

Maltco news

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We live in a World of Numbers

Plato claimed that numbers exist in some mind-independent abstract heaven.

Nominalists claim that there is no such heaven. Clearly, we can't see, hear, taste or feel numbers, but if there are no numbers what is mathematics all about?

No matter which philosophy attracts you most, we all agree that in the gaming industry numbers are the absolute focus. Players choose their favourite numbers, play these numbers and then they wait to see if these numbers bring them the luck they envisaged. It is a mixture of luck, guessing, excitement and fun... a trend which dates back hundreds of years.

Today the gaming industry is more complexed and different from what it was years ago and yet technology, computers and social media brought the gaming industry closer to the public in general.

Malta serves as a good example, Maltco Lotteries has 230 Maltco Points of Sale, with dedicated Agents ready to help and assist all the players' needs.

But the keyword for this month is NUMBERS! Although intangible numbers are a crucial factor in today's world. We use numbers to measure: distance, weight, temperatures, blood pressure, body temperature, we use numbers to refer to different forms, documents, models to identify roads, bus routes, we use numbers for security purposes, pin numbers, codes, and let's not get into what numbers mean in monetary terms;



You don't have to be a mathematician to have a feel for numbers. - J. F. Nash Jr.

“Familiar numbers drawn in Super 5 are different from those in Lotto”

business, marketing, shares, salaries, taxes etc.. The list is endless!

Numbers are also chosen by people to try their luck, numbers for dates, birthdays, anniversaries, deaths and historic dates. Every player has his own way to choose his numbers. And funnily enough many prefer to keep his selected set of numbers to themselves!

Analysing Lottery statistics is an interesting study. Looking at Maltco statistics between January 2013 and July 2015, listed in order

of frequency, we find that in the Super 5 game the numbers drawn mostly (82 times) were '14' and '27', followed by '16', '41', '13' and '21'.

The least drawn in the same game are '11', '26', '45', '44' and '43'. In Lotto, the numbers '79', '16', '26', '5', '43' and '71' were the most drawn, whilst '47', '8', '50', '1' and '55' were the least drawn.

Numbers are what they are; there are no metaphors, no assumptions, no misinterpretations. Just precise international communication set in all forms and shapes. In the lottery industry, numbers are fun, a means of entertainment, a weekly appointment and a chance to try your luck.



Commentary

Winners

...made by numbers

They say challenges are a part of life. Some are solved instantly, others are more resistant and a few others they have to be put aside until a more meticulous approach is found and acted upon. No matter what the nature of the challenge is, no matter how tough the feat, there is always one positive common element to all these many solutions: The Human Element.

It is a fact renowned around the globe that the gaming industry revolves around entertainment, numbers prediction (number games or odds of sports games), results drawn and the players, it is all about the feeling; the human state of being; the joy.

At Maltco Lotteries numbers are by far the strongest connection between the company, the agents and the players. In this industry internationally, and surely at Maltco Lotteries Ltd. we bring a fresh meaning to numbers; that added aspect of excitement and entertainment, our customers play their numbers and many a times they win, some trivial sums, and other win big, big enough and leave a lingering feeling of joy that lasts a long time.

Our Agents see this on a regular basis. Throughout the past 11 years, we have witnessed winners; people who got to wear a new smile on their face because they were struck by luck. This is something that gives us and Maltco Agents great satisfaction. It is what encourages us to strive harder, to invest in the latest technology, to add new games to the existing portfolio, and last but surely not least do promote and do this in the most responsible manner.

Over the years Maltco has operated successfully towards the better interest of the player, whether it is for him to be entertained and also for him to play responsibly. It is something we believe in, something we will always strive harder, as we want to see more winners bringing us more satisfactions.

Mr Vasileios Kasiotakis
Acting CEO - Maltco Lotteries Ltd



Maltco winners growing stronger over the years

Winners: The Instant, The Skilled & The Big Winner



Between the 10th of July 2004 and the 31st of July of 2015 the total number of players who won with Lotto, Super 5 and the Grand Lottery was 2,729,691. This includes winners of quite substantial amounts through these games' weekly jackpots. In fact, since 2004, a total of 42 won more than €200,000. The amount of winners of over €300,000 was 27, whilst over 400,00 were 8. Being a Maltco Winner can come in 3 different categories, the instant winner who participates for the pure joy of entertainment in games such as Keno, Bingo 75 and Scratchers, the sports enthusiast and other skilled players of U*BET, and the player who buys a ticket in order to try their luck on the big win! In the 1st category; a player buys an instant ticket, or places a bet just for entertainment purposes,

statistics show that – during the same period as above - by far, and because of the design of the game; the Keno game has the highest number of winners; that of 10,861,643, followed by the Scratchers with 3,575,595.

In the 2nd category, U*BET; the player goes a step further and rather than just enjoy the game, chooses to share and participate in the excitement of how a particular bet will result, the number of winners for this category – during the same period as above – was 1,120,322.

In the 3rd category; the player aims at the much higher jackpots and winnings, during the past 11 years (same as above) we find that in Lotto the number of winners was of 1,519,432, followed by Super 5 with 1,168,383.

Seven millionaires... and another eighteen who won over €500,000

It's not everyday that you can give a €1,000,000 cheque to someone. Maltco Lotteries has proudly done it 7 times! Since the inception of Maltco in 2004, there were seven particular winnings of jackpots each worth over one million euros. These jackpots were won, meaning that 7 lucky winners became millionaires overnight. These winnings were either through Grand Lottery or Super 5. If the term "half-a millionaire" could exist then there would be over 18 of these - also made by Maltco Lotteries. As, through the Grand Lottery, Quaterno+ and Super 5 games in the past eleven years there were eighteen winners with an amount varying between €500,000 and just under a million.



Interesting Statistics accumulated over the years

The Maltese favourite numbers: '7', '5' & '9'

It is a known fact that many players have their favorite numbers and come what may, these numbers are played every week even if additional or alternative numbers are chosen.

According to official Maltco Lotteries statistics from Jan 2013 to July 2015, the most favourite numbers played by the Maltese in order of popularity are '7', '5' and '9'. This trend is found in both Super 5 and Lotto.

From analysing statistics of Super 5 in the past 2 years, it resulted that the numbers most commonly played were '7', '5', '9', '8' and '3' which were all played over 3,500,000 times each.

On the contrary the least favourite number played

amongst the Maltese in the Super 5 game is '38' followed by '37', '45', '44' and '43' – which were played less than 1,500,000 times each.

In the Lotto game – during the same period– it resulted that the number most commonly played was '7' followed by '5', '6', '2' and '9'. The number '7' alone was played 3,154,486 times, while the other numbers were played more than 2,665,000 times.

The least favourite Lotto number played was '86' followed by '83', '88', '51' and '87' – which were played less than 681,000 times.

When it comes to Lotto Prima, the most popular numbers are by far '25', '7', '17', '22' and '20'. Whilst the least popular number was '49' followed by '37', '36', '46' and '51'.

Maltco in Numbers: throughout the past 11 years

11 years of Maltco here in Malta. 230 POS which are easily accessed by all players. 20 games offered by Maltco. 1,168,383 is the number of winners in Super 5. 41,876 is the number of winners in the Grand Lottery. 1,519,432 is the number of winners in Lotto. 7 is the number of Maltco millionaires. 3 LIVE draws every week. 4 is the number of Maltco machines (urns) used for the weekly/monthly draws; Super 5, Grand Lottery, Lotto and the Scratchers. 68 is the total amount of Maltco employees. 50,000 euros is the sum of money we give each year towards the Responsible Gaming Fund. 5,400 Intralot worldwide employees– the mother company. 53 countries where Intralot has investments in.

Reactions

Players speaking the language of numbers

Still focusing on numbers, we visited some of our shops and spoke to players about the numbers they play and why. These are their comments:

■ I play more or less the same numbers every week both for Lotto and Super 5. My numbers are based on family birthdays and anniversaries. However, sometimes I choose different numbers too... like when something big has happened, like a tragedy or a historic event. Numbers are fun... - *Andrew Cachia*

■ As a player I feel safe with Maltco, they have been in the business since before I was born and over the years they have upped their standards both where my obligations are concerned as well as my rights. I appreciate the fact that no unnecessary questions are asked to redeem my winning money. - *Anonymous*

■ I never have my own numbers ready, I don't bother with the stress of choosing the right numbers. I just go to my closest Maltco shop and play a quick pick. I must say it works for me as I have won quite a few times. - *Paul Cassar*

■ My favorite sport is football... so I play U*BET - where my skills are tested. I like U*BET because it is not just a matter of luck, but of how well you follow football. Football is my passion, when I play it's like I'm one of the players, I am committed and involved. Just like the players I lose some, and I win some! - *Konrad Sammut*

■ I'm quite a traditionalist, I have a set of numbers which my mother used to play when I was little, in fact I used to go and buy them for her, those days it was still legal for minors to buy Lotto tickets – there wasn't much awareness. Over the years I created another set of numbers, which are set around my husband and my two children such as birthdays and anniversaries. So I have one set of numbers which have been played for over 50 years, and another for some 9 years now. I keep them, because although I have never won a jackpot, I do win smaller amounts sometimes. - *Tiziana Abdilla*

Meeting with...

Agent and Players: Numbers building Friendships



Nearing 34 years in the lotteries industry, Maltconews, this month spoke with Mr. Joseph Falzon, who operates his Point of Sale in Qormi, San Bastjan.

Mr. Falzon mentioned that soon after the Public Lotto became privatised, he set his mind to make the best out of this opportunity and work hand in hand with Maltco Lotteries with their innovative ways to better operate the business. Mr. Falzon said that the leap between now and the years before Maltco is a gigantic one. Like other interviewed agents, Mr. Falzon praised the superb technology that came with Maltco Lotteries he specifically mentioned the Online Terminal System which eliminated all the writing.

Two instances that Mr. Falzon will always remember are: firstly, of a certain player who came to buy the Super 5 ticket literally minutes before the actual draw. He remembers printing the ticket exactly before the buying time window closed down, and this player eventually won over Lm61,000 (€142,091) – and another one who also came in the last hour, asked for a quick pick and won over Lm120,000 (€279,550) way back before the Euro was introduced.

Sticking to facts and figures Mr. Falzon said that a good percentage of his clientele religiously and always play the same set of numbers, for years on end. Many of these open up to him, and describe what each number means to them, whether it's their birthdays, anniversary etc... Numbers related to a deceased also become weekly favourites, be it if the deceased lived in his home town or was just born there. Falzon said that he notices that players who have never met a person, who has deceased, play the related numbers so that if they are drawn, they'll be amongst the winners. Same goes for when a public/prominent figure passes away, even though he/she wouldn't necessarily be from "ir-rahah" (The town).



Joseph Falzon, Maltco Agent for 34 years

“ many avoid playing the superstitious number 13 ”

Then after the draw he gets to hear the same common comments from all the players who played the same numbers, comments like; “That was a close one!”

Another curiosity Mr. Falzon mentioned was how people ask him, what is the number related to a certain dream involving different subjects; horses (55), nuns (22) etc.. Thanks to others who have read about such relations

between numbers and dreams he can sometimes give them the number in relation to their particular dream and so the dreamer plays that number. On the other side of the spectrum, he said that many avoid playing the superstitious number 13. Sometimes, when players cannot think what numbers to play they ask him his age, and they play that or the agent's birthday!

Mr. Falzon said that throughout the decades in his shop he has met hundreds of people, whom through playing and exchanging numbers have become good friends.

Experiences...

Positive...

after the Public Lotto became privatised, he set his mind to make the best out of this opportunity and work hand in hand with Maltco Lotteries with their innovative ways to better operate the business.

Of happiness...

Many of these open up to him, and describe what each number means to them, whether it's their birthdays, anniversary etc... Throughout the decades in his shop he has met hundreds of people, whom through playing and exchanging numbers have become good friends.

Satisfaction...

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