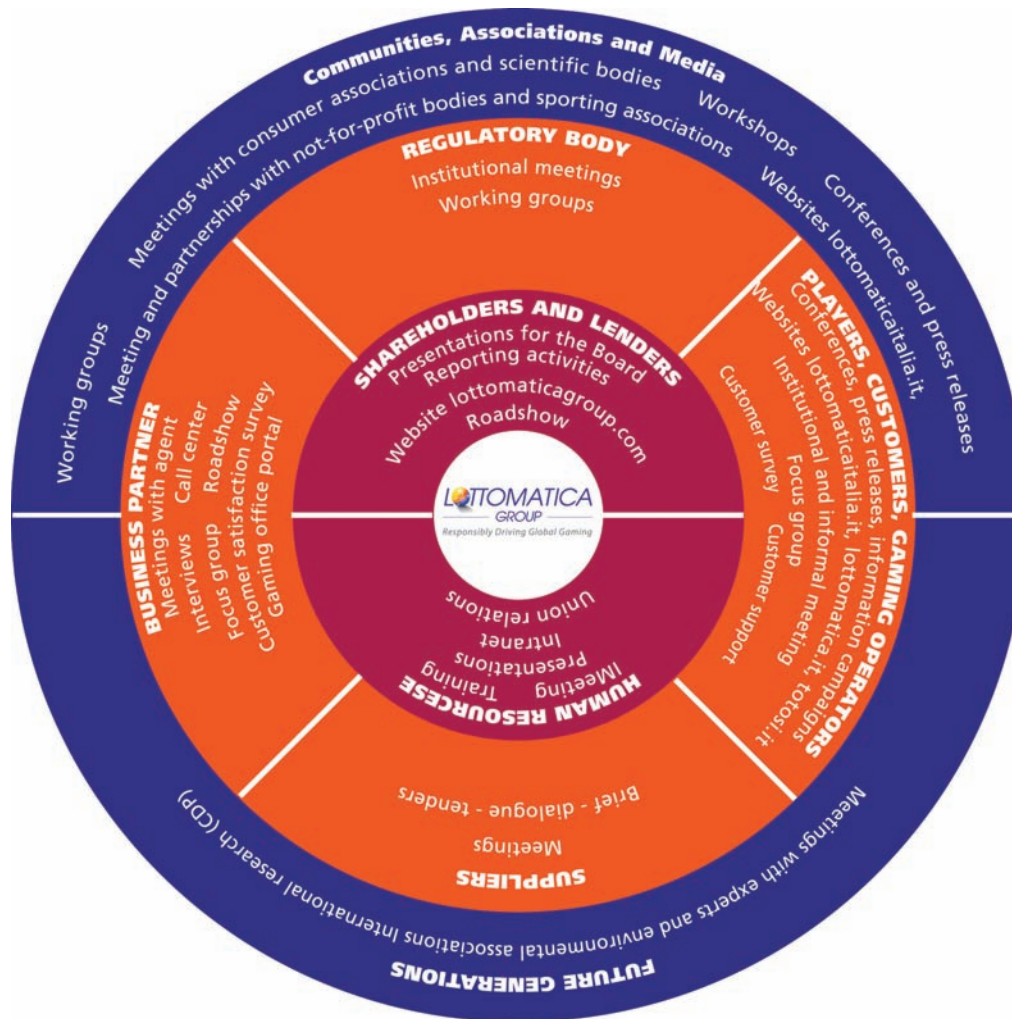


# Brief profile

Lottomatica Group considers its stakeholders to be any group that represents individuals, organizations or communities that have a direct impact on its activities or who are directly or indirectly impacted by the effects of such activities.



## MAIN COMMITMENTS, RESULTS ACHIEVED AND INITIATIVES UNDERTAKEN IN 2010

STAKEHOLDER	COMMITMENTS	RESULTS ACHIEVED AND INITIATIVES UNDERTAKEN
Regulators	<ul style="list-style-type: none"> <li>▶ Managing gaming concessions efficiently</li> <li>▶ Ensuring increasing levels of efficiency with respect to gaming systems</li> <li>▶ Sharing strategies to combat problem gambling</li> </ul>	<ul style="list-style-type: none"> <li>▶ Lottomatica manages 40% of Italian tax revenue from gaming</li> <li>▶ Increasing use by administrations of the Group's know-how and ability to manage the organization of gaming in an efficient and flexible manner</li> <li>▶ Sharing responsible gaming policies and programs implemented by the Group with AAMS</li> </ul>
Shareholders	<ul style="list-style-type: none"> <li>▶ Ensuring transparency with respect to governance</li> <li>▶ Strengthening capital and return in the medium term</li> </ul>	<ul style="list-style-type: none"> <li>▶ Strengthening the company's balance sheet (shareholders' equity per share + 24.3%)</li> <li>▶ Improvement in gross operating profit (+3.6%)</li> <li>▶ Maintaining active investor relations activities (156 meetings and 13 road shows)</li> <li>▶ Completing an evaluation of the activities of the Board of Directors</li> </ul>
Employees	<ul style="list-style-type: none"> <li>▶ Respecting diversity</li> <li>▶ Recognizing merit</li> <li>▶ Commitment to building human capital</li> </ul>	<ul style="list-style-type: none"> <li>▶ Maintenance of the Group's overall employment levels</li> <li>▶ Providing permanent positions to 99% of staff worldwide</li> <li>▶ Increase in the distribution to staff of the added value produced (+5.2%)</li> <li>▶ Significant decrease in the rate of absenteeism</li> <li>▶ High levels of corporate welfare maintained (USA)</li> <li>▶ Maintaining programs to develop human capital (over 38,000 hours of training provided)</li> <li>▶ Program allowing employees to return to work gradually after an illness or accident</li> <li>▶ Significant decrease in workplace accidents</li> </ul>
Players	<ul style="list-style-type: none"> <li>▶ Protecting players from improper or harmful gaming practices</li> <li>▶ Providing games that are entertaining and safe</li> </ul>	<ul style="list-style-type: none"> <li>▶ Pursuing our product innovation strategy</li> <li>▶ Improvement in players' level of satisfaction (average satisfaction for all games + 2.7%)</li> <li>▶ Further improvement of high standards of security and transparency for players</li> <li>▶ Production of tickets with improved safeguards against fraud</li> <li>▶ Carrying out of the responsible gaming program and the development of best practices on checking players' age</li> <li>▶ Supporting research on the prevention of forms of compulsive gambling and organizations that deal with the treatment of problem gambling</li> </ul>

**MAIN COMMITMENTS, RESULTS ACHIEVED AND INITIATIVES UNDERTAKEN IN 2010**

STAKEHOLDER	COMMITMENTS	RESULTS ACHIEVED AND INITIATIVES UNDERTAKEN
Citizens	<ul style="list-style-type: none"> <li>▶ Offering useful services that contribute to an improvement in the quality of life</li> </ul>	<ul style="list-style-type: none"> <li>▶ Further development of a broad-based network of services, providing services that help to simplify the daily lives of our citizens</li> <li>▶ Increase in the value of transactions (+ 3.6%)</li> </ul>
Managers and gaming and service operators	<ul style="list-style-type: none"> <li>▶ To provide technologically advanced and innovative products</li> </ul>	<ul style="list-style-type: none"> <li>▶ Increase in the percentage of satisfied managers from 78% to 81%</li> <li>▶ Adoption of high-performance technological systems (ITIL at GTECH) for better and more timely support</li> <li>▶ Cooperation for responsible gaming solution development</li> </ul>
Retailers	<ul style="list-style-type: none"> <li>▶ Relationships that are characterized by integrity, trust, respect and excellence</li> </ul>	<ul style="list-style-type: none"> <li>▶ GTECH supports about 165,000 retailers in the United States</li> <li>▶ Adoption of expert systems (ITIL at GTECH) for better and more timely support</li> </ul>
Vendors	<ul style="list-style-type: none"> <li>▶ Relationships that are characterised by integrity, trust, respect and excellence</li> </ul>	<ul style="list-style-type: none"> <li>▶ Development of a team of providers in 71 different countries</li> <li>▶ Continuing to closely monitor the quality of suppliers</li> </ul>
Italian Communities	<ul style="list-style-type: none"> <li>▶ Contribution to the expansion of culture, the protection of our artistic heritage, and helping disadvantaged groups of citizens</li> <li>▶ Commitment to the promotion of sport and its values among youth and disadvantaged groups</li> </ul>	<ul style="list-style-type: none"> <li>▶ Contribution to general taxation, with tax revenues from gaming totalling EUR 3.6 billion</li> <li>▶ Taxes of EUR 171.5 million paid (Group data)</li> <li>▶ Direct support of local communities amounting to EUR 11.1 million (Group data)</li> <li>▶ Sponsorship of major cultural events in Italy</li> <li>▶ Contribution to special lotteries to support residents affected by the earthquake in Abruzzo</li> <li>▶ Maintaining programs for the disabled, children, research and training</li> <li>▶ Initiatives in support of specialty sports that best embody the values shared by the Company: loyalty, respect, sacrifice and team spirit</li> </ul>
US Communities	<ul style="list-style-type: none"> <li>▶ Commitment to support disadvantaged people in the community, including promoting volunteerism amongst its employees</li> </ul>	<ul style="list-style-type: none"> <li>▶ Through the After School Advantage program, creating 152 computer labs, in support of local communities in the U.S. and Canada, 18 of which were launched in 2010.</li> <li>▶ Employee involvement in initiatives in favor of local communities</li> <li>▶ Initiatives to support families with social and economic problems</li> <li>▶ Initiatives to recognize and encourage participation in volunteer activities by its employees, to support well-being in local communities</li> </ul>

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**MAIN COMMITMENTS, RESULTS ACHIEVED AND INITIATIVES UNDERTAKEN IN 2010**

STAKEHOLDER	COMMITMENTS	RESULTS ACHIEVED AND INITIATIVES UNDERTAKEN
Other communities	<ul style="list-style-type: none"> <li>▶ Commitment to support disadvantaged people in the community</li> </ul>	<ul style="list-style-type: none"> <li>▶ Support for initiatives promoted by various NGOs for the development of regions whose residents are underprivileged and are suffering from poverty</li> <li>▶ Reach Out! Program providing financial and material assistance to employees involved in volunteer initiatives</li> </ul>
Environmental issues in Italy	<ul style="list-style-type: none"> <li>▶ Contributions to sustainable development</li> <li>▶ Protection of the environment</li> </ul>	<ul style="list-style-type: none"> <li>▶ Using electricity produced from 100% renewable sources (RECS-certified - Renewable Energy Certificate System)</li> <li>▶ Use of unbleached recycled paper for 57% of requirements</li> <li>▶ Development of a program to obtain the EN 16001:2009 environmental certification</li> <li>▶ 5% reduction of general waste and introduction of waste separation practices</li> <li>▶ Reduction in greenhouse gas emissions by 5.6%</li> <li>▶ Further development of the Parks for Kyoto project (reforestation of 2,927 trees in a park in Cilento)</li> </ul>
Environmental issues in USA	<ul style="list-style-type: none"> <li>▶ Contributions to sustainable development</li> <li>▶ Protection of the environment</li> </ul>	<ul style="list-style-type: none"> <li>▶ Substantial improvement and expansion of the scope of monitoring environmental impact</li> <li>▶ Obtaining (on 19 January 2011) ISO 14001:2004 environmental certification</li> <li>▶ The participation of 18,000 employees in a computer system energy conservation program has resulted in a decrease of 55kwh in consumption per person</li> <li>▶ Increase of the amount of organic waste (9.2 tons) that was composted</li> <li>▶ Reduction in consumption of electricity, natural gas and water at GPC</li> <li>▶ Reduction in CO2 emissions per unit of product</li> <li>▶ Compliance with the European Restriction of Hazardous Substances Directive RoHS in relation to electrical and electronic equipment (GTECH).</li> <li>▶ Participation in PowerITDown Day</li> <li>▶ Replacement of plastic materials with biodegradable materials in lunch break rooms</li> </ul>

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