

Maltco news

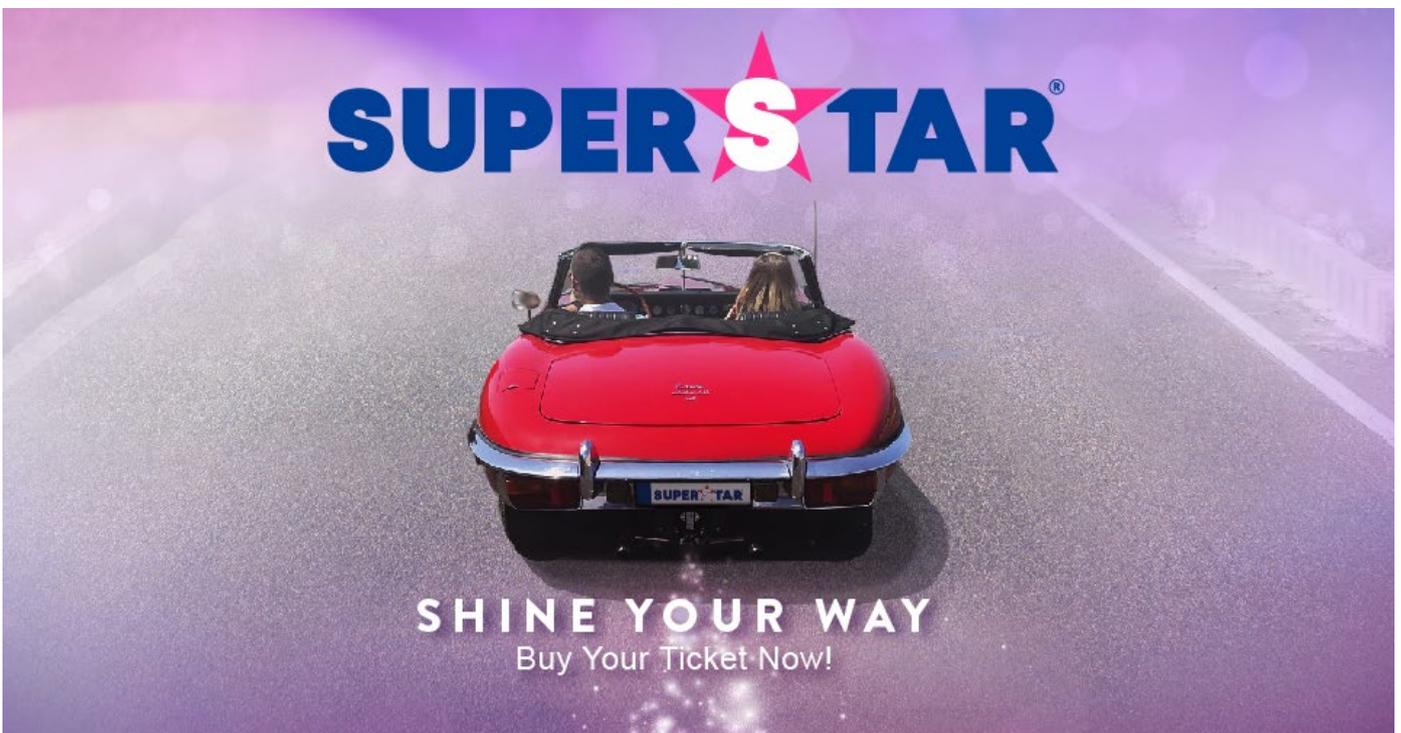
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SHINE YOUR WAY!!!

Maltco Lotteries' new lottery game; SUPERSTAR



On Friday, 5th October 2018, Maltco Lotteries kicked off the first lottery draw of its new game SUPERSTAR, kicking off an attractive jackpot.

SUPERSTAR is a unique numerical game of chance featuring a double matrix form; in which players can play by choosing at least five (5) numbers and one (1) SUPERSTAR number, from each respective field.

SUPERSTAR has been specifically designed to meet and fit the required criteria of all local players' and games enthusiasts' weekly entertainment needs; with the game detailed design and characteristics based also on feedback received from players, the general public and the Maltco Agents, during Maltco Lotteries' Year of Innovation 2017.

SUPERSTAR players come from different walks of life, aiming to SHINE THE WAY of excellence in their life for all around them, unleashing the possibility to all those who are striving to achieve their daily dreams in a positive and responsible way!!

Maltco Lotteries is proud to have launched a game that was awaited for a long time and that triggers the players' unlimited possibilities & potential, and to adopt a SUPERSTAR positive attitude in their personal life, whilst inspiring others to follow.

SUPERSTAR's sponsoring of the X-Factor program underlines the Company's strong belief and aim for responsible entertainment and excellence.

SUPERSTAR draw is broadcasted LIVE on Malta's National Television Station (TVM) with the highly reputable Gaming Laboratories International (GLI) certified draw machines, every Friday at 19:45hrs.



2018

– Truly a Year of Retail!

■ This year has been by far the best year yet, for the players! Dedicated solely to the 'feel good' factor of our clients, we can proudly say that this year has been another successful year.

Measured by the random comments we receive directly from the players, and most especially the comments we receive from our partners; the Agents, who are on a daily contact with the customers – it is clear that 2018 will be marked Maltco's Year of Retail.

Through the POS Maintenance Financial Support Scheme, which was launched earlier this year, many agents have opted to renovate or refurbish their Point of Sale, so that they enhance the experience of the player, by offering a fresher environment.

We also launched a new aspiring lottery, SUPERSTAR – a game which came to be, based on the market demand following last year's Year of Innovation. SUPERSTAR is becoming more popular week after week, as many players can really relate to. SUPERSTAR kicked off with an attractive jackpot of €660,000, and now less than 3 months after its launch the jackpot is just under a Million!!

Maltco Lotteries has also reformatted The Grand Lottery to meet the players' expectations including the choice between a cash prize jackpot, or a brand new Jaguar E PACE worth €70,000. The Grand Lottery draw will take place on the 21st of December – last Friday before Christmas!

It truly has been another year which gives Maltco Lotteries pride and joy to offer its customers moment of thrills, and entertainment, all backed with trust, transparency and reliability.

On this note I take this opportunity to wishing you all the very best throughout the festive season!

Vasileios Kasiotakis

CEO – Maltco Lotteries



MALTCO LOTTERIES PRESENTS FINANCIAL SUPPORT TO THE SPORTMALTA AWARDS 2017 WINNERS

Four individual athletes, two officials and a local Club were officially presented with their financial support from Maltco Lotteries following their success earlier this year at the 2018 SportMalta Awards Għażliet Sportivi Nazzjonali.

The winning athletes who benefitted from Maltco Lotteries' support are:

Duncan Micallef: Sportsman of the Year - Top Fuel Drag racing

Yazmin Zammit Stevens: Sportswomen of the Year - Weightlifting

Edward Xuereb: Youth Male Athlete - Tenpin Bowling

Sara Xuereb: Youth Female Athlete - Tenpin Bowling

Paul Sultana: Official of the Year - President Malta Basketball Association Coach of the Year

Angela Adamoli: Women Basketball National Team

San Ġiljan ASC Waterpolo: Team of the Year

Maltco Lotteries believes in sustaining a successful future for potential Maltese athletes and so motivates them through this incentive in furthering their talents, skills and abilities both on a local and an international level.



■ U*BET, part of Maltco Lotteries' stable of brands, has for the fourth consecutive time supported the European Week of Sport (EWOS) awareness in collaboration with SportMalta, with a U*BET Sports Spinning Challenge held on the 7th of September at the SportMalta Complex in Birgu.



STARTING THE CHRISTMAS SEASON WITH THE GOLDEN TICKET!

The Grand Lottery returns offering fresh incentives, and introducing a new format. Improved and freshly modified as approved by the Malta Gaming Authority, the new Grand Lottery has now become a seasonal raffle lottery type game.

In order to participate players are requested to Visit a Maltco Lotteries Point of Sale or an authorised seller and buy a Grand Lottery ticket. Each Grand Lottery ticket consists of one unique number of six digits

The most interesting feature of the new Grand Lottery format is that the game guarantees that on every draw there is a top prize/jackpot winner. Furthermore, the Jackpot Winner in this will be given a chance to choose between either a Jaguar E PACE or a minimum of €50,000 in cash!

The draw shall be held on Friday, the 21st December 2018.



- **SUPERSTAR TRAINING:** All Agents attended Training Sessions prior to the launch of SUPERSTAR;. From a survey following this training it was revealed that all Agents found the sessions to be engaging, informative and highly motivating, while expressing their appreciation for the game and the expected enthusiasm of their players.

The Christmas Grand Lottery



TOP PRIZE
Jaguar E Pace
or a minimum of
€50,000 in cash



FACTS:

- The Grand Lottery guarantees a WINNER in the 1st Category per draw.
- Grand Lottery is a Seasonal type of lottery.
- Quick Pick Raffle format and very easy to play.
- It brings back the much loved 'Lotterija Nazzjonali' fever
- The Winner of this Top Category lottery is given the chance to choose between a JAGUAR E PACE or a minimum of €50,000 in cash
- The Christmas Grand Lottery draw will be held on the last Friday before Christmas – 21st December

SUPERSTAR



FACTS:

- Players can choose at least five different numbers from 1 to 35 and at least 1 SUPERSTAR number from 1 to 7.
- The draw is held every Friday on a weekly basis.
- SUPERSTAR is a game with multiple jackpots
- You can increase your chances of winning by choosing up to 10 numbers from the main field and/or up to 7 SUPERSTAR numbers
- SUPERSTAR offers 7 winning categories.

SUPERSTAR is available from all Maltco Lotteries Authorised Points of Sales and Sellers.

- SUPERSTAR has a strong presence on all channels of advertising, including the main sponsorship of X Factor.

Meet the... ..X Factor Judges



Ray: You're the coolest one on the panel; we all remember how you were one of the first few Maltese singers to ever make it on the international scene, and yet stayed so humble. Throughout all these years: What kept you grounded?

I guess I always tried to stay focused as an artist and put all my true energies into always coming up with new songs as a writer, and as a performer I never allowed to fall victim to negative distractions, coming from a middle class background I always felt comfortable being a team player and always giving my best no matter what I was and still am aiming for, I consider myself just another guy doing just another job, and therefore always respecting my audience whom support me. If it weren't for them, I would not have had the opportunities to be still doing what I still love to do, and I thank them all from my heart for always believing in me.

Alex: As Maltese, we are very proud to have one of our own having what it takes and being on the rise in Holland. What (secret) advice would you give to the X-FACTOR MALTA winner?

Thank you! That's lovely to hear. Well, my 'secret' advice would be to never lose sight of what made you love music in the first place. That's perhaps the most important thing in my eyes. Remain genuine and just be a nice person. Very strong egos are never an enjoyable experience to work with. Being good at what you do does not give you an excuse to think of yourself as god's gift to humankind! Also, just keep working hard. Be consistent as much as possible in the quality of your output and make sure you are continuously wanting to improve - in whichever way that means to you as an artist. Seek beauty, seek life and seek magic.

Ira - It is strongly noted how emotional you get when the participants speak of their personal experiences, and also when you recognise true talent. How do you describe this strong engagement with someone you had just met?

I strongly believe that the most successful artists are those who are honest. Those are the artists who people "get" and who they relate to. Song writers/ singers are story tellers. What better way to tell a story than when you write a song about it? Or sing about it. People are moved by different things in life. Music has always moved me more than anything else. It just ticks all the boxes for me. Therefore when I meet someone who shares the same passion as me I connect. Some singers who I met in X Factor managed to do that by either choosing the perfect song to strike that chord or by singing it so beautifully with so much heart that it moved me to tears.

Howard Keith - People see you as the Simon Cowell of the show, this comes with both recognising raw talent in an instant, and also with not using any filters – Do you feel that the viewers are having that love/hate opinion of you?

I sincerely believe a lot of it stems from the fact that I'm sitting in the chair that is normally occupied by Simon Cowell. I am being myself in every possible way. I don't mince my words & I constantly keep in mind the perspective of the industry knowing how hard it is. In fact I dare say I was rather generous in my comments at the room auditions, however when I saw someone that got my attention I made no effort to hide it. At times this means seeing something which is not necessarily evident at face value and spotting it instantly. Being a judge also means one has to make and take hard decisions based on experience and a gut feeling regardless if that decision comes across as popular with the viewers. My job is not to be popular. My job is to find the contestant with X FACTOR and mentor those raw diamonds. I can say this, wait till the judges houses, wait till the live shows and wait for next year. My intentions will always be for the good of the contestant. Music has taught me that sometimes someone with low self-esteem needs a break and someone who's gliding smoothly needs to be challenged. In both cases great things can be achieved. The love/hate opinion is understandable ;-)