

Maltco news

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www.maltco.com

Visit our Facebook Page

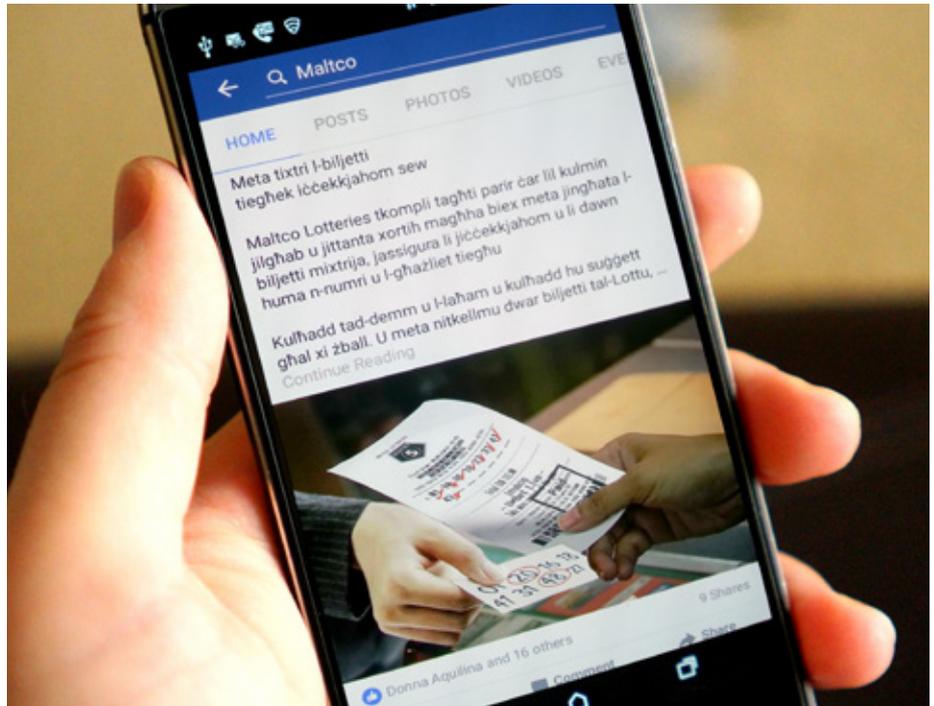
Maltco Lotteries believes that using these channels will make it easier to communicate with our customers. Facebook is an excellent working tool and a formidable habit to enhance communication with all people – directly or indirectly – interested or involved with Maltco.

Maltco Lotteries comes with the full awareness of the responsibility to best communicate its products and services to the players and to this industry.

Equipped with the latest technology which puts Maltco Lotteries amongst the top leading companies in this industry locally, Maltco continues to expand their innovative services and products. Through Facebook – the Company will now be in a position to communicate faster, more effectively and to a wider audience.

In the Business World, the social media platform serves as a stepping stone to reach both existing clients and the new ones who would not have otherwise been reached before. As studies show, people are today referring to Facebook to get their daily dose of news, information and to know the competitive market, in all fields. Social networking sites such as Facebook have become a powerful communication tool.

The newly launched Maltco Facebook Page



has been up and running since January this year, and the company commits itself to keep it as fresh as possible, adding content, updating all users about the weekly jackpots, new shops, new games, new scratchers, new bet types, new tools for players, whilst also giving them an opportunity to express their views and opinions.

At present the company has two official Facebook pages, the recently launched

Maltco Facebook page www.facebook.com/Maltco, and the U*BET Facebook page www.facebook.com/UBETsport, both pages are linked to the Maltco official website, and the U*BET official website.

To receive constant feedback including the numbers drawn after each draw, simply like our Maltco or UBET Facebook pages. You can also use our Facebook page to send direct messages and requests, our team will be happy to assist you.



Commentary

Maltco...

Putting our heart into it...

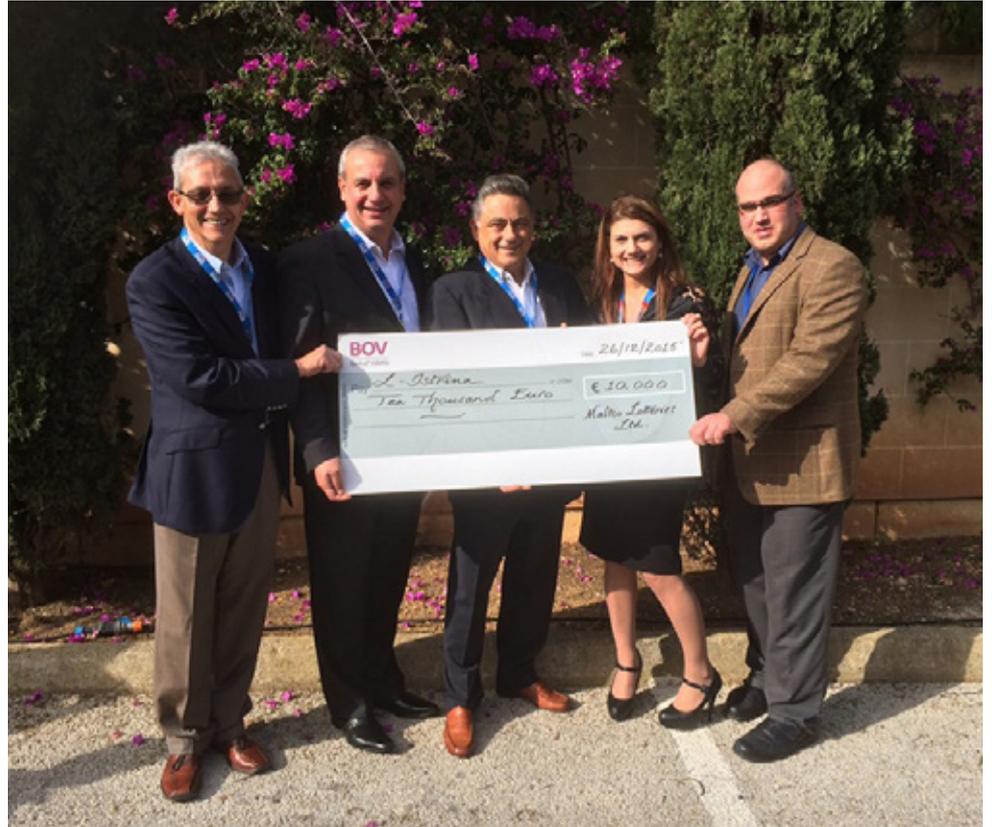
The first 3 months of this year were an eventful, important and a challenging start to 2016. Last year's hard work and accomplished missions, paved a smooth way for this year's more tangible strategy with a clear way of implementation.

During this first quarter of the year, Maltco Lotteries has introduced and carried out a new style of training about cross selling techniques to all its Agents and Assistants. In an exercise that started by training the trainer, the Agents were asked to participate in an interactive workshop to enhance their cross selling skills in order to better accommodate the player. This also served as an ideal opportunity for all Maltco Representatives to discuss and solve any customer service related issues they might come across during their duty hours.

The aim and purpose for this very specific training was to equip all Agents and Assistants with a more satisfactory approach to accommodate better the needs of the players. We feel it is important to understand which type of entertainment our client is seeking and this is why it is just as important that our Agents and Assistants are able to recognise which of our products suits each individual client best.

Maltco Lotteries is already associated with local sports activities and promotion, an initiative which the company pledges itself to continuously support as a core belief that sports leads to a healthier society. In parallel to this, Maltco Lotteries has, for years, been also very active in supporting NGOs.

Yet, this year we decided to go that extra mile. Through our Corporate Social Responsibilities and our operational guidelines to establish a stronger Responsible Gaming Awareness, this year, Maltco Lotteries will enter places it hasn't been before.



Maltco Lotteries... link to our society - The President's Fun Run & Caritas

As part of its daily operation Maltco Lotteries incorporates its share of CSR.

MALTCO Lotteries also donated €10,000 during the 2015 ISTRINA.

THE PRESIDENT'S FUN RUN 2015 - Thanks to the participation of all Maltco Points of Sale €14,000 were collected from participants around Malta and Gozo. This was made possible when MALTCO agreed to collect the donations and distribute the marathon commemorative T-Shirts from all its Points of Sale. This sum was forwarded to The Malta Community Chest Fund in January 2016.

CARITAS - with another €3,000, Maltco Lotteries supported a Boxing Fund Raising Event also in aid of Caritas Malta – the theme; Fight For Life was chosen for the international boxing event, which saw foreign competitors uniting and fighting the same, one element: addiction - be it of drugs, alcohol or gambling.

Separately, during an annual event which Maltco organised for all its agents and employees, the company spontaneously announced and collected a donation in aid of Caritas Malta. The total sum collected was that of €220, a sum which the company immediately rounded up to a €1,000.





Taking training to a higher level

 Maltco's Lotteries retail network is the largest online terrestrial network owned by one organisation.

Maltco Lotteries employ more than sixty people and has over 230 Points of Sale with so many agents plus assistants.

Although it is not an easy feat it is the company's goodwill towards the players to keep all its personnel abreast of new technology, games and also a holistic supportive approach.

During the months of February and March Maltco Lotteries initiated, for the first time, workshop sessions specialising in Cross-Selling to all its

personnel. The format on which these workshops was based, was specifically built and tailored to train the Agents on how to match the right product with the right player. Apart from an agent-customer relationship this interactive training was aimed at giving the player better satisfaction and confidence in the company.

These intensive sessions which were over 3 hours long, started with a brief presentation about Responsible Gaming, an exercise the company carries out regularly throughout the year. In this presentation the agents were reminded of the importance of the responsible manner the company operates with, providing the safest environment for the player.

Reactions on Sales Training From the trained Agents

- "I was kind of dreading the 4 hour long training session, but once we started it was an amazing experience, exchanging ideas about our work. Thanks for this workshop."
- "This workshop was very satisfactory. We were given a lot of attention, and helpful tips regarding cross selling and upselling"
- "Good exercise to learn and share ideas, effective brainstorming session. Definitely worth attending"
- "Very exceptional motivating workshop. Grateful for such an interactive experience, hope our suggestions will be considered and taken into action."



Meeting with...

Cross Selling Training... means to enhance our Service & Cooperation



Alfred Muscat, Maltco Agent



During an interview regarding Sales Training offered by Maltco to all agents, Mr Muscat said that the Lotto has come a long way from how it originated.

Mr Muscat explained that although there is always room for improvement Maltco Lotteries is currently taking initiatives to strengthen and keep a healthy relationship with Agents, who today, have become 'Agents' rather than just 'receivers'.

Asked about the most recent training given by Maltco Lotteries and to which he attended, Mr Muscat said that this training, in the form of a workshop, was well planned and tailor made whilst also addressing the feedback from the Agents. The training gave an unrestricted opportunity to the agents to express their views, their daily hick-ups and more importantly they were able to constructively put forward any suggestions that may have. This served a golden purpose for both Maltco Lotteries and its agents to find their place in the journey to eliminate any tiny challenges, so at the end the business prospective is



'Agents' rather than just 'receivers'



more positive and dynamic.

Mr Muscat said that the Sales Training, which was mainly about Cross Selling techniques, was a good boost to equip the agent with the sufficient information to be able to assist the player in the best possible way. It is important that such training initiative is held annually - as to

Experiences...

Positive...

Maltco Lotteries is currently taking initiatives to strengthen and keep a healthy relationship with Agents

Of happiness...

Cross Selling techniques, was a good boost to equip the agent with the sufficient information to be able to assist the player in the best possible way.

Satisfaction...

unrestricted opportunity to the agents to express their views, their daily hick-ups and more importantly they were able to constructively put forward any suggestions that may have

align the Agents with the latest approach towards any developed technology, newly launched games, and especially to reignite a fresh and positive service to the player.

As a final note Mr Muscat mentioned that with today's vast and growing market it is of utmost importance that as the most experienced and pioneering company; Maltco Lotteries and its Agents should keep an open relation to operate in the smoothest, most transparent way in order to keep its pole position.