

## **Lottomatica Italy's commitment toward responsible gaming**

The issue of responsible gaming is closely related to the Group's core business. Compared to other companies, the Group's dedication to responsible gaming is a distinctive feature of its sustainability strategy. This demonstrates the Group's awareness of the specific nature of its sector, which is one that demands special attention to protecting customers and more vulnerable sectors of the public.

Reflecting this awareness, in 2010, Lottomatica Group once again renewed its commitment to promoting a safe, legal, and responsible gaming environment by taking concrete actions intended to pursue the "Gioco Responsabile" (Responsible Gaming) program, launched several years ago.

The program of responsible gaming is monitored and updated annually, and is based on three basic principles: prevention, dialogue, and cooperation.

Lottomatica Group's efforts are mainly concentrated on the issue of prevention. The Group believes that the creation of a gambling environment that not only provides legal and safety measures for players but also provides balance to ensure that the gambling experience is always enjoyable, without risk or excess.

Dialogue with key internal and external stakeholders is becoming increasingly important. Regular discussions with consumers' associations, scientific federations, universities, research institutes, national and international experts specializing in gambling-related problems, and ongoing debate with the Italian National Autonomous Administration of State Monopolies (AAMS) has proved to be particularly useful in defining the most effective action to take.

Lottomatica Group also believes that cooperation with industry operators is essential, that everyone must contribute to this issue, and that the industry must guarantee a consistently high level of protection for players.

The validity of the approach and model adopted by Lottomatica Group toward responsible gaming has received important recognition. The Group was the first operator in Italy, and one of few in Europe, to receive program certification according to the European Lotteries Association's responsible gaming Standard. The Group also attained the highest level (level 4) status in regards to the World Lottery Association's responsible gaming Framework.

The program spans 10 areas of intervention. The following paragraphs describe the main actions implemented during 2010, and the commitments for 2011, in each of these areas.

**FIG. 14 - THE RESPONSIBLE GAMING MODEL**

**OBJECTIVES**

- ▶ Build a legal, balanced, moderate, and responsible gaming model together with the regulator
- ▶ Develop activities with respect for the players, the regulators, the community, and the media

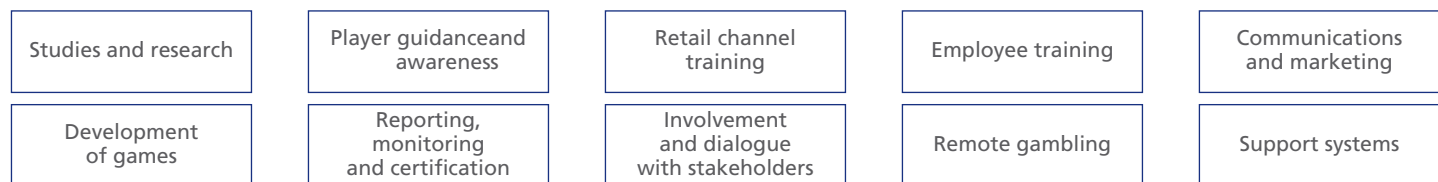


**GUIDELINES**

- ▶ Enable the player to make informed decisions based on clear, complete information
- ▶ Guarantee the integrity and safety of gambling processes and infrastructure
- ▶ Discourage excessive gambling behaviors and events that may harm consumers' interests
- ▶ Provide a wide range of products and a gambling portfolio intended to cater to all audiences, in order to prevent competition from illegal gambling
- ▶ Protect consumer groups that are particularly vulnerable, due to age or social status
- ▶ Collaborate with stakeholders in order to build a responsible gaming environment
- ▶ Promote ongoing studies and research in order to raise awareness and understanding of gambling. Ensure that information is disseminated to the public
- ▶ Provide an adequate level of responsible gaming guidance to all employees and agents
- ▶ Ensure that information about help lines, associations, public and private guidance and counseling centers is disseminated and easily accessible



**PROGRAM**



**ASSESSMENT AND STAKEHOLDERS**

- ▶ The program is regularly improved and updated, and undergoes an assessment each year by an independent certifying body, to check that the program and activities comply with the commitments made
- ▶ The program is regularly improved and updated, thanks to ongoing dialogue and discussions with industry associations and other key players

**THE RESPONSIBLE GAMING PROGRAM**

FIELD OF INTERVENTION	2010 ACTIVITIES	COMMITMENTS FOR 2011
<b>Studies and research</b>	<ul style="list-style-type: none"> <li>▶ Presentation of market research results on gambling issues in Italy, in collaboration with CIRMPA (Interuniversity Center for Research into the Origin and Development of Pro-social and Anti-social Movements) of La Sapienza University, and GFK Eurisko</li> <li>▶ Periodic monitoring of the key indicators of responsible gaming</li> <li>▶ Participation in conventions for the dissemination of information on responsible gaming</li> <li>▶ Participation in the European Lotteries Association's working group on responsible gaming</li> </ul>	<ul style="list-style-type: none"> <li>▶ Presentation of the study "Gambling as a form of social activity involving creativity and communication", in collaboration with the Foundation for Subsidiarity, Sisal and La Sapienza University</li> <li>▶ Participation in the European Lotteries Association's working group on responsible gaming</li> <li>▶ Organization of a seminar on responsible gaming in Europe</li> <li>▶ Contribution to the EC's work on the Green Paper on online gambling</li> </ul>
<b>Communication and marketing</b>	<ul style="list-style-type: none"> <li>▶ Monitoring of compliance with the advertising code of self-governance for all corporate communications</li> <li>▶ Use of the 18+ logo on all communications relating to games handled, gambling cards and scratch and win cards, to highlight age-appropriate access to gambling, together with the existing logo "Gioca Senza Esagerare" (Play Without Exaggerating)</li> </ul>	<ul style="list-style-type: none"> <li>▶ Monitoring of compliance with the advertising code of self-governance for all corporate communications</li> </ul>
<b>Player guidance and awareness</b>	<ul style="list-style-type: none"> <li>▶ Print and online campaign to raise awareness of responsible gaming "Gioca senza Esagerare"</li> <li>▶ Informative campaign, in collaboration with MOIGE (Italian Parents' Movement), at the 35 local branches of the association. 18+ the first rule of gambling, aimed at parents with children under 18, intended to prevent underage gambling</li> </ul>	<ul style="list-style-type: none"> <li>▶ Informative and awareness-raising campaign on the prohibition of underage gambling 18+ the first rule of gambling, in collaboration with MOIGE and FIT (Italian Federation of Tobacconists), aimed at families, children and retailers, in print and online format, at retail outlets and in shopping centers.</li> <li>▶ Informative campaign on the GiocaResponsabile service available at doctors' offices, local health authorities, SERD, council offices and in the specialist press</li> </ul>

THE RESPONSIBLE GAMING PROGRAM		
FIELD OF INTERVENTION	2010 ACTIVITIES	COMMITMENTS FOR 2011
<b>Support systems</b>	<ul style="list-style-type: none"> <li>▶ Support and monitoring of the GiocaResponsabile helpline, which is a first port of call for gambling addicts and their families, in collaboration with FeDerSerD (Federazione Italiana degli Operatori dei Dipartimenti e dei servizi delle Dipendenze)</li> <li>▶ Continuation of the collaboration, and involvement within working groups, with associations, national and international experts specializing in the treatment of gambling issues (G4, Gam Res and FeDerSerD)</li> </ul>	<ul style="list-style-type: none"> <li>▶ Support and monitoring of the GiocaResponsabile helpline in collaboration with Federserd</li> <li>▶ Continuation of the collaboration with, and involvement in, working groups with associations, with national and international experts specializing in the treatment of gambling issues (G4, Gam Res and FeDerSerD)</li> </ul>
<b>Remote gambling</b>	<ul style="list-style-type: none"> <li>▶ Renewal of the ethical certification of the gambling websites Lottomatica.it and totosi.it, issued by G4 (Global Gambling Guidance Group)</li> <li>▶ Monitoring the use of self-profiling and self-limitation tools, and the responsible gaming section</li> </ul>	<ul style="list-style-type: none"> <li>▶ Annual renewal of the ethical certification of the gambling portals lottomatica.it and totosi.it</li> <li>▶ Monitoring the use of self-profiling and self-limitation tools, and the responsible gaming section</li> <li>▶ Possible improvements</li> </ul>
<b>Development of games</b>	<ul style="list-style-type: none"> <li>▶ Risk assessment of new online and offline games during the pre-launch phase</li> <li>▶ Annual independent analysis of the risk assessment of new online and offline games</li> </ul>	<ul style="list-style-type: none"> <li>▶ Risk assessment of new online and offline games during the pre-launch phase</li> <li>• Annual independent analysis of the risk assessment of new online and offline games</li> </ul>
<b>Training of retail channel</b>	<ul style="list-style-type: none"> <li>▶ Periodic updates on responsible gaming issues, via newsletters, agents' portals and informative material</li> <li>▶ Awareness campaigns on the issue of gambling prohibitions for those under 18</li> <li>▶ Training of agents and new outlets</li> </ul>	<ul style="list-style-type: none"> <li>▶ Periodic updates on responsible gaming issues, via newsletters, agents' portals and informative material</li> <li>▶ Training of agents and new outlets, on responsible gaming and prohibitions for those under 18</li> <li>▶ Informative kit on responsible gaming and the prevention of underage gambling in collaboration with MOIGE and FIT</li> <li>▶ Classroom-based training sessions for the operators of VLT rooms</li> </ul>

THE RESPONSIBLE GAMING PROGRAM		
FIELD OF INTERVENTION	2010 ACTIVITIES	COMMITMENTS FOR 2011
<b>Training for employees</b>	<ul style="list-style-type: none"> <li>▶ Updating of information given to employees, via the social report</li> <li>▶ Updating of specific training for employees who have direct or indirect contact with players</li> </ul>	<ul style="list-style-type: none"> <li>▶ Updating of information given to employees, via the social report and internet</li> <li>▶ Updating of specific training for employees who have direct or indirect contact with players</li> <li>▶ Training of RAM (agents' trainers) on responsible gaming</li> <li>▶ responsible gaming module, as part of the training offered to new employees</li> </ul>
<b>Involvement and dialogue with stakeholders</b>	<ul style="list-style-type: none"> <li>▶ Round tables and working groups with national and international associations (G4, GamRes, ELA, WLA, FeDerSerd)</li> <li>▶ Collaboration on market research into gambling issues (La Sapienza University)</li> <li>▶ Institutional meetings with the regulator</li> <li>▶ Working group with MOIGE and FIT</li> </ul>	<ul style="list-style-type: none"> <li>▶ Round tables and working groups with national and international associations (G4, GamRes, ELA, WLA, FeDerSerd)</li> <li>▶ Collaboration on market research into gambling issues (La Sapienza University)</li> <li>▶ Institutional meetings with the regulator</li> <li>▶ Working group with MOIGE and FIT</li> </ul>
<b>Development of games</b>	<ul style="list-style-type: none"> <li>▶ Publication of the 2009 Social Report with a special section on responsible gaming</li> <li>▶ Dedicated Corporate Social Responsibility section on the website <a href="http://www.lottomaticagroup.com">www.lottomaticagroup.com</a></li> <li>▶ Press conferences, press releases and interviews to provide periodic reports on current activities</li> <li>▶ Independent updating of the certification of European Lotteries Association's standards</li> <li>▶ Maintenance of 4th level of the World Lotteries Association Framework</li> </ul>	<ul style="list-style-type: none"> <li>▶ Publication of the 2010 Social Report with a special section on responsible gaming</li> <li>▶ Updating of the Corporate Social Responsibility section on the website <a href="http://www.lottomaticagroup.com">www.lottomaticagroup.com</a></li> <li>▶ Press conferences, press releases and interviews to provide periodic reports on current activities</li> <li>▶ Independent updating of the certification of European Lotteries Association's standards</li> <li>▶ Maintenance of 4th level status in the World Lotteries Association Framework</li> </ul>

**STUDY: "PROBLEM GAMBLING: PREVALENCE, PROTECTION AND RISK FACTORS"**

After the initial study on problem gambling conducted nationwide in 2008, the collaboration with La Sapienza University was renewed through CIRMPA (The Interuniversity Centre for Research Into the Origin and Development of Pro-social and Anti-social Behaviors and GFK Eurisko), with the aim of enabling the regular, comparable monitoring of the prevalence of problem gambling in Italy.

The results of the study were presented to the public in November 2010, as part of the plan of action on responsible gaming undertaken by the Group, in line with the guidelines on correct information introduced by AAMS.

**OBJECTIVES**

- ▶ promote understanding of factors that can lead to problem gambling
- ▶ to quantify the phenomenon of potential problem gamblers
- ▶ to outline the profile of potential problem gamblers
- ▶ to check the trend two years after the first inquiry
- ▶ to guarantee the proper dissemination of information about the main protection and risk factors specific to the approach to gambling

**CHARACTERISTICS OF THE POTENTIAL PROBLEM GAMBLER**

- ▶ plays more games than other gamers
- ▶ is most often male, and separated
- ▶ is usually less able to handle money, regardless of gambling activity
- ▶ often has at least one parent with similar problems (family history)
- ▶ has a tendency to take risks

**SAMPLE AND METHODOLOGY**

The sample was comprised of 2000 adults aged between 18 and 74 who had played a game with a cash prize at least once during the past 12 months. The two protocols most common for this type of study were used – SOGS and PGSI

**RISK FACTORS:**

- They are mainly related to the individual, and include:
- ▶ false beliefs about the probability of winning and their own control over the game
  - ▶ impulsiveness
  - ▶ low self-control

**MAIN FINDINGS**

- ▶ 1.01% of the adult population in Italy may have issues with problem gambling
- ▶ this figure is in line with the findings of national research
- ▶ the figure is also lower than the one that emerged from the first edition of the study (1.27%), conducted in 2008

The above risk factors can be addressed by working on communication to increase self-awareness, providing information to reduce false beliefs, and by issuing clear slogans and messages.

## RESPONSIBLE COMMUNICATIONS

All the communication initiatives promoted by Lottomatica Group comply with the advertising code of self-governance, adopted in 2008. The Code guarantees the clarity, completeness and transparency of communications with players, regardless of the channel used. It complements the mandatory advertising laws already in force in Italy, and is applied according to internal quality procedures, checked and controlled through audits.

Again, during 2010, there were no episodes of conflicting principles involving the Group, its partners or its suppliers.

### THE AWARENESS CAMPAIGN “GIOCA SENZA ESAGERARE” (“GAMBLING WITHOUT EXAGGERATING”)

Once again, in 2010, Lottomatica Group’s commitment took the form of a communication and awareness campaign on responsible, moderate gambling “Gioca senza Esagerare”, the distribution and scope of which was reinforced for the third year.

With regard to the press, the campaign involved all the main national newspapers, sports papers and the free press, leading national periodicals and specialized journals. Particular importance was given to the online campaign, which involved the main general portals, leading informative sites, sports sites, specialized gambling sites and the leading social networks.

### AWARDS

The “Gioca Senza Esagerare” campaign received a special award early in 2010 (the Ida Augusta Giuliano Golden Arrow) for the category “Marketing and Relational Communications”, awarded by Assocomunicazione. In 2011, it received another award, the “2011 Grand Prix Relational Strategies” for the “Distribution and Services” category, awarded by TVN Media Group for the most effective, innovative relational marketing techniques.

PRESS CAMPAIGN "GIOCA SENZA ESAGERARE"



AD&P

a.m.s. 

LOTTOMATICA

## L'importante è non andare oltre.

Responsabilità, moderazione e il rispetto delle proprie possibilità sono le condizioni essenziali per praticare un gioco fatto solo di puro divertimento. Se ritieni di avere un problema relativo al gioco, o se pensi lo abbia un tuo familiare, chiama il numero verde 800921121 oppure collegati a [www.giocaresponsabile.it](http://www.giocaresponsabile.it)

**18+** Ricorda, i giochi con vincite in denaro sono riservati ai maggiorenni; rispetta e diffondi anche tu questa regola.

**Gioca SENZA Esagerare**

IL GIOCO DEL **LOTTO** **10<sup>e</sup> LOTTO** **Gratta & Vinci!** **Gratta & Vinci! online** **BETTER** **BETTER SLOT**

**Lotterie Nazionali** **SKILL Club** **#Totosì** **POKER Club** **BINGO Club** **VEGAS Club**

PRESS CAMPAIGN "GIOCA SENZA ESAGERARE"

**L'importante è avere un filo di buon senso.**

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**Gioca SENZA Esagerare**

## THE GIOCARESPONSABILE SERVICE

The agreement between FeDerSerD (the Italian Federation for Addiction Services) and Lottomatica Group has led to the implementation of GiocaResponsabile, a service offering support and advice to people directly affected by gambling problems, and their families. By its nature, the service is open to anyone who asks for help, regardless of the type of gambling involved.

The team of psychologists who respond to the initial contact is supported by expert psychiatrists, psychotherapists, and legal advisers who can help with specific aspects. If necessary, the service will direct the player to a public or private service in their local area.

The service can be accessed in two ways:

- ▶ a helpline number – 800 921 121 - which is free, anonymous, and accessible all over Italy either from a landline or mobile. The line is open from Monday to Saturday, 9 a.m. to 10 p.m.
- ▶ the website [www.giocaresponsabile.it](http://www.giocaresponsabile.it), which contains a chat room, where players can talk to experts, and a large, regularly updated database of public and private services all over Italy, that deal with the issue of problem gambling.

Early in 2011, the GIOCARESPONSABILE service received sponsorship from the Presidency of the Council of Ministers, Family Policy Department.

The service is a concrete example of collaboration between the public and private sectors, and demonstrates the commitment of those involved in ensuring that gambling is dealt with in a serious, balanced way.

## THE INFORMATIVE CAMPAIGN

The launch of the service at the end of 2009 was accompanied by a national informative campaign, directed at gambling operators and the network of Lottomatica retail points. The service and the campaign were well received by the media, which gave a great deal of visibility and support to the initiative, also during 2010.

## RESULTS

Contacts handled **18,600**   Useful calls **5,411**   Website hits **12,431**   chat **758**  
 Files opened **1,965**   Person directly affected **1,088**   Family members and friends **877**

THE "GIOCARESPONSABILE" INFORMATIVE CAMPAIGN

Se il gioco non è più un gioco  
c'è qualcuno che può darti una mano



chiama il Numero Verde GiocaResponsabile 800.921.121  
oppure collegati a [www.giocaresponsabile.it](http://www.giocaresponsabile.it)

Se pensi di avere un problema col gioco o che lo abbia un tuo familiare o amico, puoi trovare aiuto nel servizio GiocaResponsabile, chiamando il numero verde 800.921.121, oppure collegandoti al sito [www.giocaresponsabile.it](http://www.giocaresponsabile.it). Il servizio garantisce l'anonimato ed è del tutto gratuito; è gestito da esperti psicologi, medici e legali di FeDerSerD, che potranno fornirti un supporto immediato e orientarti verso la struttura pubblica o privata a te più vicina.

**FeDerSerD**  
FEDERAZIONE ITALIANA DEGLI OPERATORI  
DEI DIPARTIMENTI E DEI SERVIZI DELLE DIPENDENZE

Il servizio GiocaResponsabile è realizzato grazie al sostegno di

**LOTTOMATICA**

**a.ms**

**ams**  
gioco legale e responsabile

## CAMPAIGNS TO PROTECT CHILDREN

In 2010, Lottomatica Group launched a plan of action specifically aimed at the prevention of underage gambling, as part of its responsible gaming program. The multi-year plan saw a series of activities launched the same year. In 2011, initiatives to protect children will be intensified.

### THE 18+ MARK

In 2010, Lottomatica decided to print the 18+ mark on all its gambling communications, regardless of the channel used (TV commercials, press campaigns, posters, and promotional materials). The mark is intended to highlight the age limit for gambling, and accompanies the existing Gioca Senza Esagerare logo. The 18+ mark can be found on all gambling cards (Lotto and Better cards), on all Gratta e Vinci (scratch and win) cards, and on the gambling websites [www.lottomatica.it](http://www.lottomatica.it) and [www.totosi.it](http://www.totosi.it).

### CAMPAIGNS TO RAISE AWARENESS OF PROHIBITIONS TO PROTECT CHILDREN

Under the agreement reached with MOIGE (the Italian Parents' Movement), aimed at helping to identify the best ways to prevent underage gambling, 2010 saw the launch of the informative campaign "18+ - the first rule of the game". The project began at the end of 2010 and involved the dissemination of informative material throughout Italy, thanks to the direct involvement of more than 35 local MOIGE coordinators.

#### OBJECTIVES

- ▶ to inform parents of the prohibition of games with cash prizes for minors
- ▶ to indicate the potential risks related to gambling by children
- ▶ to offer the best tools to discuss the issue with young people
- ▶ to raise awareness of the impact that parents' behavior, and approach to gambling, can have on children

#### MATERIALS

- ▶ 175,000 brochures for parents, offering information and advice about the approach to games offering cash prizes
- ▶ 10,000 posters, affixed in selected locations by MOIGE coordinators. These locations are the places most often visited by parents in their local communities (schools, churches, sports and recreation centers)

#### RESULTS

- ▶ The project, which was completed in spring 2011, involved 150,000 adults and 98,000 children in total