

# Maltconews



MERRY CHRISTMAS

Issue - 06

December - 2014

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## Successful participation at the World Lottery Summit in Rome

During the first week of November Maltco Lotteries representatives attended the World Lottery Summit in Rome. Ioannis Katakis, Maltco Lotteries Chief Executive Officer, Georgios Kakouras, Operations Director and David Anthony Gatt, Sales and Marketing Director represented Maltco in this World Lottery Summit (WLS 2014) which was organised by the World Lottery Association. This summit is organised every two years and aims at bringing together all major lotteries around the globe to share experiences and developments happening in the industry.

This prestigious conference featured an intense business programme which included a number of keynote presentations and meetings.

All presentations were designed to provoke thought, broaden knowledge, and to deeply probe into the issues that are affecting the lottery industry today.

Core themes, such as responsible gaming, security, and the integrity of sports, as well as many other topics central to lottery industry were discussed.

Maltco participated in one of the presentations which related to the evolution of Instant tickets in Malta. Throughout this presentation, Ioannis Katakis, Maltco CEO, presented to the audience the developments of the instant tickets in Malta since they were originally launched in 1996 in Malta and what



The official World Lottery Summit, Rome logo

“ Second to no other lottery technology world-wide ”

strategies were adopted by the company throughout the years to make successful and popular the brand of “Scratchers”.

WLS 2014 also featured a trade show which included the latest in lottery systems and services from cutting-edge lottery technology to innovations in lottery marketing. MALTCO's mother company INTRALOT who is the leading supplier of innovative solutions presented its new product roadmap at outstanding booths showcasing its innovative solutions for

Retailers, Players, Operators, Content as well as Managed Services.

Commenting on this experience, Maltco Executives remarked that attending this conference was very important for people who were exposed to what is happening in the lotteries industry around the world.

They emphasised that “although the Maltese market is relatively small when compared to other countries, we are very proud with what we are doing at Maltco and we can proudly say that our customers are being provided with a service, a range of products and a technology which is considered as second to none when compared to other lotteries world-wide.”



Commentary

## Maltco... living through exciting times

The mixture of achieving positive results and doing well, plus working and obtaining international certifications, setting the agenda in the business sector, plus moving forward in the international scene is leading Maltco Lotteries through exciting times.

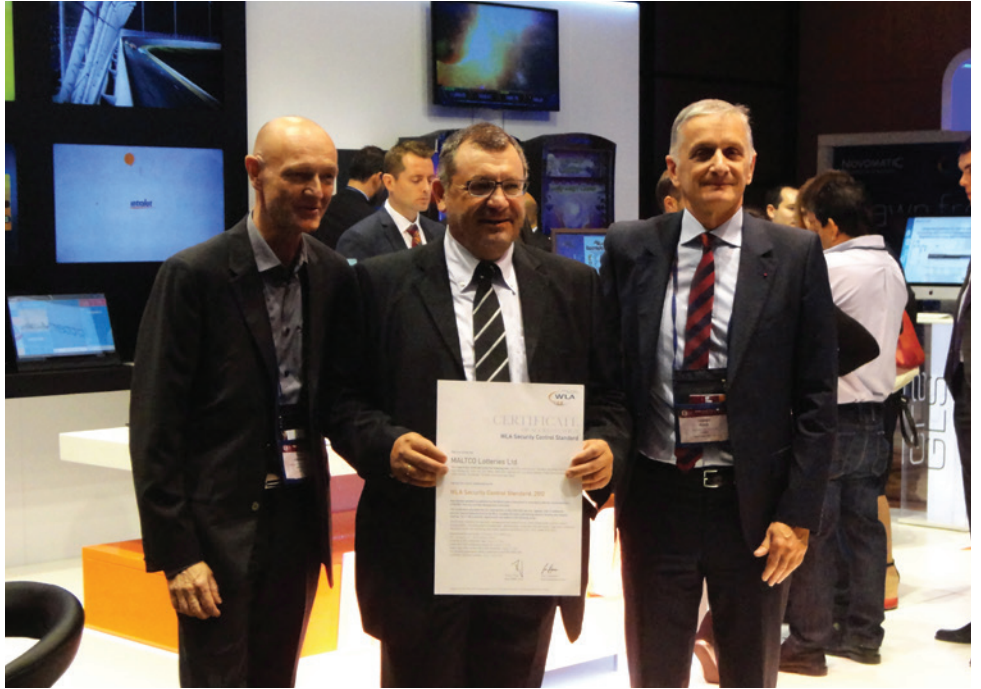
All of us are proud to work within the framework of this company and all of us are doing our utmost to move ahead with this attitude. We want to be always in the best position to give the best ever service that we could offer.

This is a question of teamwork – we at the managerial level, all the employees, all the Agents at our points of sale and also all players. We, together, can continue to achieve very good results which make us all proud.

It is of utmost importance the fact that we are setting a positive example in the business sector. Other companies are following our way of thinking and our way of how we do business. We are leading not only in Malta, but also abroad. In the gaming industry we are obtaining favourable results. We are receiving positive comments from big companies which want to follow our steps so that they achieve better results as well. Big companies are asking us whether it is possible for them to copy and follow our way of doing things... for us at Maltco Lotteries this is of big satisfaction.

We believe in teamwork. Everyone counts and everyone has his specific role. Together we can continue with this successful story which is giving us satisfaction and a good name not only in Malta but also within the international scenario. Last but not least, on behalf of all Maltco Employees, Agents and sellers, I would like to take this opportunity to thank and wish all our customers and their families, the very best for the Festive Season and a prosperous New Year.

**Dr Ioannis Katakis**  
CEO - Maltco Lotteries Ltd



*Dr Ioannis Katakis receiving the WLA SCS Certification during the Summit held in Rome*

## World Lottery Association (WLA) Certification for Maltco Lotteries



Maltco Lotteries, the company that during this year celebrates its 10th

Anniversary since it started its operations in Malta, was awarded another leading international certification by the World Lottery Association (WLA), the “WLA Security Control Standard”, that is an important recognition of the company’s commitment to security standards.

The WLA SCS is the lottery sector’s only internationally recognised security standard. It couples a comprehensive information security management baseline incorporating ISO/IEC 27001, the leading international standard for information security management, with additional lottery-specific security controls representing current best practices worldwide.

The WLA SCS is designed to assist the lotteries around the globe in obtaining a level of security controls in line with generally accepted best practices, to enable an increased reliance on the integrity of lottery operations. It specifies the required practices for an effective security management structure by which a lottery may maintain the integrity, availability and confidentiality of information vital to its secure operation.

Ioannis Katakis, explained that Maltco has been granted this important accreditation by the WLA in accordance with the recommendation of the WLA Security and Risk Management Committee.

This certification stipulates that the requirements of ISO/IEC 27001 are met, together with 111 additional security requirements.

## €1,000 prize for a lucky 2<sup>nd</sup> Chance winner

With the increase in the popularity of Scratchers in the Maltese market, an increased number of players are also taking the opportunity to participate in the popular Scratchers 2nd Chance Lottery. Every month one lucky individual will win the fantastic sum of €1,000 prize through this lottery.

2nd Chance participants collect non-winning tickets in total value packs of €10. A 2nd Chance Lottery draw takes place every first Wednesday of the month, during the Super 5 draw aired on the national station TVM at 19:45 whereby a winner is drawn - winning the prize of €1,000.



The new €1 edition of Scratchers - The Lucky Clover

## The Evolution of Instant Tickets in Malta

Scratchers is also one popular brand, offered by Maltco, which is quite sought after by the Maltese players. Instant tickets were introduced in Malta in 1996 whereby there were 2 price ranges being Lm0.25 and Lm0.50. 8 years later Malta joins the EU and Maltco is born in July 2004 whereby the Scratchers brand was established – editions issued afterwards contained the Scratchers logo. A few years later when Malta entered the euro zone in 2008, Maltco introduced the tickets ranging from €1, €2, €3, and €5. Maltco Lotteries issues around 5 new editions annually to keep the market as enthusiastic as possible. It also tries to attract different players through the use of different themes - some having easy instructions of how to play and others which

require more thought. Another characteristic which helps attract players is the top prize which amounts to a maximum of €50,000.

Scratchers tickets have a different game design, and this is particularly highlighted in the Scratchers game characteristics. Maltco has established characteristics through market research to meet the players expectations – mainly the instant winnings. Others include Simple Play methods, clear, attractive ticket colours, impactful ticket names, easy-to-match symbols with simple winning combinations. Such characteristics help to attract players who like to play instant games.

Scratchers allows players to either try their luck whilst at the POS or else buy a good number of tickets to scratch them in the comfort of their home.

### The Scratchers Lucky Clover

During the month of November, Maltco has launched a new edition of Scratchers – The Lucky Clover – this game can be played with only €1. The tickets have an exciting symbol theme consisting of three game areas. This edition is very easy to play with large and identifiable symbols including a Clover, Rainbow, Horseshoe, and Ladybird, amongst others.

The objective of this game is to match two identical symbols in the same game area by scratching each panel. A Lucky Clover player stands the chance of winning numerous prizes with the maximum prize being €1,500.

### Reactions

## This year's WLA Summit - Rome 2014

It has been a very pleasant experience to be part of the WLA Summit 2014 whereby Maltco Lotteries Ltd has been awarded with the WLA Security Control Standard. During the summit, I was also given the opportunity to carry out a presentation on the evolution of Scratchers in Malta. Maltco Lotteries is hugely supported by INTRALOT its mother company and one of the largest companies worldwide within the gaming industry, being also one of the platinum sponsors of the WLA Summit 2014. Dr Ioannis Katakis – CEO Maltco Lotteries Ltd

The WLA Summit 2014 was a great opportunity for me to follow the latest trends and developments in the global lottery industry. I had the opportunity to experience the latest innovations by international exhibitors in lottery technology as well as to network with leading professionals and probe into the issues that are affecting the lottery industry today. Having seen all this, I can proudly say that Maltco with its advanced technology and innovation currently provides to its players a world-class entertainment experience. Georgios Kakouras – Operations Director

This first experience in the World Lottery Summit was truly a rewarding one. The opportunity to share knowledge as well as to see what other countries are doing is very important for my work. At the same time, I felt very proud of what our company is doing in Malta since very few similar companies around the world have the vast portfolio of products and services like we are offering at MALTCO. We should be really proud of what we have. David Anthony Gatt – Sales and Marketing Director

Meeting with...

## Maltco Lotteries - very impressive - could be our role model in Taiwan



Ted Lin, Taiwan Sports Lottery Co President, recently visited Malta and personally encountered how lotteries and gaming are run by Maltco Lotteries.

He visited Maltco Lotteries Head Quarters in Iklin and also a number of points of sale around Malta. He was impressed with what he saw and in an interview with Maltconews, he said that his companies in Taiwan have many things to learn from the whole operation here in Malta. "Maltco Lotteries is doing something fantastic. Great job and we should learn from this positive experience here in Malta. Although Malta is a small country and its population is relatively small when compared to ours, which is 23,000,000 people, I can easily say that when it comes to lotteries and gaming you are much ahead of us," Ted Lin said.

He continued that in Taiwan there are two companies operating in the lottery industry – the Taiwan Sports Lottery and the Taiwan Lottery Company. Both of these companies are subsidiary to the Chinatrust Commercial Bank which employs 15,000 people.

"The operation in Taiwan is very large but when one compares, per capita, what we do in Taiwan and what Maltco Lotteries is doing here in Malta, I can conclude that here the operation is much more advanced," Ted Lin said.

He said that he knows very well Ioannis Katakis, Maltco Lotteries' CEO, and said that according to him Ioannis Katakis is not only a professional in this industry, but has huge capabilities in converting to success all lotteries operations.

Ted Lin said that his first hand experience here in Malta served him to learn more about what we are doing here. For example something which impressed him very much was the Horizon System. "If we want to move forward in Taiwan and if we really want to attract more players in our country, we have to invest in such a system which is very interesting and powerful. It is very helpful to all players and it gives you the latest information. With the information



A visit from Ted Lin - Taiwan Sports Lottery Co President

“ I am seeing international companies taking Maltco as a role model ”

that the Horizon System gives to the players, they have a better chance to be amongst the winners. So if you have this system in Malta, why don't we introduce it also in Taiwan?"

Ted Lin said that this was his first visit to Malta but after this positive experience – where he had also the opportunity to meet with Maltco Lotteries employees and also some of the Agents – he will plan to come again to gain

more knowledge about the successful story of Maltco Lotteries in Malta.

"Maltco Lotteries is in the forefront. It sets out very good examples to other companies. Perhaps to other big companies around the world as well. Maltco Lotteries should be proud about this because from what I am seeing, international companies are taking Maltco Lotteries as their role model. If we follow this same method as it is here in Malta, we could achieve more positive results and this will be something very positive to all involved parts in Taiwan," Ted Lin concluded.

### Experiences...

#### Positive...

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#### Of happiness...

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#### Satisfaction...

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