

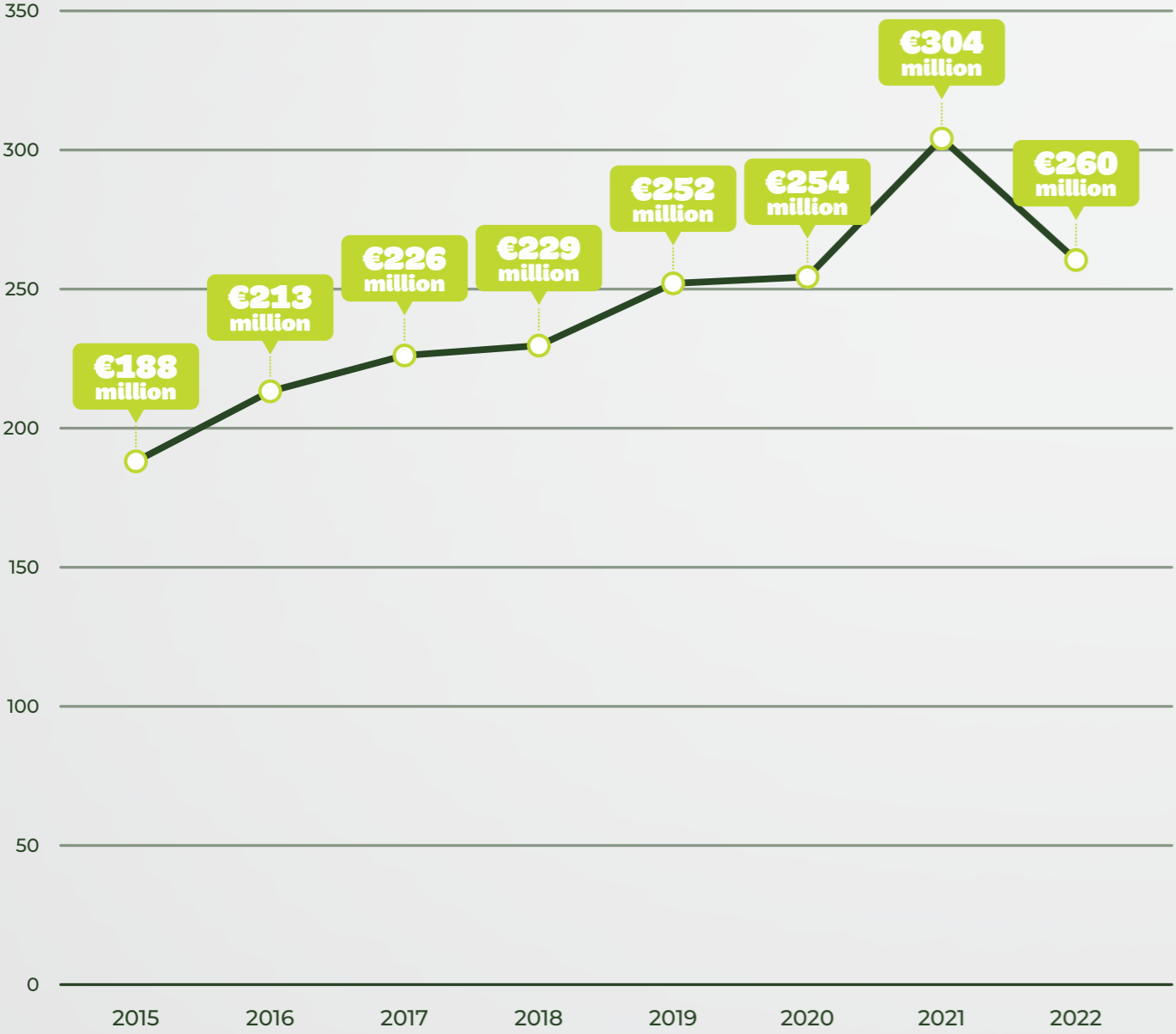
The National Lottery in 2022

A Year In Review



National Lottery

Contribution to Good Causes from National Lottery in € millions



* Good Causes contribution rounded to nearest € million

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Minister's Address

**Foreword by Paschal Donohoe TD, Minister for Public Expenditure,
NDP Delivery and Reform**

A chara,

When the National Lottery was established in 1987, one of the primary objectives was to generate funds for Good Causes, through the operation of a safe, well-regulated State Lottery which a significant portion of the adult population could play. I am pleased that these objectives are being met and the National Lottery continues to deliver a positive societal benefit for the people of Ireland.

In the intervening 36 years, the National Lottery has generated over €6 billion for Good Causes, with an impressive €259.5 million being raised for Good Causes in 2022 alone. Imagine the impact that this has had on the lives of generations of Irish people since 1987.

On average, approximately 1.2 million people a week enjoyed National Lottery games in 2022. These players helped to support thousands of organisations and groups in towns and villages across Ireland, with approximately 29 cent in every €1 spent on National Lottery games going directly to Good Causes in 2022. Good Causes funding, combined with Exchequer funding, supports on average over 4,500 charity and voluntary groups, sports bodies, health and culture projects, arts and heritage organisations, youth and Irish Language projects, that all weave and are woven in to the economic and social fabric of communities all over Ireland.

As Minister with responsibility for policy and legislation concerning the National Lottery, I'd like to thank the staff at the National Lottery for continuing to run the National Lottery effectively and efficiently for the people of Ireland. Because of your work, thousands of charities, community groups, and sporting bodies can operate and impact every community across Ireland.

I am currently examining an independent report that my Department commissioned on how National Lottery funding is distributed and utilised to ensure greater transparency and acknowledgement of National Lottery support; recommendations which I am fully supportive of and keen to progress with my department.

Thank you again for your stewardship of the State's National Lottery. I know it's a big responsibility that you take seriously, not only for the National Lottery's long-term reputation, but for its players, retailers and of course its ability to generate funding for Good Causes.

Best of luck in 2023.

Paschal Donohoe

Minister for Public Expenditure,
NDP Delivery and Reform





A message from our CEO

In 2022, National Lottery tickets raised almost €260 million or almost €5 million per week for thousands of Good Causes who provide services and entertainment that support and form our local and national communities.

This is the second highest amount raised for Good Causes in any year since Premier Lotteries Ireland (PLI) was awarded the licence to operate the National Lottery in 2014.

Cú Chulainn Blood Bikes won the overall National Lottery Good Causes award this year, championing what volunteer groups can achieve with a little support.

2022 was another year of material progress within the National Lottery:

- Minister Donohoe committed to improve the transparency with which the public can see how National Lottery funding is distributed by government to good causes.
- A vast number of development, diversity & inclusion initiatives were rolled out for our staff.
- Our mandatory ID verification roll out occurred, ensuring all online players are 18 or over.
- We passed the Science Based Goals milestone of a 50% reduction on Scope 1 and Scope 2 carbon emissions Vs our 2019 levels.
- A new website, with many player protection features, went live.
- A new warehouse was opened, moving our logistics hub out of Dublin city centre.
- We upgraded our remaining corporate reporting, information storage and control systems to digital platforms – in effect completing the digitisation of our operations.

Of course the lottery is about big wins for most people and 2022 did not disappoint. We had 34 new millionaires among the €484.9 million in prizes won. This staggering amount accounted for 54.8% of the €884 million in total ticket sales in the year. One EuroMillions jackpot win was worth over €30.9 million alone. Additionally, a Lotto syndicate in Mayo made history by securing the record-breaking €19.06 million jackpot in January.

Overall, 2022 was another progressive and productive year for the National Lottery and for its operator PLI. This is evidenced in the year's Good Causes contributions and ticket sales, which matched pre-covid levels despite a disquieting environment with high inflation that reduced both consumers' disposable income and confidence.

Andrew Algeo

Chief Executive,
National Lottery

Who We Are

Our purpose

Where Ireland goes to dream

By running a world class lottery for the people of Ireland to the benefit of all of our stakeholders.

Our sustainability ambition

To maximise the positive impact we have on people's lives while operating as a sustainable, responsible business.

Maximising our positive impact on society



Our Players

Fuelling dreams with our games while empowering our players to play responsibly and for fun, through our industry-leading player protection programme.



Our Communities

Change lives in communities through our support for Good Causes and our CSR initiatives.



Our Partners

Collaborate with retail and supplier partners to generate value for their businesses and for ours.

While operating as a sustainable, inclusive and responsible business, aligned to the Sustainable Development Goals



Our Planet

Reduce carbon emissions, improve efficiency and promote circularity across our operations.



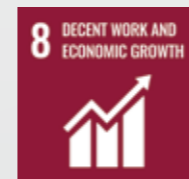
Our People

Promote a positive working environment where all our employees feel equally valued and supported.



Our Practices

Ensure strong governance practices are in place to manage business ethics, compliance and risk.



Our values

OPEN ★ RELIABLE ★ GENEROUS ★ AMBITIOUS

Board Members



Vivienne Jupp
Chair



Andrew Algeo
CEO and Director



David Kelly
Non-executive Director



David McRedmond
Non-executive Director



Inaki Echave
Non-executive Director



Debbie Byrne
Non-executive Director



Jonathan Mendonca
Non-executive Director



Peter Quinn
Non-executive Director

Senior Leadership Team



Andrew Algeo
CEO and Director



Niall Andrews
Chief Retail Officer



Liz Shouldice
Chief People Officer



Ian Wallace
Head of Core Operations



Laurence O'Brien
Chief Financial Officer



Paul Dervan
Chief Marketing Officer



Dermot Hennessy
Chief Technology Officer



Cian Murphy
Chief Product & Digital Officer



Cian Smith
Chief Legal & Regulatory Officer

Good Causes



The National Lottery was established in 1987 for the purpose of raising funds for Good Causes that would have a positive impact on communities all over Ireland.

In 2022, National Lottery players raised almost €5 million every week for Good Causes which resulted in over 4,500 individuals, clubs, organisations and community groups benefiting from a fund totaling to over €259.5 million.

Over the past 36 years, more than €6 billion has been raised for Good Causes. These funds are transferred to the Exchequer and are used to part-finance expenditure by various Government Departments.

Last year, Cú Chulainn Blood Bikes took the title of Good Cause of the Year at the Annual Good Causes Awards event which was held in October at Kiltashee House Hotel.

Three groups who have benefited from the Good Causes fund in recent years include The Rainbow Club Cork, Park Rangers AFC (Female Focus Campaign) and Gaillimh le Gaeilge.



The Rainbow Club Cork

The Rainbow Club is a lifeline to families, children, young teens, and adults living with Autism. Their aim is to help, support and teach people about Autism as well as the challenges it brings to the child and family, and how they live everyday with it. Funding from the HSE National Lottery grant scheme enabled them to set up a 'Gamer Café' for children & teens with ASD, which subsequently has improved the quality of life for many children, teens and their families.



Park Rangers AFC - Female Focus Campaign

Park Rangers AFC is a rural club based in Faithlegge, Co. Waterford. The club has a 32% female participation rate as well as the only Football 4 All club which caters for young people with sensory, intellectual and physical requirements. The National Lottery/Sports Capital Programme grants were used as part of The Female Focus Campaign to provide adequate toilets for female participation. In addition, the Female Focus Campaign addressed a key barrier to female participation in sport - the Menstrual Cycle. Park Rangers AFC is the first amateur club in Ireland to provide ongoing training workshops to members and coaches on the menstrual cycle and provide free sanitary products in toilets and in our first aid kits.



Gaillimh le Gaeilge

Gaillimh le Gaeilge was established with the aim of promoting the Irish language, particularly as an economic resource, in the Galway area. Gaillimh le Gaeilge works in association with Galway City Council, Galway Chamber and other groups to develop and strengthen Galway's official Bilingual Status. Good Causes funding through the Irish Language Support Scheme goes towards the hosting of 'Gradam Sheosaimh Uí Ógartaigh', which is the longest established bilingual awards of its kind in Ireland.



Our Players



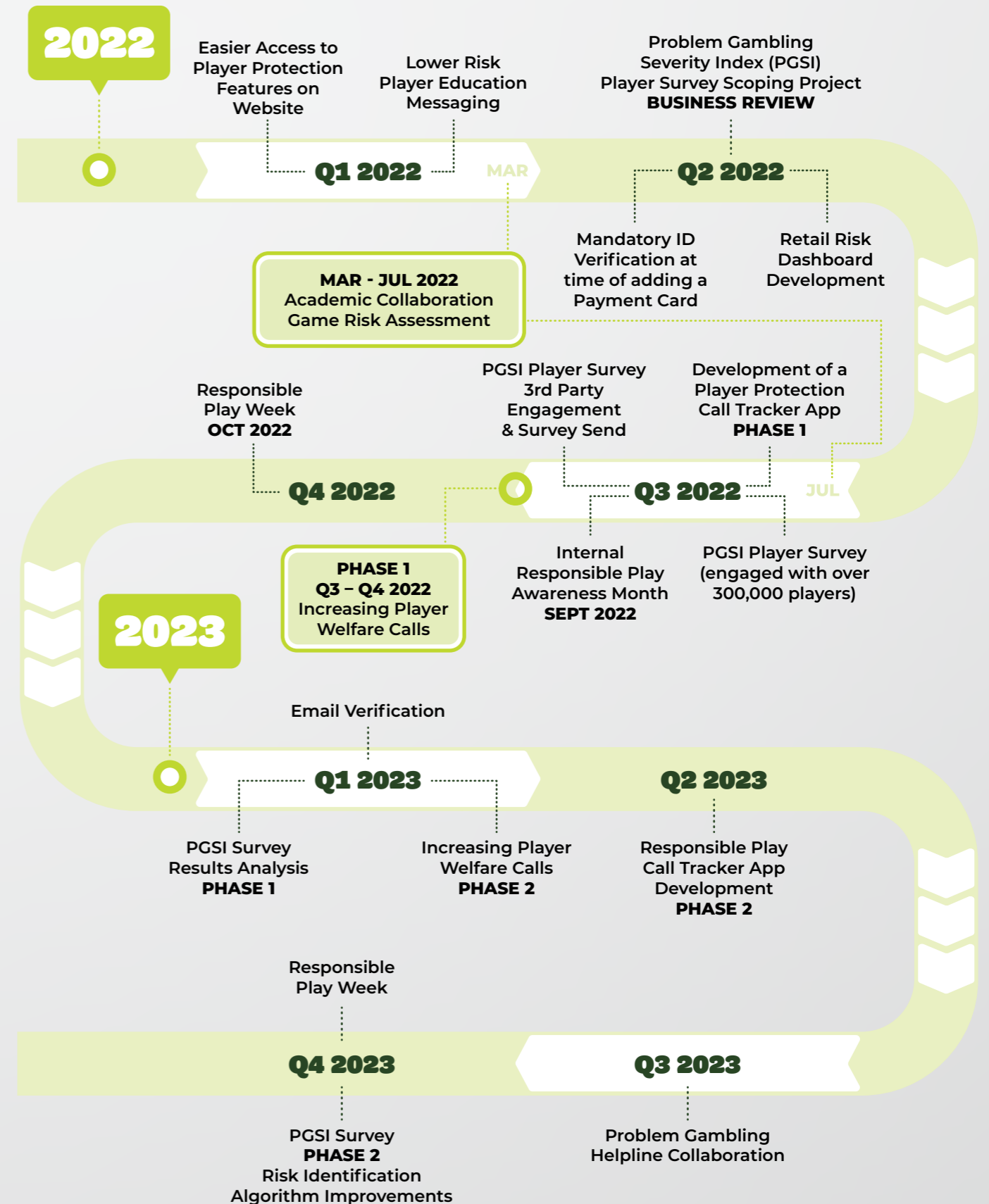
We endeavour to be best in class at Responsible Play, meeting or exceeding all relevant international standards. We operate and are obliged to operate a Responsible Play programme which actively seeks to prevent problem play. Additionally, the Regulator of the National Lottery holds us to the highest of player protection standards.

The Responsible Play programme is reviewed by external academics and complies with international best practises.

- Introduced a new monitoring system to help identify excessive play on our retail channels. Once identified, a step-by-step plan is put into action to educate the retailer and upweight the Responsible Play messaging instore.
- Redesigned the player protection pages on the website, thereby making it easier for players to navigate and find the help and support they may need.
- Introduced a monthly lower-level risk communication to educate and nudge players to play within a safe zone on our online channels.
- Initiated a programme of work to significantly increase the number of proactive welfare calls to players whose activity and spend was higher than average. Success metrics that are tracked from all communications made and welfare call success rate have shown that talking to a player increases the chance that they will make a significant positive change to their activity and spending.
- Internal Player Protection month for the month of September to educate all staff on what the company does to ensure player safety and to highlight the importance of awareness of same.
- Responsible Play week was held in October, where player protection tools and information on responsibly playing National Lottery games was highlighted to players.
- Survey sent to over 300,000 of the active online player base, to help identify what unhealthy play looks like on the National Lottery site. The results from the survey have assisted PLI in the development of IT risk identification algorithm.



Player Protection Roadmap



Winners



The National Lottery operates on the principle of a large number of individuals participating in our games by spending small amounts of money, offering them the chance to win life-changing prizes, all while generating funds for Good Causes.



In 2022, numerous players across the country experienced life-altering moments as the National Lottery games produced 34 new millionaires. A remarkable total of €484.9 million was awarded in prizes, accounting for 54.8% of the overall revenue.



Lotto

The year began with a groundbreaking event for the Lotto game, as a record-breaking jackpot of €19.06 million was won. A Mayo syndicate claimed the largest Lotto prize ever witnessed in Ireland following the historic draw.

Last year, the Lotto game generated 18 millionaires, including 10 Lotto jackpots won by players from Dublin (3), Galway, Kilkenny, Mayo, Meath (2), and Wexford (2). Additionally, the Lotto Plus 1 top prize of €1 million was won a total of 8 times throughout the year.



EuroMillions

In 2022, the EuroMillions game made eight millionaires in Ireland which included a Co. Clare syndicate who became the biggest National Lottery winners of the year after winning €30,928,078 in February. The EuroMillions Plus top prize of €500,000 was won an impressive 25 times during the year, which was the same amount as the previous year.

Minor Draw Based Games

Our Telly Bingo game remained popular amongst our players tuning in to mark their tickets on Tuesdays, Thursdays and Fridays. Telly Bingo players won €14.9 million in prizes across the 12 months which included 24 winners of the Snowball prize which amounted to over €1.2 million.

The Daily Million game, which takes place at 2pm and 9pm everyday, saw 7 players win the top prize of €1 million as well as one player who took the top prize of €500,000 in the Daily Million Plus draw.



Instants (Scratch cards and Instant Win Games)

Our scratch card games saw players enjoy a total of €173 million in prizes while our online players won €26 million across our digital instant win games.



Digital



In 2022, our online channels experienced continued popularity among our players, contributing €141.4 million and accounting for 16% of total game sales.

Over the past year, 96,694 new players registered for a National Lottery online account, and it was another successful year for our online winners. Through our digital platforms, they collectively won a total of €58.1 million in prizes. Notably, our online and App channels produced three new millionaires through Lotto and EuroMillions games, while an additional three online players won the prestigious EuroMillions Plus top prize of €500,000.

The National Lottery is built on the trust of our players. We have established a best in class Responsible Play program that consistently surpasses international lottery standards which insures that National Lottery games are as safe as possible for all of our players.

In addition to our existing comprehensive player protection measures on our online channels, which include mandatory ID

verification, spending limits, and player monitoring tools, we are always looking at new ways to further strengthen and enhance our player protection controls and to promote responsible play.

In 2022, the National Lottery engaged with over 300,000 of our online players through a Player Activity Programme (PAP) to ensure that our players are aware and have the necessary resources to make sound and informed decisions regarding playing our games. As part of this extensive outreach programme, the National Lottery rolled out a unique survey to our players in conjunction with Red C Research, to help us to strengthen our Player Protection controls for both our retail and online channels. The insights gathered from this survey will help us further enhance our player protection controls for both our retail and online channels.



...our online and App channels produced three new millionaires through Lotto and EuroMillions games...

Our Retail Partners



- Working with over 5,200 retailers across Ireland.
- Over €46 million paid in retailers' commission in 2022.
- Delivered 'Star Store' initiative, incorporating our retailer compliance framework and player protection training.
- Building sustainable partnerships.

We have established strong collaborations with a vast network of more than 5,200 retailers throughout Ireland. In 2022, we paid out over €46 million in retailers' commission, showcasing our commitment to supporting our valued partners.

As part of our dedication to sustainability and player protection, we continued our successful 'Star Store' initiatives which incorporates our robust retailer compliance framework and provides essential training on player protection. By promoting responsible gaming practices, we ensure the long-term viability of the National

Lottery while safeguarding the interests of both our retailers and players. In terms of sales performance, National Lottery games sold through our retail channels accounted for an impressive €742.7 million in 2022, representing 84% of our total sales.

To guarantee compliance with our responsible play policy, we enforce a Sales Code of Practice and additionally, our online Retailer Portal serves as a valuable resource, offering compulsory training on the responsible promotion of National Lottery products in line with our responsible play policy. Our dedicated sales representatives receive comprehensive training on identifying and addressing problem gambling behaviour.

We prioritize the responsible sale of all National Lottery products and have implemented mandatory ongoing training for our retailers. Through these measures, we strive to uphold the highest standards in retail partnerships and compliance.



Our Sustainability Impact

Behaving in a socially responsible and sustainable manner is intrinsic to our licence to operate. It is therefore appropriate that Sustainability is not seen as a requirement but as a strategic cornerstone in our business plan, in an ever-growing conscious environment.



Our Sustainability Framework clearly sets out our focus and ambition to maximise the positive and societal impact on people's lives:

- The lives of people in our Communities that benefit from the Good Causes we support and the community partnerships we engage in.
- The lives of our Players who enjoy playing our games responsibly and for fun.
- The lives of those in our retail and supplier network, who partner with us to deliver our products.

We do this by ensuring we run our business in an environmentally sustainable, inclusive and responsible way by reducing our impact on the planet and ensuring our business practices are to the highest standards.

This ethos is wholly aligned with National Lottery's core values of being open, reliable, generous and ambitious.



Our Communities



- In 2022, €259.5 million was raised for Good Causes all over Ireland.
- Raising almost €5 million a week for Good Causes, supporting over 4,500 individuals, organisations and community groups every year.
- Since 2018, the National Lottery has awarded €492,000 in prize money to the Good Causes Awards finalists to celebrate and recognise the amazing work that they do.
- Run Annual Charity Partnerships for Staff with 2 Volunteering Days per Year.



Our Charity Partner, Peter McVerry Trust

We are proud to partner with The Peter McVerry Trust who do vital work for those facing into or experiencing homelessness.

Peter McVerry Trust has been our staff charity partner since 2020 and over that time, we have organised numerous fundraising events raising over €25,000. Our staff have also volunteered at Peter McVerry's numerous Detox centres, planting trees, painting and garden maintenance.

Our Planet



By 2022, we successfully reduced our Scope 1 and Scope 2 emissions by 55%, resulting in us successfully meeting our SBTi target. This is driven largely by switching to 100% renewable electricity. By focusing on our key contributors, we have also seen a reduction in our Scope 3 emissions (emissions across the value chain) by 23%.

With over 1.2 million players a week on average in 2022 and a retail footprint in over 5,200 stores, we at the National Lottery recognise that our operations impact every community throughout Ireland.

We are fully committed to having a positive environmental and social impact to ensure a better world for future generations. Our Climate Action commitment is to align and show our support to Ireland's Climate Bill and the 2015 Paris Agreement. The National Lottery has committed to the Science-

Based Targets Initiative (SBTi) and set a near-term target to reduce our absolute Scope 1 and Scope 2 GHG emissions by 50% by 2030 and agree to measure and reduce our Scope 3 emissions.

In 2019, we carried out the first Carbon Footprint review of our operations and set out a 10-year climate-reduction action plan focusing on all aspects of the business from energy consumption both on-site and at retailers to employee travel & commuting.



Our People



At the National Lottery, every employee is appreciated, supported, and valued as a trusted advocate. This is a positive and open environment in which we as an employer are honest and intentional about our vision for people and our ambition to extend our reach broader and deeper through society.

In 2022, we have seen our People Strategy come to life as great steps have been made to ensure that we are an inclusive, adaptive, and capable organisation. It has led to tangible and practical outcomes which have positively impacted the organisation, the working environment, and our confidence in our ability to deliver.

Diversity & Inclusion

At The National Lottery, we promote a positive working environment where people feel valued and supported, championing diversity to build an inclusive culture. We believe that this diversity builds a stronger organisation and is in keeping with our core values of being Open, Ambitious, Reliable, and Generous. We strive to create a workplace that provides equal opportunity to staff with an environment that allows them to express who they are.

In 2022, the staff survey showed that 84% of our people feel that they can be themselves at work which is a fantastic score. This year, we are proud to have improved our policies and processes to be more inclusive and accessible. The highlights have included our family-friendly policies, reasonable accommodation policy, recruitment policy, and the development of a compassionate leave policy that can support staff who are going through times where compassion is needed which include separation, miscarriage, abuse, fertility treatments, abortion, gender affirmation surgery, and addiction rehabilitation.

Along with creating awareness and celebrating a variety of diversity spectrums, we will continue to put actions into place to create an inclusive and supportive working environment for all our people.





Trinity Centre for Intellectual Disabilities (TCPID)

TCPID promotes the inclusion of people with intellectual disabilities in education and society. We first partnered with TCPID in early 2022, and were delighted to offer students eight-week work placements with us at the National Lottery. It has been a major success, and we now endeavour to identify a role for further employment for every student who comes here on work placement. It was fantastic to see one of them secure a fixed term position with us following his placement.

Open Doors Initiative

Our partnership with Open Doors Initiative ensures all our vacancies are advertised to its talent pool of people from marginalised backgrounds through its website and weekly emails.

To further support their work, all our staff are offered the opportunity to volunteer with Open Doors as a mentor to an individual from a marginalised background. Mentors meet individually with their mentee at least six times in a period of three-six months and support them in their professional development. Five National Lottery staff volunteered as mentors in the latest round.



Learning & Development

We are committed to the ongoing development and education of our staff in an inclusive and accessible manner. This includes role-specific training, continuous professional development, anytime learning, management and leadership development, wellbeing, and diversity training, financial resources and study leave.

We were proud to launch our revamped induction programme centred around our key pillars of culture, compliance, systems, and business awareness to ensure our new starters were set up for success. This is further supported equipping our leaders through our STAR Manager Programme which will provide our people managers with the tools they need to be the best managers they can be.

Wellbeing

Wellbeing is fundamental to creating a positive working environment where all staff feel valued and supported. We believe

that is the right thing to do and we are committed to embedding wellbeing into our daily work routines and practices.

To support staff wellbeing, we have a diverse range of supportive policies and initiatives to encourage a healthier and happier workplace which are divided into five key pillars: physical, mental, social, financial, and work wellbeing. This is enabled through our wellbeing framework of strategic partnerships, education and participation, effective communication, employee engagement, supportive networks, and robust policies, practices, and facilities.

We are proud to say that we have been accredited as a SeeChange Workplace Employer which recognises that we have taken the necessary steps to creating an open culture around mental health and reducing any stigma associated with mental health problems.