

# Maltconews

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## 2018: Year of Retail

Maltco Lotteries collaborates with GRTU, LRU, and Band Clubs Association on a €400,000 POS Maintenance Financial Support Scheme



Left to right: George Vassilaras, Arthur Rossi, Alfred Muscat, Vasileios Kasiotakis, Noel Camilleri, Paul Abela

Maltco Lotteries Limited dedicates the year 2018 to Retail. To this effect the Company launched a €400,000 POS Maintenance Financial Support Scheme, in collaboration with the GRTU Malta Chamber of SMEs, Lotto Receivers Union and the Malta Band Clubs Association, addressing all Agents.

The POS Maintenance Financial Support Scheme aims to upgrade the image of Maltco Lotteries Points of Sale network, operated by self-employed Agents under an Agency Agreement with the Company.

All Maltco Lotteries Agents will be able to participate in a POS upgrade process in which, Maltco Lotteries provides specific design guidance and financial support of up to 50% of the expenditure incurred by an

agent, offering up to a €1,000 to every agent who invests in his/her Maltco Lotteries Point of Sale up to the same amount.

The Scheme was launched in March, and allowed all Maltco Lotteries Agents to submit their application of interest. Maltco Lotteries Agents participate on a first come first served basis from the date their applications were submitted to Maltco Lotteries offices in Ikin.

All entities involved, maintain that the POS Maintenance Financial Support Scheme will provide a state-of-the-art entertainment environment for the player, a harmonised image across all Maltco Lotteries Points of Sale in the market, thus providing top notch service to all players.



2018: Year of Retail

## It's all About Retail and Customer Experience

■ Last month Maltco launched the POS Maintenance Financial Support Scheme; an initiative in which – with the full collaboration of the GRTU Malta Chamber of SMEs, the Lotto Receivers Union, and the Malta Bands Clubs Association - Maltco Lotteries; offered a financial scheme to all Maltco Agents who wishes to upgrade their Point of Sale.

All Maltco's strategies, principles and values; point to one direction, Customer Experience. With this being at the centre of our daily operation, we are keeping the highest standard with a top notch service.

With the largest retail network in Malta, and notwithstanding the state-of-the-art technology, the regularly trained and knowledgeable Agents, the highest internationally recognised certifications for Security and for Responsible Gaming, Maltco is now assisting the agents to upgrade the aesthetic side of its operation; the Maltco Points of Sale.

Keeping our customers at the centre of our operation is what puts Maltco Lotteries on the front line when it comes to reliability, transparency, security and responsibility on all aspects of our operation; be it internal and external. It is the combination of all these which makes us one of the leading companies on the island.

Putting, once again, our focus on the Customer; The POS Maintenance Financial Support Scheme is aimed towards the customer experience, which we believe deserves not only a safe environment, but also a modern, dynamic entertaining atmosphere with a uniformed design.

*Vasileios Kasiotakis*  
CEO – Maltco Lotteries Ltd.



Prof. Georgios N. Yannakakis

## Maltco Lotteries and Institute of Digital Games Partner to Support the Next Generation of Game Researchers and Game Designers in Malta

Maltco Lotteries and the Institute of Digital Games of the University of Malta presented the outcome of their two-year agreement made to increase the opportunities of students in the field of digital games in a press conference held last month at the Institute of Digital Games, University of Malta.

The completed projects were presented by the Institute of Digital Games and the two upcoming projects falling under the agreement will be announced in the coming months. The projects were made possible due to a Maltco 2 year investment grant of € 20,000 to promote local innovation in digital games which allowed researchers at the IDG to hire students or alumni to undertake a project in their area of expertise. The selection of the projects is at the discretion of the Director of the Institute of Digital Games, in consultation with the faculty, on the basis of proposals submitted by researchers. Each semester the most interesting proposals are implemented with the support of the Maltco sponsorship.



Vasileios Kasiotakis and H.E. Marie-Louise Coleiro Preca

■ Maltco Lotteries, presented the President of Malta, Her Excellency Marie-Louise Coleiro Preca, a cheque of €10,000 in support of the President's Solidarity Fun Run 2017. A separate cheque on behalf of all the Fun Run participants who made their donation at the Maltco Points of Sale, was also presented to the Malta Community Chest Fund Foundation.

During the meeting, Maltco's CEO Vasileios Kasiotakis presented Her Excellency with the Company's main Corporate Social Responsibility activities held in its four main CSR sectors; Responsible Gaming, Charity, Sports and Retail/Customer.



Left to right: Ioannis Economides, Zafeirios Kovras, Effie Kakaflika, Savvas Peltekis, Lampros Klironomos, Chris K. Dimitriadis, Sifatos Chrysostomos, Antonios Kerastaris, Alina Papageorgiou, Nikolaos Pavlakis, Athanasios Chronas

### INTRALOT RECEIVES ANTI-BRIBERY MANAGEMENT SYSTEMS CERTIFICATION ISO 37001

Maltco Lotteries' mother company; INTRALOT is one of the first companies in the gaming industry globally to be certified under the ISO 37001 standard for anti-bribery management systems.

The certification was granted to INTRALOT Group CEO, Antonios Kerastaris, during an official ceremony in the presence of the senior management of INTRALOT and TÜV HELLAS (TÜV NORD), the independent certification body which conducted the assessment procedure. The certification covers INTRALOT S.A. as a whole, the Business Headquarters in Maroussi and the Technology Division and Products and Services in Peania, in Greece.

Mr Kerastaris underlined the company's commitment to the fight against corruption stating that the INTRALOT Group has established a corporate culture of transparency, integrity and compliance across its operations worldwide. The certification received is a testimony of the dedication to business ethics and the careful selection of the business partners following due diligence.



Left to right: Gertrude Borg Marks, Mark Zammit, Steven Galea and Stellina Galea

### ■ Maltco Lotteries and Maltco Agent; Mr Eugenio Agius support: 40320 Pieces for Puttinu;

Maltco Agent; Mr Eugenio Agius, was one of the 10 volunteers to build one tenth of a 40320 piece jigsaw puzzle, the biggest Disney Puzzle in the world in aid for PUTTINU. In support to this Maltco Lotteries Management & Staff has made a donation which was presented during the weekly programme; Xarabank, which had also broadcast a feature about how Mr Steven Galea turned his hobby into this noble charity event.

## OTHER NEWS...

### ■ Live the World Cup with U\*BET

As the hype continues to increase, U\*BET welcomes the 21st edition of the World Cup taking place in Russia. This year's edition will start on the 14th of June with the final match taking place in Luzhniki Stadium in Moscow on the 15th of July.

U\*BET is offering Pre-game and Live betting on all World Cup matches and over 1,200 World Cup Antepost bets, available at your nearest Maltco Agent.

U\*BET- Live the Game.

■ In celebration of International Women's Day; Maltco Lotteries' CEO Mr V Kasiotakis and Rewards Manager Mr F Blanco, presented all Maltco female employees with a beautiful rose.



■ Maltco Lotteries' world-class partnership with Sweden's ATG remains exclusive for Maltco Lotteries and the Swedish Horse Racing Totalisator Board (ATG) have broadened their exclusive partnership agreement which ensures that Maltco Lotteries has sole access to top ATG competitions and races for Maltese betting enthusiasts via their U\*BET Horse Racing platform. The partnership between the two companies started with V Bets in November 2007, which were followed by the Single Leg races within the next year.

### ■ Maltco Lotteries and GO extend cooperation agreement

Maltco Lotteries and GO plc. have signed a new cooperation agreement through which Maltco will further strengthen its position as the provider of industry leading digital lottery platforms. The 10 year agreement, in fact, allows GO to support Maltco Lotteries in delivering enhanced offerings including national lotteries, sports-betting and other games within Maltco's wide portfolio, to tens of thousands of players through the largest retail network.

## Personalisation in retail...

...MEETING GEORGE VASSILARAS

– INTRALOT GROUP RETAIL DIRECTOR

### Retail is changing... but it is hardly becoming obsolete!

The digital revolutions we have experienced in the last few decades are nothing short of miraculous. The changes have been so dramatic that some have predicted the demise of physical commerce entirely. Only 3 years ago, retail gurus hastened to predict that "The retail guys are going to go out of business, and e-commerce will become the place everyone buys".

Straight-line extrapolations of digital dominance in shopping miss some important insights. First off, we, humans, are physical and social beings; we like to go out, to interact in person with other people, to touch and handle and make things. What is more, straight-line extrapolations assume that changes in the business ecosystem will continue predictably in the direction of the current curve; however, the truth is that rapid evolution creates unexpected opportunities and new competitive dynamics.

### How do customers adapt to the new era?

The biggest challenge, in our effort to engage our consumers, is

to understand how they have adapted to the new era; to understand what they do differently and what they continue to do in the same way. For that, we look at the millennials, since they constitute our effective target group.

Millennials, while having a reputation for being fixated on technology, still make most of their purchases off-line. More than 75% of millennials browse the internet before making either an online or offline purchasing decision. Interesting enough, 67% of the Millennials who browse for a product (on or offline) will purchase from a brick and mortar store.

When shopping online, Millennials are most impacted by savings, free shipping, and peer reviews. The primary reason Millennials follow brands on social media is to receive cost-saving offers and incentives.

Ultimately, however, the customer journey remains the same. Our customers have expectations that lead them to research and purchase our products, receive varying degrees of satisfaction from the experience, which in turn makes them loyal toward our products and services and creates new expectations.

What has changed is the fact that our customers live in a multi-screen world, are constantly connected and contextual relevance is becoming of paramount importance. Our players learn fast, faster than ever before and they do not stop seeking knowledge. They know more than any other time in the history of mankind and often they know more than we/ our agents know!

They seek true value and are very persistent in doing so. They place a premium on offers that meet their needs. And last, but not least, they exert enormous influence on other groups with their behaviour.

### What should lottery operators do?

First, they should increase the effectiveness and the efficiency of their land based retail outlets, starting with a thorough and prudent evaluation of their retail networks.

For most operators, their retail footprint is a few decades old. It is logical to expect that several of their store locations may not be relevant. They should carefully evaluate the commercial viability of each store and relocate underperforming stores to more commercially attractive locations. They should also reconsider the layout of our stores and ensure that it meets the requirements of the contemporary consumers. Finally, they should also ensure the efficiency and robustness of their infrastructure to keep up with the fast and efficient shopping habits of their customers. Another area where operators should focus should be Agents' empowerment through continuous training and the provision of the appropriate tools. Offering Agents readily available content that can help them engage the players in the stores, is becoming increasingly important and impactful. Especially, as it allows Agents to create a relation with customers that goes beyond any transactional aspect.

A cornerstone in this effort, is player registration. Introducing multi-faceted loyalty programs not only adds value to the relationship between players and the operators, but it also allows the operator to analyse players' purchasing habits, to document the individual players needs and anticipate future needs, and to provide the right content for the right player the right moment. Ultimately, it provides fertile ground for the creation of trust between the players and the operator.

Operators are, more than any other time, ready to transform themselves in order to meet the new challenges. Not only because standing still is not an option, but also because the fundamental changes in the retail world bring along tremendous opportunities for growth and profits - but only for companies that are willing to restructure themselves for the future.

