sales and Profit
2. # of New Retailers
3. Finalize Plan by 6/30/19
4. Launch in 3 Departments by 6/30/19