

The sustainability strategy of Lottomatica Group

The Group's policy on sustainability

In 2010, Lottomatica Group again confirmed its position as one of the leading global players in the gambling industry, and as the primary gambling operator in Italy. This role brings with it important responsibilities for stakeholders in countries where the Group operates. The most important of these responsibilities is the Group's responsibility for pursuing sustainable growth by diffusing its fundamental values at all levels, and by translating those values into concrete actions and projects.

The Group's global dimension makes the communication and sharing of those principles even more important, which is why its logo and mission also reference responsibility.

Promotion of the sustainable-growth principle reflects our belief that only responsible development will guarantee the future creation of value for all stakeholders. Therefore, the principle is an essential condition for the life and prosperity of the Company.

In 2010, various guidelines of our sustainability strategy were consolidated. The changes have been effective, partly thanks to several important awards received in 2009. We have closely adhered to the principles of transparency and integrity in our corporate governance system. Consideration of the Group's global dimension and the diversity of the various country laws to which it is subject, according to the specific area of activity. Those principles are described in the first section of this report.

With regard to the issue of environmental sustainability, 2010 was a year of hard work, especially with regard to the Group's two main targets: Italy and the United States. The Group has several branches in the U.S., where it has a high concentration of activities and employees. The Group pursued an important program of measuring environmental impact and embarked on the route toward ISO 14001:2004 certification, awarded early in 2011. In Italy, work to measure environmental impact, which was already at a good stage in 2009, has been an essential requirement for the adoption of an energy management system that would allow the Group to obtain EN 16001:2009 certification in 2011.

As far as relations with the Group's diverse body of stakeholders are concerned, the key information for each stakeholder has been included in the section on social responsibility. This section also contains an analysis of the Group's social, cultural, and sports-related initiatives for the benefit of the community.

The issue of responsible gaming is a central element of the Group's sustainability strategy, both in terms of its Italian operations and the Group's other sectors. Its Italian operations directly affect players, while the other sectors support gambling operators by providing solutions and tools for responsible gaming. The Group's activities intended to promote a responsible gaming environment are explored further in this section.

The national and international awards won by the Group demonstrate its consistent approach, and its emphasis on transparent communications, listening to stakeholders, and providing them with regular reports on Lottomatica Group's activities and the results achieved through its sustainability policies.

 This year sees the fourth edition of the **Social Report**, which in 2008 and 2009 received an **A+** accreditation - the highest possible ranking - from the **Global Reporting Initiative**. The Social Report, together with the Social Responsibility section of the website www.lottomaticagroup.com, is the Group's most important reporting channel. 

Regular updating of the social report and website, and other updates given during the year in the form of conferences, interviews, and press releases, ensure that complete information is provided about the Group's commitments, and the action taken to ensure that it meets those commitments. Members of the public can also contact the CSR Division by email – csr@lottomaticagroup.com – with any questions, suggestions, or requests they may have about the Group's Corporate Social Responsibility activities.

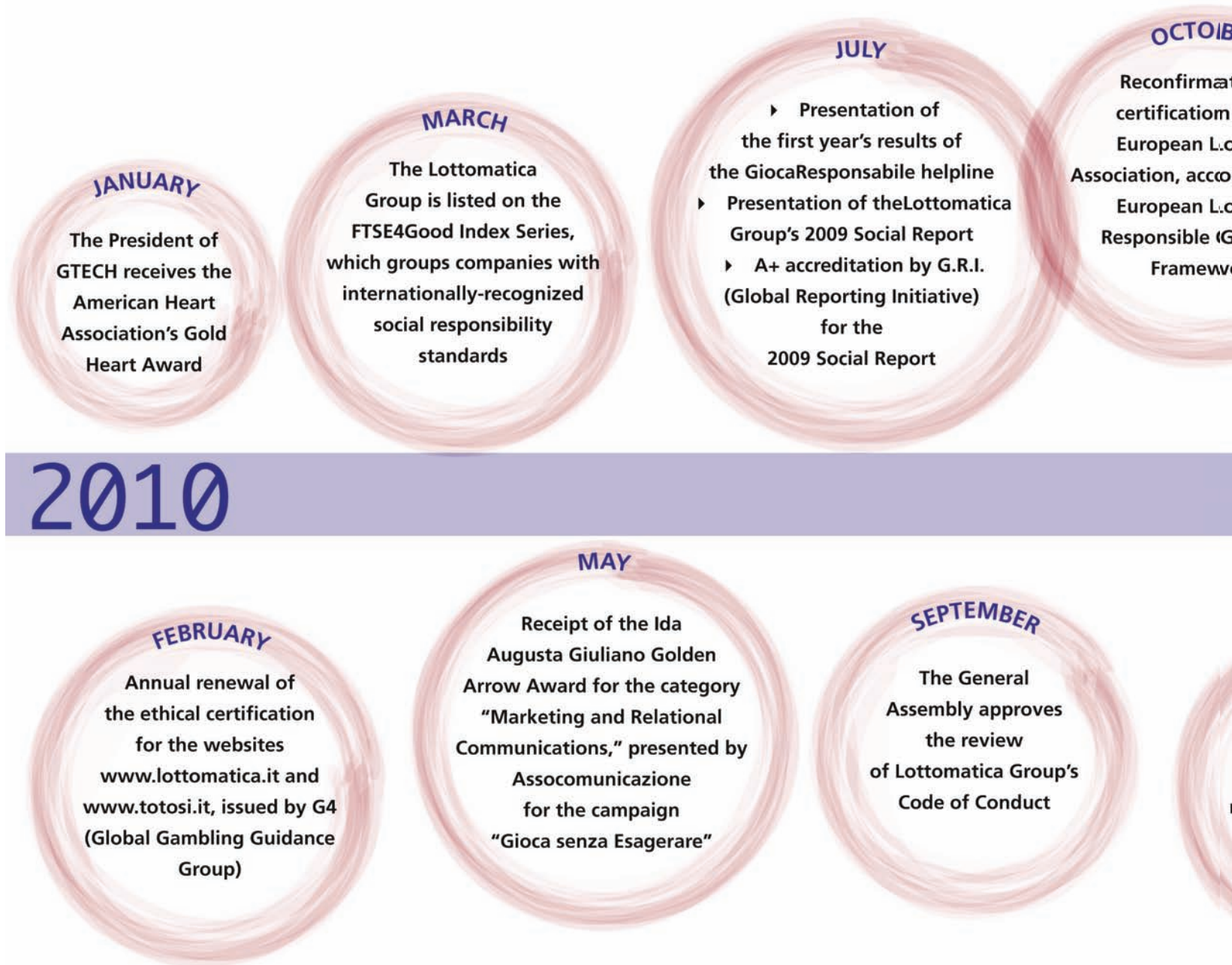
Responsibility for defining policies and developing a Corporate Social Responsibility plan for Italy belongs to the Corporate Social Responsibility division (European Relations & Public Affairs Department.) In the United States, the responsibility belongs to the Corporate Affairs Division.

 The Group considers **responsibility**, together with stimulus linked more closely to its business, as a **fundamental driver** with a direct impact on its corporate reputation and the confidence of the customers, regulators, and communities in which the Group operates; The Group has a very real vision of how a responsibility-based approach to **business can influence results.** 

FIG. 12 - THE SUSTAINABILITY STRATEGY OF LOTTOMATICA GROUP



FIG. 13 - MORE THAN A YEAR



OF SOCIAL RESPONSIBILITY



2011

