

Maltconews

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Maltco Agents: A Key Role in A Successful Story

One of Maltco's most important links between the company's operation and the players are the Agents. All 250 of them work hard to provide the best entertainment and gaming environment.

Maltco believes that this positive energy asserts that this is performance is maintained in the future.

As it is the tradition amongst most companies, during the festive season Maltco organised a Christmas Party in which Maltco employees had time to mingle and socialise with the Agents and Sellers both on a less formal level and also to exchange views, experiences and to better understand each other, whilst discussing the vision of the team for the future.

Despite the daily challenges Maltco Lotteries believes that one of the keys to keeping the player fully satisfied, is by keeping a good work-relation, and communication with the Agents.

During the event Maltco honoured all members who retired during 2014; Mary Muscat, John Agius, Marthese Sapiano, Mary Salamone, Orazio Cachia and Nazzareno Caruana. All six agents worked in the Lotto Industry and gave many years of service and strived to find the best ways and means on how to give a personalised service to the players' satisfaction. These people are the pioneers in this industry and during their years of service they experienced and witnessed the great change that Maltco brought in the Lotteries



Agents and Sellers Christmas Party

“ Last year was marked with record results in all aspects ”

industry - not only in the service given but also in the mentality.

Maltco Lotteries presented each of the six retired agents, a Lifetime Recognition Award in appreciation for their utmost loyalty and hard work. The event was also characterised with the certificates given to another six Agents who sold the 2014 high tier winning tickets from their shop varying from Lotto, Super 5 and Grand Lottery games.

They were amongst the most satisfied guests of the night, knowing that during the

past year they were the key Agents in the winning of great prizes, their pride showed on their satisfied faces when accepting their Certificates. Even though one might think it's quite rare, they managed to sell the high tier winning tickets; an experience they will carry throughout their lives. During the Christmas Event, Dr Ioannis Katakis, Maltco Lotteries CEO, said that all all of Maltco's team, employees, agents and seller, should stay positive and have an energetic approach so that this will be projected in their service to the customer. He also praised the hard work of all Agents and suggested they keep doing a great job in order to work together towards the company's vision.



Commentary

Maltco... More collaboration

The business in the lottery industry runs on three major components: The Company and its Employees; The Agents; & The Players. The Company alone cannot reach the Player, whilst the Players on their own cannot play without the service provided to them by the connecting factor: The Agent.

Therefore, this means that a major role in all this business depends on the Agent. Maltco has around 250 agents, sellers and points of sale around Malta and Gozo. Gradually they are all upgrading their systems so that they will be better equipped in order to give the best possible service to all the players.

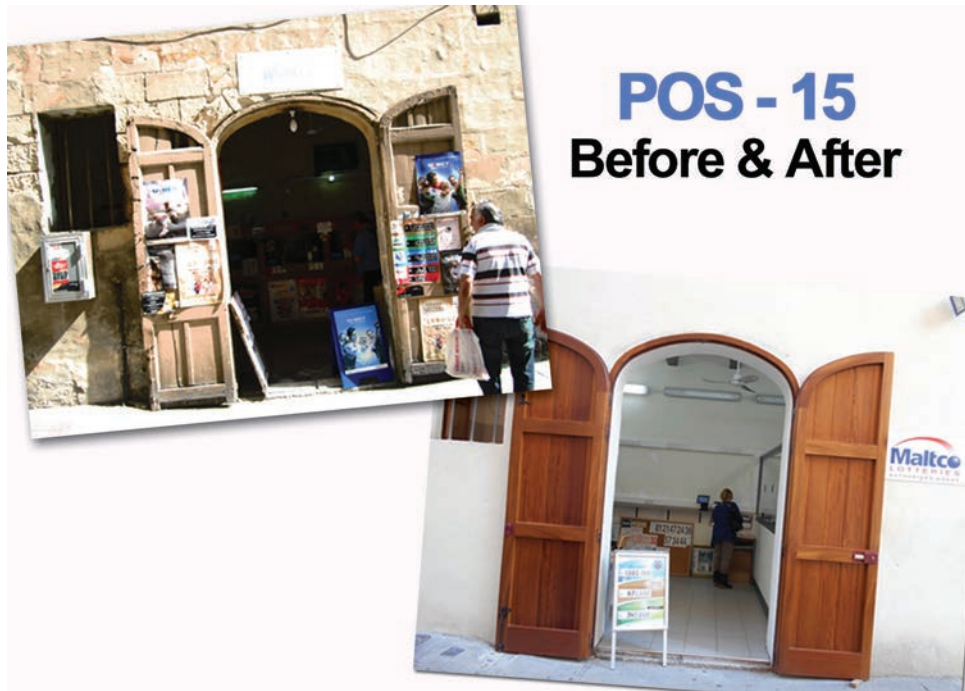
Although sometimes things could be difficult for all of us, we will always honour our one promise: - To do our utmost to remain professional and to be utterly transparent and serious in the gaming industry. A positive certificate in this direction was given to us recently when International experts in the gaming industry visited Maltco Lotteries' premises and a number of the Agents, and gave a very positive review about our whole operation.

We are very satisfied with our Agents and we are committed to enhance this positive contact and relationship. Our aim is to have - both ourselves as Maltco and the Agents - a successful story. Yes, we are proud with the results that we achieved so far, but we are determined to repeat this success on behalf of all parties - players included.

Maltco Lotteries is very satisfied with seeing the Agents doing their part to attract more players and to build a stable relationship with the players. Having a cup of coffee with friends in a comfortable environment, players will find it easier to visit our shops and play with us.

Thank you, everyone, for your full commitment and best wishes for all the work ahead.

Dr Ioannis Katakis
CEO - Maltco Lotteries Ltd



How POS 15 used to be in the past and the more recent renovated up to standard

From the carbon copy to the finest Computerised System



It's been over 10 years since Maltco Lotteries launched and during these years those directly involved - Agents and players - could see how the company made a radical transformation in this industry.

When Maltco Lotteries started, in 2004, one could only play three games; Lotto, Super 5 and the National Lottery. Today the company offer a spectrum of more than ten games in the market. Another drastic change is in the service it provides. Originally the company inherited a system where in order for a player to participate in the Lotto game, the Lotto Agent had to write everything manually and carbon copy it. Making four copies of every ticket; one for the player, one for the agent and two for the Lotto Department. Today the

procedure of buying the same Lotto ticket is just one click away so that computer-generated ticket is processed!

Another big achievement is seen in the service provided - Maltco's attractive shops, fully equipped with the latest technology (Horizon System), but it's not only about the technology and television screens... it is also about a much better human contact and approachable attitude towards the players giving a more appealing environment.

These evolutionary steps gives pride and binds the company to continuously update its products and services according to the on-going needs of the player so that Maltco stays in pole position - both in the service provided and also in the results achieved.

A gigantic step in mentality

Where in the past it was sufficient to have a small point of sale, even a tiny kiosk which provides service for only 3 games, the portfolio of games today requires that customers are provided with a more adequate spacious environment to be able to spend leisure time at our premises and not merely enter, queue and leave. Agents are constantly looking for ways to give their customers the greatest satisfaction. Nowadays, our shops offer an air-conditioned environment, comfortable seating, internet access and large television screens for information. Today, when designing a shop, the customer is put at the centre of the project whereby everything revolves around the player so that s/he is always offered the best experience possible.



Maltco Lotteries Ltd shows its support to local Sporting clubs

Committed to believe in Sports

Maltco is driven to be a leading corporate citizen. The company approaches this diligently through its Corporate Social Responsibility strategy, particularly in the local sport sector. This was clearly demonstrated through a leading sponsor during this year's edition of the "Malta Sports Awards" The ceremony which marked the 54th Edition was held earlier this month at the Corinthia Palace Hotel in Attard. Maltco was present during the event's ceremony and Operations Director Mr G. Kakouras was amongst the award presenters to the winners of these prestigious awards. For the 2nd consecutive year, the company will also be rewarding a financial contribution of €500 to all the winners of the major categories in a separate event which will be held later on this month. The

local National Lottery Operator has been supporting sports intensively by contributing to its development and transmitting passion for sport as a moment of physical growth, fun and an occasion for socialising. In fact, over the past years Maltco has been engaged in transmitting these values to the Maltese community by supporting local sport entities, namely the MFA through the official sponsorship of the FA Trophy for eight consecutive years. Moreover, various sporting clubs and individual athletes received a financial support throughout the years to help them develop further and reach new goals in their respective discipline. This is indeed a clear message from our company, that firmly believes in the potential of local athletes and we are amongst the front liners to support local sport.

Points of Sale TODAY: The place for entertainment

With their warm-welcoming spacious interiors, the points of sale as well as the comfortable setting, are evolving into socialising locations where people gather inside not only to play the various games but also to meet friends and watch football games, horse racing and other sports events.

Clients are finding these locations very convenient and many keep their regular appointment to visit the point of sale to meet their friends, discuss and get the latest updates on news and other information regarding games due to be played. With most Points of sale offering internet access, some find it handy to browse the internet in-house in order to gather information before placing a bet.

Reactions

A Completely Different Approach

Maltconews asked a number of Agents who retired last year to share some of their experience throughout their career, as a Maltco Lotteries Agent.

■ "I started working in a point of sale in Gozo but then moved to various localities including; Blata I-Bajda, Sliema and Balzan. I used to write all the numbers on three carbon copied tickets. At the time we only had Lotto as a product. Thanks to Maltco we can now offer Super 5, The National Lottery and other games."

- Orazio Cachia, Zabbar

■ "I had a point of sale in Birkirkara and worked for four decades as an Agent. During the past ten years Maltco has provided me with numerous training sessions, in order to keep me abreast with the changes that the company introduced on regular basis." - Mary Salamone, Iklia

■ "I spent the great majority of my life serving people in many different localities. In over 50 years of working in this field, I've learned quite a few things including experiences I shall never forget. Through these hardworking days, I made a lot of friends who over the years have become part of my extended family because apart from playing Lotto, they used to spend hours at my shops, chatting and opening up to me, on all kinds of subjects; especially their favourite teams!" - Nazzareno Caruana, Ghaxaq

■ "Maltco Lotteries with its modern technology enabled me to grow and contribute at the same time. I sincerely wish that, as I move on to the next phase in my life, the company will continue to flourish in its business successes.

In all my working life, I have been a Lotto Agent in St. Venera, Valleta and Gharghur. More than once, I have had the honour of seeing clients winning top golden prizes. I will leave many memories behind and I will surely miss many of my co-workers and esteemed clientele.

I sincerely wish to thank and wish Maltco all the best for the future" - Marthese Sapiano, Attard

Meeting with...

The Retired Agents



Mary Muscat, John Agius, Marthese Sapiano, Orazio Cachia, Nazzareno Caruana and Mary Salomone are six pioneers in the Lotto industry. With decades of experience, they have a thousand stories to share.

Maltconews met these six retired Agents, and heard their various aspects of their experiences both when they worked with the Department of Public Lotto and also during the last ten years when Maltco Lotteries took over.

Mary Muscat, from Rabat, Malta, described her 31 years of experience as uniquely beautiful. Through her work she met lots of people who by time became her closest friends.

She remarked on the gigantic leap, from the manual era to the new computer generated system introduced by Maltco Lotteries. Mary expressed how she loved her job during which she always tried to give the best possible service to all her clients. She also showed her appreciation towards Maltco for always being there to support her.

John Agius, from Paola but lives in Birkirkara. 40 years experience. John worked in a number of different points of sale; Paola, Zejtun, Bormla and Valletta. He joined the Department of Public Lotto in 1974. He said he remembers quite vividly how the agents had to work hard, with all the difficulties they encountered during the manual procedure era.

Nowadays things changed radically he said, and Maltco brought all Agents the facilitated system and introduced new products and so now the service is more efficient. He said that Maltco kept them updated with all the new things and the company invested so that they were in a better position to give to all Players the best service they deserve. Today everyone can see that all the points of sale are much friendlier and offer a place where players can play and enjoy themselves more comfortably.

Marthese Sapiano, from Msida, lives in Attard. Agent for 33 years. She had a point of sale in Għargħur. For Marthese, it was the more



Dr Ioannis Katakis handing over a token to retired Agents during the Agents and Sellers Christmas Party

“ 31 years of experience as uniquely beautiful ”

recent years that were dominated by the evolution which made her working career more interesting. She said that she will never forget how the Agents used to do everything manually, with the worst day being Saturday - when after the Lotto draw, they had to manually check every single ticket sold from their respective shop. Before every draw they had to go to the Department of Public Lotto, Floriana to hand

over the copies of all tickets sold. Then, on the following Monday, they would start their working week at the bank waiting after endless queues to deposit the money.

Marthese said, that another important factor is the fact that, whereas in the old days the Agents used to get paid from the Department of Public Lotto weeks after the winning, nowadays, through the new Horizon System which Maltco Lotteries introduced, all Agents are now paid immediately. This, Marthese confessed, is a very important improvement for the Agents, and that sometimes is taken for granted.

Experiences...

Positive...

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Of happiness...

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Satisfaction...

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