



Summary annual report 2018

Boost to sport and society

In 2018, the Dutch Lottery *Nederlandse Loterij* achieved a turnover growth of 6%: turnover rose by € 65 million to € 1,169 million. The growth in turnover is mainly due to the lottery market's growth and the fact that *Nederlandse Loterij* has successfully responded to this growth. In 2018, *Nederlandse Loterij* paid out € 775 million to prize winners, € 43 million more than in 2017. The total contribution to the Dutch State, NOC*NSF and ALN amounts to € 161 million. By making this constructive contribution to our beneficiaries, we are helping them to achieve their missions.

Investing in responsible gaming

In 2018, as in previous years, one of our priorities was to offer our games of chance in a responsible manner. We have expanded the information on our website aimed at the protection of vulnerable groups such as young people. For additional online age verification, we now use iDIN, which was implemented in 2018. The points of sale have obligatorily completed the e-learning about our Code of Conduct. All employees have successfully done the e-learning on responsible gaming, which is also an integral part of the onboarding of new employees.

Preparing for legislation for the online gambling market

In 2018, we continued preparations for the Remote Gambling Act (KoA). In the reporting year, the contours were further defined. On 19 February 2019, the Senate adopted the KoA Act, which means that the Act can be further defined in regulations. In 2018, we were regularly approached to give our opinion on KoA and to think along with politicians and policymakers. It is our ambition to also offer a typically Dutch, responsible online offer of fun games of chance. What this offer will look like largely depends on the further elaboration of the Act.

Further building our strong brands

During the reporting year, we reviewed our brand portfolio and sharpened our brand strategy. Our seven game brands are more clearly positioned next to each other, under the flag of *Nederlandse Loterij*. In addition, we have invested in the umbrella brand of *Nederlandse Loterij*. Everything to ensure that our brands are distinctive and recognisable in the market and complement each other as much as possible.

Listening to our employees

In 2018, we conducted an employee satisfaction survey, with a response rate of 85%. Employees are enthusiastic and proud of the company; they feel that there is good cooperation within teams. The survey also offers opportunities for improvement, such as cooperation between departments and addressing each other. We immediately started working on these improvement points.

Processes improved in solid basis project 'Basis op orde'

Under the heading 'Basis op orde' we have analysed and improved all processes within the organisation. In addition, self-assessments have been introduced, which make it possible to continue to improve. Customer satisfaction with the contact with *Nederlandse Loterij* rose from 7.3 to 7.6.

Getting ready for LS2019

In 2018, we made preparations for the LS2019 strategic project. As of 2019 our entire lottery system (LS) will be gradually replaced by a new IT infrastructure. This applies to our organisation, but also in stores and online. This will enable *Nederlandse Loterij* to respond better to developments in the market, to the wishes of our players, and to retain more control over system adaptations. This allows us to work faster and more efficiently.