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# Maltconews

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www.maltco.com

## Maltco: Over €8 million contribution to the Responsible Gaming & Good Causes Funds

In these past eleven years, Maltco Lotteries have contributed over €8 million towards the Responsible Gaming Fund and another Governments Fund for Good Causes. This is Maltco Lotteries share towards the Maltese society.

Acting Chief Executive Officer Vasileios Kasiotakis announced this when he presented a cheque of €50,000 to the Responsible Gaming Fund. The presentation of the contribution was made to Hon. José Herrera, Parliamentary Secretary for Competitiveness and Economic Growth, in the presence of Hon. Silvio Schembri, Chairman of the Responsible Gaming Foundation, and Edwina Licari from the Malta Gaming Authority.

During a press conference Mr. Kasiotakis explained that Maltco Lotteries gave great importance to Responsible Gaming and because of this the company has contributed over €8million towards the Responsible Gaming Fund and another Government Fund for Good Causes, this apart from the various regular initiatives in various social welfare areas as well as to promote health and sports amongst the Maltese society.

Hon. José Herrera, thanked Maltco Lotteries for its' commitment towards this important issue and said that Responsible Gaming is the link between companies like Maltco Lotteries who are a strong key to the economical growth



Right to left: Hon. Silvio Schembri, Hon. Jose Herrera, Mr Vasileios Kasiotakis and Dr Edwina Licari

“ a share that goes directly to the Maltese society. ”

that strengthens the country's economy, and the stability of the public in general.

The Parliamentary Secretary said that in 2014, over and above the €50,000 Maltco contributed another €650,000 given to the Good Causes Fund, also the government revenue from the Maltco Gaming tax has increased by 2% in 2014.

Hon. José Herrera concluded that today Maltco offers a wide portfolio of numbers of games and betting; and it is regulated by the MGA and thanked Maltco for its' regular

contributions.

While saying that Maltco is doing a great and positive job, Hon. Silvio Schembri, Chairman for the Responsible Gaming Foundation - who is the end beneficiary of Maltco's €50,000 contribution, said that through the Corporate Social Responsibility Programme, the foundation offers; 24x7 support via the National Help Line and fosters further education on behavioral addictions and responsible gaming to school children, the general public and gaming operators.

He concluded that there is a strong collaboration between Responsible Gaming Foundation and Maltco whilst he thanked the company for the kind donation.



Commentary

## Maltco...

Believes in

## Responsible Gaming

Amongst Maltco's primary aims since the very beginning was to introduce to the gaming industry how to play in a responsible manner: Players, Agents, Employees, the Stakeholders and the General Public.

What Maltco offers today, is common knowledge: the wider variety of games, the excitement, the new concept to our shops which have been developed into entertaining places is common knowledge, but, all these are offered in the most responsible manner: Age Limitation, Regular Training to all Employees, Agents & Assistants, Printing Information, Strictly No Credit Allowed, Signs in all shops, Physical Inspection etc..

Maltco continuously collaborates with the government regulator: the MGA and entirely embraces the recently launched, Responsible Gaming Foundation.

It is a cause Maltco believes in, abided by, and always taken it to the highest level - in order to make sure that the player is safe and therefore the Maltese society remains a stable one.

Through Responsible Gaming Maltco plays an integral role in preventing gambling by: Providing "Self Tests" in all Maltco shops, Inform & Educate the player, Collaborates with support organizations such as Sedqa and Caritas, and through the mother-company Intralot, carry out on going research.

In the recent years Maltco was certified by the World Lottery Association & European Lotteries, a recognition that has to be actively maintained by performing all the tasks and take all the necessary actions according to the obligations deemed by these two international bodies annually.

After its' first Licence term of eight years, Maltco has been trusted with another ten years of operations, and it is this month celebrating its' eleventh year anniversary.

**Mr Vasileios Kasiotakis**  
Acting CEO - Maltco Lotteries Ltd



*The Syndicate Play Wizard welcome screen*

## Syndicates Wizard: Making the game easier to play



A few weeks ago, Maltco made a series of changes to its website making it more user-friendly, more informative and with easier access to the existing and the new services.

This version incorporates a new section dedicated to Syndicates. This section also includes a Syndicates wizard to help players organise their own Syndicates from the comfort of their computer. This tool has been specifically designed to simplify the process of a creating Syndicate.

This facilitates the players in creating a Syndicate with family, friends and colleagues between a number of participants, number of shares and the amount to play in the syndicate.

The Syndicate Wizard provides two different options of how to create a syndicate:

1. The Basic option: Designed for those who do not have extensive knowledge about how to create combinations, but just know the amount to be played and the number of participants.
2. The Advanced option: For players who are already familiar with the concept of combinations and would like to build their own Syndicate game from scratch.

In order for the services to be more efficient, players have the option to print the summary of the Syndicate created by them and take it to the Point of Sale. The summary can also be emailed to friends who would be participating in the same syndicate.

## U\*BET Website: Freshly redesigned and more attractive

Another very important development was the U\*BET website ([www.ubet.com.mt](http://www.ubet.com.mt)) which has also been reconstructed. The odds on the new website were redesigned to be more visible whilst the betting markets for each match/event are now more clearly presented to facilitate the game.

The new U\*Bet website includes a number of innovative features, such as the facility to inform players about upcoming events and matches. In fact this section of the Website now displays the next 30 events/matches scheduled chronologically. This keeps the players informed with all the upcoming events, of all sport disciplines, and their respective starting time.



Maltco's POS Finder Concept

## 252 POSs, in 57 different localities in Malta & Gozo

Even though Maltco Lotteries is one of the companies with the biggest number of retail outlets spread all over Malta and Gozo, one can miss a playing opportunity due to not finding a POS when they need one, even if it happens to be just round the corner or still very close to you.

So Maltco Lotteries came up with this innovative online service; the "POS Near You".

Thanks to the advanced technology and through the company's website and operated by an easy system implemented by Google Maps, from your laptop, tablet or smartphone, players can now search

for all POSs in their vicinity, check their opening hours, the games they offer, and much more. With easy directions to follow, both by car or on foot, the system will guide you to the POS of your choice. It will give you all information so that you will find the nearest point of sale.

As a leading company, so far and until other businesses follow suit, Maltco is the only company to offer this service.

Buying a ticket 5 mins before the closing down time is now hassle free, with the POS Near You, you will not lose your ticket or your chance, as you will find the closest POS near you, seconds away from wherever you are!

## Maltconews: a monthly bridge between us, the Agents and you

Through our website, [www.maltco.com](http://www.maltco.com), you can now subscribe to 'Maltconews', a monthly newsletter in which one can find all the latest information, news and events involving Maltco Lotteries. For your free subscription, all you have to do is visit the Maltco Lotteries website press on the banner – on the righthandside, which invites you to subscribe and start getting this publication online. Maltconews makes an interesting read, and is not solely targeted at players, it incorporates issues and events that are happening in this industry across the board, and how Maltco is then affected. If you wish to start receiving a hardcopy at your house or office, you can send us your name and postal address on [info@maltco.net](mailto:info@maltco.net)

### Reactions

## The upgrading of our website: Positive reactions

During these last few weeks Maltco Lotteries revamped the company's websites – [www.maltco.com](http://www.maltco.com) and [www.ubet.com.mt](http://www.ubet.com.mt) – these are now more attractive and more user-friendly. Any company's website may be the first interaction with the user and the introduction to a potential customer.

Maltconews took some reactions from our players about their first experience as our new upgraded website:

■ Very fresh and easy to use. For example, I enjoy sports betting, with the new layout the website now offers a "Standings and Fixtures" section to keep us players better informed about the current position of different teams in their respective league table. - Alex Cassar

■ Easy to use and the colours are somehow more attractive. The visible game results are portrayed on a clean and clear layout. An old person, like myself, who is not very familiar with computers, these tiny details that make my life easier. - John Bugeja

■ I liked the section called 'Latest News' with hot bets and upcoming events ticker. This keeps me up to date with all the latest information. I think this introduction was a great idea, showing news in the sports industry, hot bets on offered by U\*BET and a reminder of any important upcoming events. - Maria Camilleri

■ Congratulations Maltco for the professional new look of your website which is an important tool to keep you and us in constant contact. Amongst other things, I particularly like the daily betting tipsters which are available on the website to serve as an indicative for players to place their bets on. - Anthony Mifsud

Meeting with...

## Maltco's Technical Team is professional, efficient and very helpful



Chris Gatt; an Assistant at a Point of Sale in Bugibba for the last ten years. He is proud of his job within the gaming industry and finds his job to be very satisfying not only because he get to share the excitement of the winning players, but also because on a daily basis, through his work he meets a lot of people.

"I love meeting people and making new friends, it helps me enjoy my job better. I'm a bit old school and believe that the client is always right. Throughout my working hours I do my best to stay positive and project a nice atmosphere. I try to always give attention to the players, and when they ask for my assistance I go out of my way to make sure that they are satisfied with the service and the product. Throughout the years I made a lot of new friends who come to the shop not only to try their luck, but also to meet other players and have a chat."

Chris Gatt said that he started working in this industry ten years ago. "At the time we only had a few games to sell, then Maltco started to increase the games and today we sell a variety of different games. This makes my job much more exciting."

Another important change that Mr. Gatt mentioned was his experience of how throughout the years was the great improvement of the points of sale. "Whilst before all shops were shabby, today entering a Maltco shop – you find a welcoming atmosphere, equipped with the latest technology. Maltco invested heavily in technology and also in providing training so that we are fully prepared to give the best possible service to all players".

Mr. Gatt praised in particular the Maltco's Technical Department "Whenever I made contact with this department I always found a professional, efficient and a very helpful team, and no matter how tough the technical mishap would appear, they always



Chris Gatt in his POS

### “ Syndicates are becoming more and more popular ”

managed to solve the issue at hand so that my service is continued smoothly and within the shortest time possible."

Chris Gatt said that in Bugibba, the peak of sales is during the summer months not only because there will be an increase in tourists, but also because thousands of Maltese go there for their summer holidays.

"Recently I noticed an increase in the

Syndicate games. As days go by, the Syndicates are becoming more popular and more in demand, and so I think that it is very important for Maltco to continue marketing this game because the potential is there already and the best is yet to come."

Chris Gatt said that he is very pleased with Maltco Lotteries support. "We give our hundred per cent commitment, but Maltco - from their end - reciprocate with great support and help so that our service to the players will be always personalised and professional."

### Experiences...

#### Positive...

"Throughout my working hours I do my best to stay positive and project a nice atmosphere. I try to always give attention to the players, and when they ask for my assistance I go out of my way to make sure that they are satisfied with the service and the product."

#### Of happiness...

Throughout the years I made a lot of new friends who come to the shop not only to try their luck, but also to meet other players and have a chat. Along the years Maltco Lotteries introduced a variety of products... this made our service more popular in the market."

#### Satisfaction...

(re Maltco's Technical Department)

"I always found a professional, efficient and a very helpful team, and no matter how tough the technical mishap would appear, they always managed to solve the issue at hand"