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Maltco
LOTTERIES

10th Anniversary
2004 - 2014
MALTCO LOTTERIES LTD.

Maltconews

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Maltco Lotteries • €70 million 2004-2014 • in investment

“The company’s vision is clear – we have to work together to be on top of all the lotteries within the global market as regards the socio-economic development.”

“This we can only achieve through working professionally, responsibly, and through the continuous use of the most technological means.”

“This we may only obtain through the continuous support offered by the multi-national company INTRALOT, so as to ensure the efficiency of work based on Quality, Service and Responsible Entertainment.”

This was the main message outlined by Ioannis Katakis, Maltco Lotteries Ltd CEO, on the occasion of the 10th Anniversary (2004-2014) of Maltco Lotteries in Malta.

He stated that throughout these last 10 years the company has grown not only through its operations but it is one of the largest companies in Malta as may be proven through its annual turnover.

Ioannis Katakis explained that over the years the company has regularly invested and this is evident from a number of aspects – modern and up-to-date infrastructure, advanced technology, continuous training of individuals, professional marketing...all of this amounting to more than €70 million.

The company has developed not only in terms of the number of employees that diligently take care of the company’s operations but



Ten years of success for Maltco Lotteries, nowadays one of the largest companies in Malta

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Direct contribution to the Maltese economy

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nowadays it has around 235 Points of Sale with thousands of players who try their luck – reflecting trust in the company’s operations which is proud to offer a vast range of games and services in the most professional way.

It is an honour for Maltco Lotteries that it has gained recognition both locally and globally through its responsible and diligent operations, by the World Lotteries Association (WLA) and the European Lotteries Association (EL).

Meanwhile, during the 10th Anniversary

event which had been organised by Maltco Lotteries Ltd during the month of July this year, the Hon. Josè Herrera, Parliament Secretary for Competition and Economic Growth, praised the ten years worth of work and operations of Maltco Lotteries and exclaimed that the company has greatly increased job opportunities for the current and upcoming Maltese workforce, injected revenue in the Maltese economy and increased the variety of games and the winnings of players who choose Maltco’s games to try their luck.



Commentary

Maltco...

Quality – Service – Entertainment

During these past ten years in Malta I have experienced a number of situations which I will cherish for all my life.

Although I have worked in different countries, much larger than Malta and spread over four continents, I must admit that the challenges I experienced on this island were somewhat different – looking back I may conclude that the work carried out at Maltco has been based on Quality, Service and Entertainment.

During the past years, Maltco has given a lot of importance to the Quality element – everything but the best and above all, for its direct employees, agents and also players.

The final result is the success story which we are writing altogether. The values speak for themselves - €60 million go for Agents' commissions; €120 million go for Government contributions as tax; €50,000 yearly for the Responsible Gaming Fund... And it is thanks to the level of professional Service from day one of Maltco's operations that nowadays we may find a range of games – not just three like it was in 2004, also nowadays we may find 235 state-of-the-art points of sale and not just 180 lotto booths like way back ten years ago.

We have been and are continuously working towards giving out the very best as regards Entertainment, through the increase in chances of winning for players and the investment towards facilities which allow greater information to be communicated to the players.

A clear Mission and a clear Vision. We know from where we started, and we are aware of where we want to be in the future so that we may continue to write the success story. This may be done through the transforming of challenges into favourable situations.

Dr Ioannis Katakis
CEO - Maltco Lotteries Ltd



During the last decade, Maltco has embarked on initiatives which nowadays are giving promising results

A clear mission and vision leading to a success story



Ten years of continuous commitment together with sensible

investment in both human resources and infrastructure have lead Maltco Lotteries take pride in being one of the ten largest companies in Malta.

The figures that Maltco Lotteries is enjoying nowadays act as proof towards the work which the company is carrying out resulting in positive outcomes.

Above all the factors present, Maltco Lotteries directly and indirectly is providing work and income to a hundreds of families in Malta. These include the faithful employees and a number of hard-working Agents spread over Malta and Gozo, also the latter employing a

number of assistants to help them at the point of sale.

This is all based on the sole principle which the company has – whilst offering a vast range of products it also gives the opportunity to players to show their ability when playing, all based on the principle of Responsible Gaming. During this past decade, Maltco has brought a new and discreet revolution within the gaming sector in Malta which has grown and attracted new players to try their luck with the games Maltco offers.

Nowadays the number of new players is increasing substantially especially through the HORIZON system which a lot of them consult at play.

Within ten years: More than €450 million winnings

It is of great satisfaction that during the past ten years in Malta, Maltco has paid out €450 million in winnings. The biggest win was of a single player who won €1,570,000 through the Grand Lottery. The second largest win was also won by a single player through Super 5 amounting to €1,292,116. Another fantastic jackpot was won by three players from the Quaterno+ game which amounted to €680,000. Besides the above mentioned prizes, it is impressive that a total prize figure of €7 million were not claimed by winners and thus Maltco transfers these amounts to the Good Causes Fund.



Maltco Lotteries and PBS have reached an agreement to live-broadcast the Lotto, Super 5, and Grand Lottery Draws.

Lotto, Super 5 and Grand Lottery draws on PBS

Maltco Lotteries has reached another quality milestone through the agreement made between itself and the Public Broadcasting Services – the National Station – whereby the latter will be showing live draws of Lotto, Super 5 and Grand Lottery. The draws for such games are being held every Saturday, Wednesday, and Friday respectively from a state-of-the-art studio equipped with today's modern technology equipment ensuring that the television audience is being provided with the best of service. The studio is 180 metres squared and is designed in such a way that is fresh and modern.

Ioannis Katakis, Maltco Lotteries' CEO,

explained that the agreement made with PBS is another step towards being a company offering the best of service to its clients.

Anton Attard, PBS' CEO, described the agreement made with Maltco Lotteries Ltd as one of the most important and historic, and this also shows that both companies believe in one another.

One should also mention that the Lotto, Super 5, and Grand Lottery draws, apart from showing on TVM, they are also being shown on the Melita Weather and Info Channel 501, and online on www.maltco.com and www.tvm.com.mt.

The draws for the mentioned games is always held at 7.45pm – just before the news bulletin.

Investment in latest technology machinery

Maltco Lotteries is equipped with latest technology machinery used for Lotto and Super 5 draws after the investment which was carried out for the main reason that the players will be given the most professional service possible. Maltco had carried out a call for quotations for such machinery prior to its purchase. The chosen supplier is an American company which is also part of the WLA and enjoys a good reputation. This company has 18 years of experience within this industry and has more than 200 clients in 90 countries. This machinery is of high level in terms of security and has also gained certification by the Gaming Laboratories International.

Reactions

Maltco Agents agree that things have improved

Throughout these last few weeks, Maltco has celebrated its 10th anniversary operating in Malta – a satisfactory experience thanks to all those involved. Amongst these Maltconews has gathered some comments from agents from Malta and Gozo as follow:

■ Maltco has increased its game range, with U*BET and Keno being the most popular. The variety which one may find within the Scratchers' editions available has also increased and this in turn gives more choice to the players. The efficiency of the games offered has increased as well due to the modernisation of equipment. – POS 164 Kalkara – Joseph Vella (Florence E Vella)

■ Maltco is offering quite a variety when it comes to games, thus players have more games to choose from. The company is one which may be trusted. Points of sale are more modern thanks to the investment which is being carried out these days. – POS 107 Hamrun – Julie-Anne Farrugia

■ We have gone through a lot of change and the machinery has been improved, more reliable and processed transactions faster. The improvement from the Coronis to the Photon has brought an improvement in sales with less errors and much easier. Therefore this shows that the system is more reliable. It is very rare that a player argues about the results, winnings, and prices. – POS 67 Rahal Gdid – Jude Thaddeus Zahra

■ Maltco and the authorised shops around Malta and Gozo improved a lot as regards technological equipment. The range and variety of games increased for the clients. In the past we only had the Lotto and Super 5 games. The most popular games nowadays are U*BET and Keno. The environment within the authorised shops is clean and efficient. – POS 147 Dingli – Robert Vella

Meeting with...

Maltco Lotteries and its strategic role within the INTRALOT family



“Throughout the years, Maltco Lotteries has formed a crucial part within the INTRALOT family, succeeding in and achieving a number of goals regarding different aspects of its operations. Amongst all this, Maltco has successfully improved its technological advancements in the gaming market and implemented best practices when it comes to Responsible Gaming.”

“This has also lead Maltco, year after year, to achieve and advance in its successes whilst it has grown its operations and has also contributed to Malta’s socio-economic growth.”

This was stated in an interview by Costantinos Antonopoulos, INTRALOT’s CEO, in the occasion of Maltco’s 10th Anniversary.

Costantinos Antonopoulos stated that the INTRALOT Group is proud of Maltco Lotteries Ltd which is continuing to stay on top as regards important successes which are honouring not only Maltco but also the INTRALOT Group. Maltco’s practices are also being put to practice by other companies within the INTRALOT Group so that they may accomplish what Maltco has achieved – together with the sacrifices of those involved. As regards the 10th Anniversary and how INTRALOT looks back on its subsidiary company, Costantinos Antonopoulos, stated that Maltco has quite an important function within the INTRALOT Group. “We are proud of Maltco that throughout these ten years, they have gained the trust of many Maltese players, partners, and the authorities concerned. This trust is thus being turned into important achievements.”

Maltco has been successful in a number of goals which it had set and these achievements served well for the INTRALOT Group. It is quite impressive the fact that Maltco has achieved a lot and is able to act as a role model to other companies who would like to achieve through Maltco’s best practices. One should really appreciate this particular fact.

Costantinos Antonopoulos said that Maltco



Costantinos Antonopoulos, CEO at Intralot Group

“ INTRALOT is proud of Maltco Lotteries’ successes ”

was the first company to implement the Responsible Gaming programme and this has led to achieving international certification from both the World Lotteries Association (WLA) and the European Lotteries Association (EL). This is somewhat satisfactory since these certifications have been awarded by two influential institutions. When asked about Maltco’s successes within the INTRALOT Group, Costantinos Antonopoulos explained that INTRALOT is proud that Maltco is using the latest technology in the gaming market. “INTRALOT is supporting the work which is being carried out by Maltco since it is acting as the ideal company amongst the rest.”

“Maltco is offering entertainment to its players in a safe environment where the Responsible Gaming practices are being put to practice. Maltco’s success and experience is being shared amongst the other subsidiary companies of INTRALOT. This is something that one should admire.”

Maltconews asked about the gaming industry in Malta and the potential that it sees in INTRALOT, and Costantinos Antonopoulos explained that this is one of the most exciting moments that we are experiencing at a very fast pace and which is creating a number of opportunities. However, there are a number of challenges which one needs to point out and transform them into opportunities. Maltco, being a stable company in Malta, is at an advantageous position to continue harnessing its opportunities.

When questioned about the future of Maltco, he added that it has an important role within INTRALOT and its growth. The company had a positive impact on the socio-economic growth of Malta and this helps to improve the gaming industry through the development of human resources and technology.

“The aim set by Maltco is to be on top in the gaming market in Malta, to continue offering innovations to the players, continues to promote Responsible Gaming, continues to operate with latest technology in the market and all of this leads to more success and other important achievements.”