

# Maltco news

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## Starting 2019 with an improved U\*BET Horse Racing Product

**U\*BET**

**FIXED ODDS RACING  
WITH PRESTIGIOUS RACE MEETINGS  
WORLDWIDE**

| UNITED KINGDOM | UNITED STATES OF AMERICA |  
| AUSTRALIA | SOUTH AFRICA | INDIA | NEW ZEALAND |

Maltco Lotteries starts off its calendar year with the introduction of a new and improved U\*BET Fixed Odds Horse Racing Product in the Maltese market. U\*BET made certain that this enhanced product will include a wide variety of international tracks and prestigious meetings from around the world to better cater for the requests of the local horse racing enthusiasts.

The new product is now giving U\*BET punters the opportunity to bet on some of the most popular horse racing events taking place in racecourses throughout the United Kingdom, South Africa, United States of America, Australia, New Zealand and India.

Apart from offering more variety in terms of racing events, U\*BET is now offering punters events that are taking place during different times of the day starting as early as 08:00 till 23:00. Both agents and punters will benefit from this time extension.

Even though the playing method did not change, as of this January this new product has also improved in terms of playing experience. New visuals and improved graphics have been created.



### 2019 - The Year of SUPERSTAR!

■ 2018 was truly a successful year for Maltco Lotteries! Three important events marked this special year. Being the 'Year of Retail', 2018 kicked off with the launch of the POS Refurbishment Scheme, whereby Maltco Lotteries initiated this scheme to support and assist agents in maintaining their Point of Sale.

During the second part of the year, U\*BET welcomed the 21st edition of the World Cup. A great campaign was prepared by the company's to promote this major event. U\*BET offered both pre-game and live betting bets on all World Cup matches.

The year finished off with the biggest event – the addition of the new lottery game – 'SUPERSTAR'. Throughout the year, the company invested its energy and resources to provide people with a new entertaining game having an attractive game format which appeals to people coming from different walks of life.

Following the launch of SUPERSTAR, this year the company will be focusing on living the game's message by shining its way in all operations carried out. Thus, 2019 will be branded as 'The Year of SUPERSTAR'.

The game's slogan portrays that in life everyone can be a SUPERSTAR in his own way. Having this slogan at heart, through the several initiatives planned for 2019, Maltco Lotteries will be working towards getting the best outcome from each individual contributing to the company's success.

The company always strives to provide the best for its customers and agents in terms of products and services and 2019 will be no exception!

*Vasileios Kasiotakis*

CEO – Maltco Lotteries



### REWARDING AGENTS DURING THE ANNUAL CHRISTMAS PARTY

The Agents Christmas party has become a yearly tradition and an event that both Maltco Lotteries' agents and employees look forward to. During this time, the company takes the opportunity to meet all agents and sellers to thank them for working hard and providing a great service to its players during the year. Their commitment and contribution is essential for Maltco's success, since they are the link between the company and the players.

The evening started off with the presentation of High Tier Certificates for 2018. This was followed by the announcement of 2018's Maltco Awards. The company rewarded five hard working agents who shined their way in 2018. The rewards were given on different criteria, varying from: Best Overall Sales Growth, Best SUPERSTAR Sales, Best U\*BET Growth – World Cup, Best Refurbishment and Best Renovation Initiative. The company encourages all agents to strengthen their positive approach and to be contributors to another successful year.

After the presentation of the awards and trophies, Maltco Lotteries' employees and agents had the time to socialize, share experiences and get to know each other better. Entertainment has always been a crucial part of such an event. Thus, this time round, having SUPERSTAR as the main sponsor of the most popular local television programme, the company invited some of the X Factor Malta finalists to perform and entertain the agents.



## ENDING THE YEAR AS ONE FAMILY – 2018'S EMPLOYEES CHRISTMAS PARTY

The achievements accomplished in 2018 could only be earned thanks to the perseverance and dedication of all employees who passionately worked together to make each project a successful one.

Maltco Lotteries ended this memorable year by organising the annual Christmas party for all management and staff. Employees were gathered under one roof to commemorate and celebrate the past year's achievements whilst welcoming new opportunities and challenges for the New Year.

In order to create a fun and entertaining environment, during the evening, a number of trophies and gifts were awarded to the employees.

## A new €1 Scratchers edition is now available



- In the first days of the New Year, Maltco Lotteries added 'Lucky 7s', a new €1 Scratchers edition to its portfolio. As the name suggests, the theme of this scratcher is the number 7.
- 'Lucky 7s' offers 81,402 different prizes with the top prize being €1,500. Players have a high chance of winning with odds of winning being 1 in 3.69. This means that 1 in every 4 players is a winner.
- In order to play this game, players need to scratch off the game area and if they reveal three 7 symbols in the same row, same column or diagonally they win the corresponding prize.
- Players can purchase 'Lucky 7s' or any of the other eight editions which are currently available on the market from all Maltco Lotteries Points of Sale and Sellers.

## The Grand Lottery was back for Christmas!



- Following feedback from the market, back in November of last year Maltco Lotteries launched a new Grand Lottery Christmas edition with a new game format, guaranteeing a winner in the 1st prize category.
- Players who participated in the December's draw were in the chance of winning a new Jaguar E-Pace or €50,000 in cash.
- The draw of the New Grand Lottery was held on the 21st December during the SUPERSTAR draw. The first category winning ticket was purchased from Point of Sale 30 in Attard with the winner choosing €50,000 in cash.

## Meet the Men Behind X Factor Malta...

...Anton Attard and Mark Grech

**Recent studies show that X Factor Malta is the most watched programme in Malta and Gozo across all stations and timebands. Despite this being the first edition of X Factor Malta, were you expecting such a big audience following?**

The X factor brand is one of the most popular brands in the world, apart from that, the X Factor brand promises reliability in the entertainment business. When we first launched the brand, back in May 2018, the reaction was phenomenal - people were engaging with what we were doing and better than that, people were curious about what's next, the process, and at a later stage, how they can be part of our audience. That meant that the X Factor brand in Malta was heading towards a good start and towards fantastic results. The engagement and reach on our social media platforms were sky high - the brand was heading towards the top spot on local television. We can definitely say that we had optimal activity with was being uploaded on our social media whilst the programme was being aired - almost like a talk-show in parallel to the programme which valued feedback. Back to the answer to the question revolving around expectations - the team had targets and the team had a vision, the results are just an indication of the collective efforts of some of the best minds in the industry. Our mission solely entailed delivering the best possible product, keeping the team and audience alive. This ultimately led to the results we have.



Anton Attard and Mark Grech

**X Factor Malta raised the bar for the local television industry. What were the main challenges that the production team faced during this journey?**

Producing and presenting a show the size of X Factor Malta with the standards the brand requires was no easy task. One of the main challenges to mention was funding, finding sponsors who believe in the product, the people behind it and the vision the team had. In saying so, we are ever so grateful that we had people like Maltco and their brand SUPERSTAR as partners in this venture. We cannot not thank all the people at Maltco for believing in us from Day 1 and for being part of such a fantastic journey. The results the X Factor Malta brand holds has your name written on it.

**Michaela is the SUPERSTAR of the first edition of the show. How will her journey pursue outside of X Factor Malta now that she secured a record contract with Sony Music Italy?**

Michela can definitely give a more realistic answer to that, but what we can say is that we made sure that the right structure is in place to back Michela throughout her musical journey. Having a record contract with Sony Music Italy is just the beginning of her journey, and we look forward to watch her grow and evolve into one great artist - our very own SUPERSTAR is born!

**Now that Season 1 is over, what should we expect for the next season of X Factor Malta?**

Needless to say Season 2 will revolve around the talent and exposure of local artists. People should expect more of that, more behind the scenes, more raw talent and obviously more unexpected moments that are notorious with the X factor brand, especially during the first phase of the show.

**What advice do you give to singers who are still considering in participating in Season 2 of X Factor Malta?**

X Factor Malta is a unique platform where artists are mentored, taken care of, guided and given all the help they need and require. All of that, without spending one cent out of their own pocket. For all those who are still considering participating, take a look at some of the participants we had this year, most of them were unknown to the local public, some of which had never attended a singing lesson once in their life and yet made it to the final 12 because they built confidence in themselves and they were guided in the right direction by the right people. To all of you out there, don't be afraid to try - X Factor Malta will be one great experience and beyond any results, it will be a reality check that will give you the necessary tools to plant your seed and grow your singing career.