

# *Presentation*

Corporate social responsibility represents a perspective and a strategy that is increasingly widespread and in use in all sectors worldwide. The unavoidable concept of sustainable capitalism is beginning to make its way in many countries which, until recently, focused on development without considering the direct impact on the environment and the communities involved. The global economic crisis of 2008 has shown how important it is for all players to make an honest and transparent commitment, which is one of the essential components of capitalism, in the same way as the terrible disaster of Fukushima dramatically reiterated the importance of the concept of sustainability.

For many years, Lottomatica Group has integrated these values into its own vision and has required that its strategies meet its economic, social, and environmental responsibilities. Acting in a socially responsible manner in the gaming industry at global level means, first and foremost, offering products and services that meet players' legitimate needs of leisure and excitement in a healthy and balanced way, and in a regulated and responsible context.

Lottomatica Group is aware that the contribution to general tax revenue from gaming has become increasingly important for the financial sustainability of the sovereign debt of many countries, which have made further commitments to costly operations in order to achieve economic recovery from the crisis. The two major companies within the Group, Lottomatica in Italy and GTECH in the United States, have renewed their commitment to cultural, sporting, and social initiatives that fall within the traditional requirements of their respective countries of operation.

In addition, the 2010 financial year has seen a broadening of its focus on the needs of other communities, emphasizing the accountability of a global company that is now operating consistently in over 50 countries. As evidence of this commitment and the achievements we have made, in 2010 the Group achieved major recognition, such as inclusion in the FTSE4Good Index, which includes only securities from companies that have made a commitment to fighting corruption, standards for workers' rights, respect for human rights, environmental sustainability, and combating climate change. These principles are based on Lottomatica Group's Code of Conduct, which

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was adopted at all levels and by all branches worldwide, and which our employees, suppliers, and business partners incorporate into contractual obligations.

This recognition is in addition to certifications that Lottomatica has obtained from the World Lottery Association and the European Lottery Association specifically with respect to the responsible gaming program. The issue of responsible gaming, which is closely associated with the Group's core business, is a special aspect of the Company's sustainability strategy, compared to other sectors, and demonstrates our focus on the possible social impacts of our business activities.

With respect to environmental accountability, the reporting in this document demonstrates the Group's extensive efforts, both in Italy and the United States, to contribute in the reduction of greenhouse gas emissions. We have maintained our energy conservation program, and have launched a comprehensive program of waste separation and recycling of waste products, in order to minimise environmental impacts. The initial results achieved by the largest branches are encouraging and have

encouraged us to extend our efforts to additional facilities.

In any event, we are convinced that social and environmental responsibility can be pursued over the long term only by maintaining our Company's profitability and efficiency. Economic responsibility is an essential condition for the other two aspects of sustainability and makes it possible to pursue it. The gaming industry was not affected by the crisis to the same degree as other sectors, however continuing uncertainty worldwide requires a careful and prudent strategy to ensure increased distribution of the Company's added value for the benefit of all stakeholders. For this reason, the fourth edition of Lottomatica's social report is dedicated to all of our stakeholders, and we value the opportunity for open and transparent dialogue and discussion with them. In our view, the data, which is provided and explained in a comprehensive and rigorous manner in this report, clearly shows that the Company's economic, social, and environmental contribution is largely positive and benefits all of its partners.

Chairman  
Lorenzo Pellicoli



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# Lottomatica Group

Operates **all over the world**,

employs globally over **7,600**

people with a revenue of

**2,314** million euros and

**850** million euros of net overall

added value in 2010.

