

# Maltconews

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## Syndicates: Another new playing concept from Maltco Lotteries

February 2015 will be marked as the month in which Maltco Lotteries launched a new and innovative concept – Syndicates.

The concept of Syndicates was launched on the 16th of February with the aim to offer the possibility to a group of players to share the cost of a ticket. This enables the players to participate with more numbers and combinations, thus giving the players more chances to win.

The Syndicates concept can be applied for Super 5, Lotto and Quaterno+ games.

The tradition of people playing together especially when jackpots are high is not entirely new to the market. Numerous groups of people especially at the work place are used to pool in a small amount of money as a group in order to buy a lottery ticket which would have numerous combinations thus giving them better chances of winning. The challenge when organising such an event was that a person would have had to make numerous copies of the ticket/s purchased in order to give a copy to each participant whilst also bearing the responsibility of holding the original tickets.

The major advantage being offered by Maltco through the Syndicates concept is that everything is driven through the central system. This means that every player will now be given a ticket (called a Share ticket) and through this ticket each participant will be able to validate his/her winnings without having to wait or rely on the whole group to cash the winning ticket. This method of play is called Syndicate.



The official Syndicates logo

“ The Syndicates concept means a number of advantages ”

This is not the only feature being offered through this new concept. Another feature and alternative to the **Player Syndicate** mentioned above is referred to as the **Agent Syndicate**. In this case, rather than a group of people organising a Syndicate amongst themselves, Maltco Agents are able to organise a syndicate at the Point of Sale thus providing individual customers the opportunity to play in a syndicate even if they would not know the rest of the group. This option is very attractive to people who would like to increase their chances of

winning whilst having the opportunity to be part of a group of people they would know. In fact this concept has immediately become very popular amongst Agents and many Agents are creating their Syndicates on a weekly basis for their customers to participate in. Players are encouraged to ask their Agents for more information about Syndicates available at their preferred Point of Sale. All Maltco Authorised Agents are trained to provide the necessary information and guidance to players. Syndicates give the security to players and Agents to play responsibly within full control of their own share ticket/s. Each Syndicate created can be personalised according to the player preference.



Commentary

## Maltco... Enhancing our portfolio

As we stated from day one of our business here in Malta, our aim is one – to provide the best games and the best responsible environment to all players to play and have fun.

With this in our minds we worked on a new concept for all players who enjoy playing Super 5, Lotto and Quaterno+ games. We introduced what is called as the Syndicates concept – a new product which was launched in February and which will complement our existing game portfolio.

The launching of this particular product is in line with the beliefs of Maltco Lotteries - as a leading company in Malta, Maltco Lotteries is always looking for new and exciting ways to improve its service offered through innovative concepts.

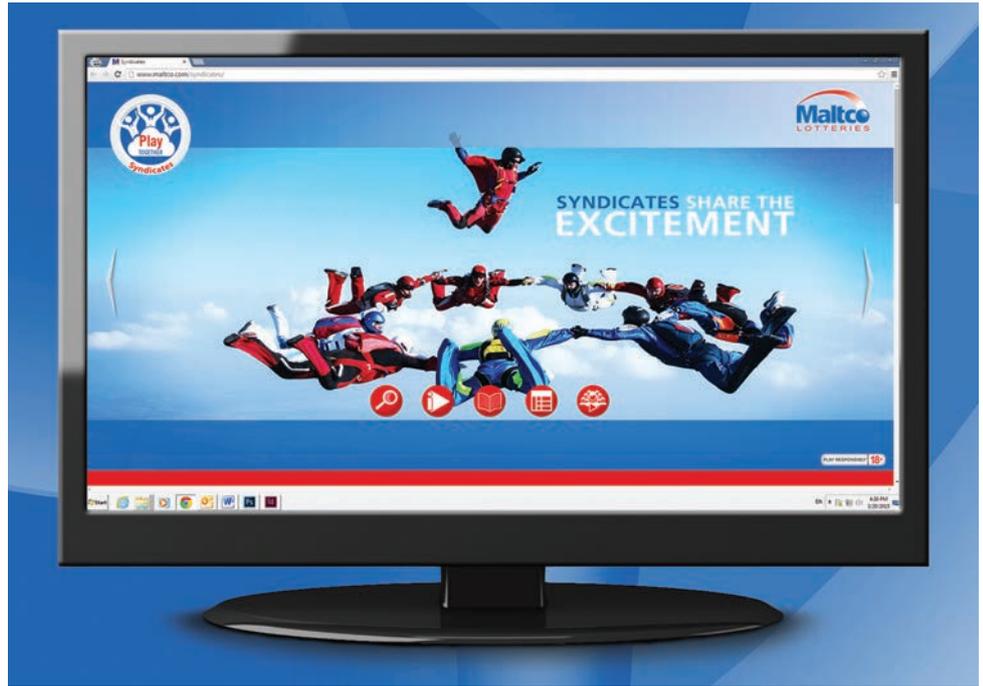
We wanted to introduce in our market an innovative concept which will provide an easier and more reliable way to play Syndicates. Players can now play Super 5, Lotto and Quaterno+ as part of a group, improving their odds without the need of spending a lot of money.

The fulcrum of our whole operation is focused on the players. So by playing a syndicate, players can improve their chances of winning through playing more combinations. Best of all, should a player's lucky numbers come up, they can share the joy of a big win with all their family, friends or workmates.

This new concept carries with it a number of advantages, such as this new system allows each person to own a ticket; each player can now also redeem his/her own share at any Maltco Point of Sale in Malta and collect his/her own prize money.

Considering the copious attractive Jackpots offered by Maltco on a weekly basis, we are expecting to see several syndicate wins with the introduction of the new system.

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



The landing page for the new Syndicates website

## New website for Syndicates launch



Just click [www.maltco.com/syndicates/](http://www.maltco.com/syndicates/) and there you are – the newly created website launched by Maltco Lotteries to communicate the new innovative concept called Syndicates.

This new website was launched last February and was the result of a lot of work done by our Sales and Marketing, Operations and IT teams over the past months.

The purpose of this new website is to provide information about the Syndicates concept. Through the Syndicates website, players are able to obtain more information about the features of this new concept.

Maltco's goal with this new site is to provide players with an easier way to learn about

Syndicates and how they can benefit from it.

The website was designed entirely by Maltco's design team and developed by Maltco's IT team. The concept behind the design of the website revolves around providing an overall fresh and modern experience to all users, irrespective of whether it is being used through a PC, Tablet or Mobile Phone.

Included within the website, one would find all the necessary rules and guidelines in order for a player to create or participate in a Syndicate. Users may also refer to the combination tables for the respective Super5, Lotto and Quaterno+ games whilst also benefitting from a new feature called **Syndicates Play Wizard** which assists all users to create their own Syndicate.

## Syndicates Play Wizard

This tool offers two options of assistance either Basic or Advanced, that generates steps which guide the user to insert details according to the syndicate desired to play.

The Basic method focuses on the users knowing how much they want to spend and thus, the system generates the combinations options automatically, sorted to the nearest for that particular amount. The Advanced method allows the user to build his own personalised Syndicate and at the end the system gives him the total value. For each method, a summary that contains all the details inputted is generated, which may be presented to any Maltco Agent to purchase the actual syndicate ticket and Share tickets.



Maltco Lotteries: Bringing players together through the Syndicates concept

## Player Syndicate: More combinations more chances

One fundamental new advantage launched in the Syndicates concept is that when it comes to the syndicate, players have more probabilities to win. Having more numbers and tickets means a better chance of winning.

When a number of players come together with an amount of numbers, they enjoy a greater chance and possibilities of having winning numbers within their tickets.

A **Player Syndicate** involves a group of players who would like to share the cost of a ticket. For example they might agree to fork out two euros each, or five euros each or more so that they play together in this particular type of game, whether it is Super 5, Lotto or Quaterno+.

The group of players agree on the game to play, the total cost of the ticket, and their combination of preferred numbers. In this case one person (Player Syndicate Organiser) would be responsible for buying the Syndicate share tickets on behalf of the group. If there is a win, every player is able to validate his/her winnings without having to wait or rely on the whole group to cash the winning ticket. In simple terms every player with a winning ticket, is able to go to any Maltco Lotteries' shop and cash his money without being asked any personal questions.

All Maltco Lotteries' games respect full confidentiality and no questions are asked to any player when he/she presents his/her ticket.

## Agent Syndicate: Buying a share from your favourite shop

This consists of a syndicate which is organised by an Agent (Agent Syndicate Organiser). Share tickets are available for sale from the same Agent and any other participating Agents, if a syndicate is available.

The advantage of **Agent Syndicates** is that a player does not need to form part of a group to participate.

The Agent decides whether he would organise it based on the client's preferences and game choice.

All that one has to do is ask the Agent for more information about this concept and whether there are any Syndicates being organised. If so, one may participate with other unknown players whilst sharing the cost and increasing the chance of winning at the same time.

### Reactions

## Positive feedback and greater participation

When Maltco Lotteries introduced the Syndicates concept in February 2015, players were given the opportunity for more winning opportunities. In itself, this new product motivated greater participation from different people, both in their respective place of work and also their social environment.

Maltconews took some reactions from our Agents about this innovative product:

■ This new concept is very exciting and it brings new players and visitors to try their luck. I want to congratulate Maltco Lotteries for introducing such thrilling opportunities because through these products we increase our sales. From time to time players want to try something new and this particular product excites players to try their luck through this game.

- Neville Vella, Ghajnsielem, Gozo

■ The concept of Syndicates could be applied for Super 5, Lotto and Quaterno+ and people are showing interest in this product because they know that their winning possibilities are much bigger. Players want to enhance their winning possibilities and they believe that Syndicates can offer them a wider chance of winning, either a small or larger amount of money.

- Paul Borg, Attard

■ Players who win have the big advantage that they can redeem their own ticket at any Maltco retail outlet and collect their own prize money. Another important advantage is that we, as Agents, do not ask for any personal information, so privacy is fully respected.

- Alexandra Casha, Iklin

■ We are meeting new players who come to our shops to ask us about this new concept. We are always ready to give information and to assist all players. From their side, players do appreciate that we give them all the data they want... after all it is part of our service.

- Raymond Vella, Nadur, Gozo

Meeting with...

## The Syndicate concept: Promises new faces in our shops and more winnings



Although the Syndicate concept is a relatively new product in our market, Maltco Lotteries Agents both in Malta and also in Gozo believe that this is another good opportunity for them to attract new customers and players.

They believe as well that through this new product they could continue to increase their sales. Already throughout 2014 they managed to achieve a record amount of sales, they still believe that they could enhance their market and this new product is being described by most of the Agents as an ideal product to achieve such a target.

Maltconews spoke to a number of Agents, both to those who have shops in Malta and also those located in Gozo, and they agreed that such concepts require more marketing so that more people will get to know about them easily. Conrad DeGiorgio, who has shops in both San Gwann and Naxxar, said that this innovative product is attracting not only the usual players, but also new faces who want to join in the **Agent Syndicates** to try their luck. This is something very positive because all Agents want to increase their number of customers. Another thing is that this could lead the new customers to bring other new players along with them to try their luck too.

Therefore this means that the product is very good and it has the potential of increasing sales. All that Maltco Lotteries has to do is to increase marketing so that more and more people will get to know about it.

This is a winning product because a number of people can join and play together with greater chances of winning. Another advantage is that players who have winnings can claim directly their money from any Maltco shop. This is a very important thing that Maltco Lotteries emphasizes on – win and claim your respective prize there and then without no personal questions.

Victor Cassar, who has a shop in St. Julians said, that all Maltco Lotteries' Agents were



Players can now approach an Agent to participate in a Syndicate if available

### “ Easy to play and generates more excitement ”

waiting for such an innovative and good product which increases sales. This is another good product, easy to play and generates more excitement throughout the games, whether it is Super 5, whether it is Lotto or Quatemo+.

He said that in his opinion this is the right time also to introduce this new concept for the Grand Lottery. “Now is the ideal time for such thing because the jackpot is very high and in itself

this could attract more people to play the Grand Lottery.”

Victor Cassar continued that another good thing surrounding this new product is the excellent back-up software system that every Maltco Lottery shop has. Maltco Lotteries invested millions of euros to enhance the system and today every shop benefits from a state-of-the-art technology system which makes us proud that we work in the gaming industry. Today the environment in every shop is much friendlier and equipped with the latest technology which assists all players before they try their luck.

### Experiences...

#### Positive...

Maltco Lotteries' Agents believe that through this new product they could continue to increase their sales. Throughout 2014 they managed to achieve a record amount of sales, but they still believe that they could enhance their market.

#### Of happiness...

Therefore this means that the product is very good and it has the potential of increasing sales. All that Maltco Lotteries has to do is to increase marketing so that more and more people will get to know about it. - Conrad DeGiorgio (San Gwann and Naxxar)

#### Satisfaction...

This is another good product, easy to play and generates more excitement throughout the games, whether it is Super 5, whether it is Lotto or Quatemo+. - Victor Cassar (St. Julians)