

P1 / Maltco Lotteries contributes another €50,000 to the Responsible Gaming Foundation

P2 / Noble cause with a touch of class!

P3 / U*BET gives away many prizes for the World Cup Season

P4 / Meeting with Edward van Gils



Maltco news

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2018: Another Contribution Towards Responsible Gaming

Maltco Lotteries contributes another €50,000 to the Responsible Gaming Foundation



Left to right: Vincent Muscat, Silvio Schembri, Vasileios Kasiotakis, Kayne Said

Maltco Lotteries has once again contributed a further €50,000 to the Responsible Gaming Foundation. Maltco contributes to Malta's economy through job creation and investment as well as to social well-being through an on-going programme of financial support for NGO's, culture, sports and health.

Maltco's mission is to develop and market the best games of chance/skill in a responsible way for the benefit of the Maltese community. Maltco Lotteries is certified by the World Lottery Association's Responsible Gaming Framework and by the European Lotteries Responsible Gaming.

Parliamentary Secretary for Financial Services, Digital Economy and Innovation Silvio Schembri thanked Maltco for contributing annually, "It is the example we want to showcase, that is having a whole economic system where nobody is left behind. There's the gaming industry that wants to be a key player in the well-being of our society, the regulator which provides the ideal environment for this industry to operate, the Foundation that bridges between the industry and society and ultimately us the policy makers that provide the ideal tools for this whole chain to be possible" said Schembri. Schembri affirmed the Government's commitment in strengthening the gaming industry while looking forward to the implementation of the Foundation's social projects which are proof of a healthy balance in the Home of Gaming Excellence. Maltco's contribution strengthens the work and vision of the Responsible Gaming Foundation.

Chairman for the Responsible Gaming Foundation, Mr Vincent Muscat thanked Maltco Lotteries for always supporting these measures, amongst others, through several donations supporting the programs and campaigns implemented by the Foundation.

Chief Executive Officer Vasileios Kasiotakis, on behalf of Maltco Lotteries thanked all stakeholders, particularly Maltco Agents and Employees, who during this "Year of Retail", have all attended the Responsible Gaming annual training on Responsible Gaming provided by Maltco. "This contribution allows all the Maltco Lotteries family to reinforce good work in the wider community".



2018 So Far!

■ As we reach the third quarter of the year, we take a look at the highlights and what's marking 2018 for Maltco Lotteries.

The peak for U*BET so far was definitely in the summer months during which many enjoyed playing and participating in all the World Cup matches. For this biggest international football event; U*BET was present on different media; radio, TV, Facebook, etc, giving hundreds of players U*BET World Cup Freebies, with the biggest prize being 2 all-inclusive tickets for one of the semi-finals held in Moscow, Russia.

The entire U*BET campaign revolved around our players, our society; with Malta being chosen as Europe's Capital of Culture, U*BET took the opportunity to strongly feature our Capital City's most beautiful character. One of the historic sites chosen was the famous Valletta Grand harbour which articulates the Maltese accomplishments as a nation during battles. The advert also featured the street football pioneer, Edward van Gils known as 'the Godfather'. A superstar on his own merits!

Obviously the bridging adjective isn't a coincidence. Early October Maltco introduced their very own SUPERSTAR, a game of chance which is aimed at meeting the players' expectation and satisfaction whilst inspiring them to become SUPERSTARS!



Keeping it to stardom, SUPERSTAR is the main sponsor for the X-Factor TV Programme, which also seeks the next, upcoming Star!

In line with the lifestyle of many hard workers; SUPERSTAR game prompts you to SHINE YOUR WAY!

Vasileios Kasiotakis

CEO – Maltco Lotteries



Left to Right: Stephan Magrin, Caroline Attard, Lino Micallef Borg, Gertrude Borg Marks, Mark Busuttill

NOBLE CAUSE WITH A TOUCH OF CLASS!

As its continuous support to the Malta Community Chest Fund, Maltco Lotteries supported Mozart at Midnight; a fund raising event organised by the Office of the President of Malta, H.E. Marie Louise Coleiro-Preca.

The event, held in June 2018, consisting of a Gala, Black Tie Dinner – nicely set in the internal court-yard at the Palace of the President, Valletta. After this, all guests and invitees crossed the quaint streets of Valletta in time for the Malta Philharmonic Orchestra concert which started at Midnight and played most of Mozart's classics.

On the format of the famous 'August-Moonball' all proceedings went to the Malta Community Chest Fund, which falls under the patronage of the President of Malta.



■ Maltco Lotteries supports ALS Malta.

For the second consecutive year Maltco Lotteries has opened its Points of Sale to accept donations from participants of the Move & Walk #WalkWithBjorn – a marathon held in aid of ALS Malta. A total of €3,350 was collected and presented to Mr Bjorn Formosa, on behalf of ALS Malta.



Left to right: Harold Stewart and David Anthony Gatt

U*BET GIVES AWAY MANY PRIZES FOR THE WORLD CUP SEASON;

Including The U*BET Radio Competition which was won by Harold Stewart (featured above); winner of 2 World Cup Semi-final tickets played in Russia, all inclusive.

During this competition, other participants were also eligible to win cash prizes. A Bet Bonus Accumulator Scheme was also introduced to U*BET Players, where one had to play trebles+ accumulator meaning, each player had to choose 3 or more different world cup matches to bet on in single betting slip.

Now that the World Cup is over, there are now ongoing initiatives, related to Horse Racing in which Players are still in chance to win one of the well-stocked Bluetooth speakers.



■ Maltco Lotteries present at ISACA Biennial Conference.

Operations Director, George Kakouras and Legal & Regulatory Manager, Dr Maria Barbara attended this year's conference entitled 'Cybersecurity: Securing our Future'. The conference presented cybersecurity trends, risks and challenges, including Cyber Espionage, IoT, Augmented Reality, BlockChain, GDPR and Privacy requirements, Cyberwar, AI, and related topics.

OTHER NEWS...



■ Maltco Lotteries supports the preservation of cultural heritage.

Maltco Lotteries sponsored the 15th edition conference; Lions Zone Malta Walled Cities. Malta has a number of cities that are surrounded by walls and most of these walls are in a relatively good state. Through the experience of other countries, Maltese walled cities can acquire more knowledge on how to preserve these gems for the benefit of future generations.

Maltco Lotteries is proud to support the preservation of cultural heritage by exposing Malta's art and architecture to the foreign visitors, as part of Maltco's commitment to keep the Maltese society at the centre of its operation.

■ Maltco Lotteries partner with Ogilvy on market research study.

Maltco Lotteries partners with Ogilvy's Market Research Division in Malta to conduct a long-term market research study for the benefit of the customers regarding various topics concerning the gaming industry. The research project will use the latest technology for gathering the public's answers, which will be treated in the strictest confidence under conditions of anonymity.

Ogilvy fieldworkers, identified by an official Maltco Lotteries tag will be visiting homes in all localities between 16:00 and 20:00 daily including weekends. The kind cooperation of the public is requested in conducting this study.

■ Maltco Lotteries becomes a member of GLMS

Maltco Lotteries Ltd has become the 31st Member of the Global Lottery Monitoring System (GLMS). Maltco Lotteries has been a firm and traditional supporter of sport of all levels in Malta and with a long-standing commitment to responsible gaming operations in all its products.

This strengthens the respect Maltco Lotteries holds both to society and its customers and sharing a strong commitment to responsible sports betting operations, Maltco Lotteries is pleased to have joined the GLMS, as part of an effort to enhance Maltco's operation and intensifying its regulatory efforts and activities.

Meeting with ...

...Edward van Gils

What was your initial reaction when you were contacted from Malta for a possible visit for a marketing campaign?

To tell you the truth our Marketing Manager Onur Gedik of Streetkings informed us of Maltco's interest for us to form part of the U*BET brand campaign. After making our own research and the reassurance we received from the U*BET Team, both on e-mail and the various telephone calls to close the deal, we were quite certain that this was something we should look forward to and take on the challenge.

What can you tell us about your experience working on the 2018 U*BET Adverts campaign?

If I had to answer in one word I would say MEMORABLE. The whole team was so organized with the specific timing of where we should be and at what time not to fall back on our plans. A brief was sent to us before we actually arrived in Malta for us to get a better understanding of what was expected from us. The U*BET brand manager himself came to greet us at the airport, whom was very friendly with us and made us feel at ease from the moment we stepped on the Island of Malta. We knew there was a lot of stuff to be done during our stay so we made sure we are at all time focused to reach the best results in the interest of Maltco and our sports capabilities.

Can you walk us through your visit for the U*BET campaign here in Malta?

Photoshoots with one of Malta top photographers, Jan Zammit took place along with a lot of filming in different distinctive location around Malta such as the BMX track in Pembroke, St. Elmo, the breakwater bridge Valletta, outside the House of Parliament and more.

Is there anything that you will truly cherish from this experience?

What impressed us most in the U*BET Team, was the fact that they had a goal and a storyboard ingrained in their mind and they were going to do all they can to make this campaign work as desired. We appreciated their determination which motivated us more to push our limits to make it happen! And so it did because the end result speaks for itself. The TV adverts along with the marketing artworks show quality and clarity with a message that was exceptionally conveyed.

Do you have anything more to add on the experience working with the U*BET Team in general?

I would like to thank the whole team which participated in this campaign to make this adventure a success. I start first and foremost with Mr Vasileios Kasiotakis for the opportunity to work with Maltco and Mr. David Anthony Gatt the person responsible of the Sales and Marketing Team. I move on to thank Caroline Attard and Blane Cassar with whom Issy Hamdaoui and myself worked hands on the project and ultimately became friends. You guys are amazing and cannot thank you enough for making our visit so smooth and easy to work with. The accommodation was amazing as so were the evening meals. You gave us a wonderful taste of Malta and that is why I have personally invited Caroline and Blane to visit us in Amsterdam to repay the amazing hospitality we received. Thanks all and we look forward to work with you in the future shall any opportunity arise.

