

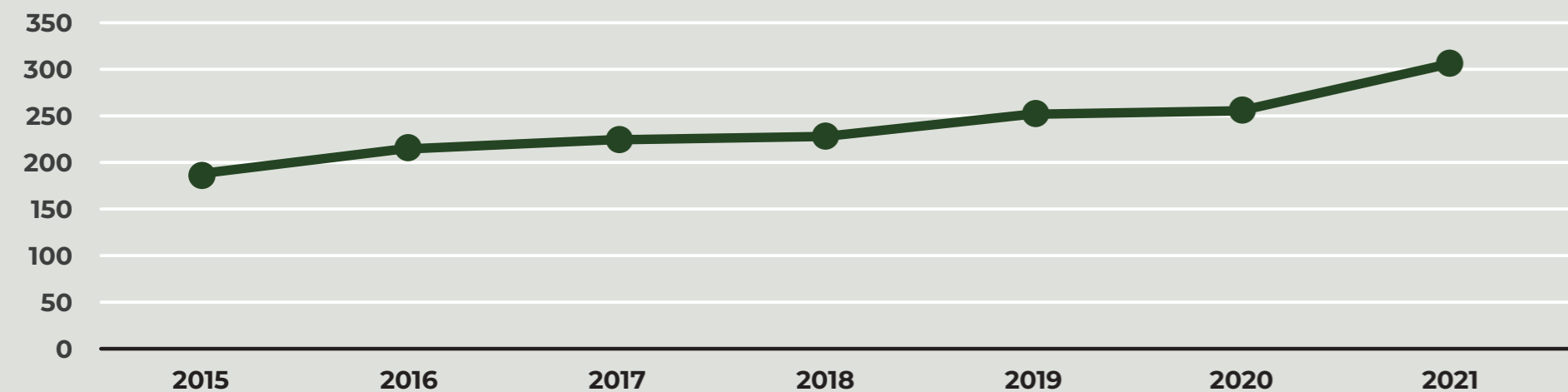
National Lottery in 2021

A Year In Review



	2017	2018	2019	2020	2021
Sales	€800 MILLION	€805 MILLION	€885 MILLION	€919 MILLION	€1.053 BILLION
Good Causes	€226 MILLION	€229 MILLION	€252 MILLION	€254 MILLION	€304 MILLION
Prizes	€452 MILLION	€454 MILLION	€498 MILLION	€529 MILLION	€586 MILLION

Contribution to Good Causes from National Lottery in € millions



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Foreword by Minister Michael McGrath T.D.



Since 1987, the National Lottery has created over 900 millionaires and more importantly has helped raise over €6 billion for Good Causes.

A chara,

Last year was an exceptionally good year for the State's National Lottery with over €300 million generated by players for Good Causes. National Lottery, combined with Exchequer funding, underpins community, charity and sports infrastructure across Ireland and that's something I'm very proud of. As the National Lottery's sales have grown over the past five years, due to the conditions of the license, its contribution to Good Causes has grown from €226m in 2017 to €304m in 2021.

I'd like to thank the staff at Premier Lotteries Ireland for your ongoing efforts in running the National Lottery through the tumultuous period of Covid. Your efforts have put the National Lottery on an upward trajectory and the benefit to communities around Ireland will be felt for generations to come.

There is a direct connection between this huge societal impact and the work you do every day. As I travel around the country in my role, I see the impact of the Lottery on people everywhere.

I would also like to wish the National Lottery a happy 35th birthday. I think it is fair to say that the National Lottery has far exceeded the expectations held at that time. Since 1987, the National Lottery has created over 900 millionaires and more importantly has helped raise over €6 billion for Good Causes.

It is important to acknowledge the immense impact this funding has had over the last three and a half decades. This funding has led to a trans-generational benefit through enhanced lives, improved

communities and better health outcomes for millions of people across Ireland. Annually, National Lottery funding supports on average 4,000 community groups and organisations. That is an incredible achievement.

I am currently examining the how we can make the current system around Good Causes better and more transparent. We want to make sure that people can easily see the huge impact National Lottery funding is having on their community.

Of course, we always need to be cognisant of problem gambling. In this regard, the onus remains on the National Lottery to only create games that conform to the highest standards of player protection thus ensuring that the National Lottery retains its position in Irish society as a positive force.

Finally, I want to offer my congratulations once again to the National Lottery on its 35th Anniversary. Thank you for your ongoing efforts and the positive impact you have on communities, retailers, good causes and of course players around the country.

Michael McGrath

Michael McGrath T.D.
Minister for Public Expenditure and Reform

CEO Address



2021 was both exceptional and another record-breaking year for the National Lottery, our players and for the community groups and projects they support through the Good Causes Fund.

This was the first year in the history of the National Lottery in which amounts raised for Good Causes exceeded €300 million and also the first year in which ticket sales exceeded €1 billion. On average, Good Causes contributions have grown by 9% year on year since Premier Lotteries Ireland's (PLI) first full year of stewardship of the National Lottery; from €188 million in 2015 to €304 million in 2021.

90% of all revenue generated from sales of National Lottery games is returned to communities in prizes, funding for good causes and commission to retailers all over Ireland. Prizes reached a record €585.9 million in 2021 and 31 new National Lottery millionaires were made. Our retail partners too enjoyed a record year with €55.3 million being paid in commission.

In 2021, the National Lottery passed the milestone of €6 billion raised for Good Causes funding since its inception in 1987. For a sixth consecutive year, funding for Good Causes has grown and we are immensely proud of this contribution which has a long-lasting impact on every town, village and community in Ireland. Thanks to our players, our National Lottery plays a crucial role in funding inspirational community groups, projects and individuals each and every year. Benefacts estimate that 34% of charitable giving in Ireland is through participation in the National Lottery.

Protecting our players

The exceptional year of ticket sales coincided with further improvement in the protections provided to National Lottery players against the risk of harmful play. We provide low risk games, offer no incentives to play more and provide mandatory limits

on what can be spent. We make sure our players are over 18 and advertise responsibly.

We commissioned Cambridge Health Alliance, a division of Harvard Medical School, to identify opportunities to further improve our system of player protection controls. In addition to the requirements in our licence, in the last few years we have introduced mandatory limits on scratch card purchases, and in our digital channel introduced mandatory ID checks before purchase, removed credit cards as a payment method and increased the efficacy of our player protection communication. We will continue to strive for excellence in protecting vulnerable players from harm.

Lotto

Not since the beginning of the Lotto game in 1988 have we seen so much excitement and media attention on one of Ireland's favourite games. 2021 will be known as the year the Lotto jackpot rolled to a historic high of €19.06 million, breaking all previous Lotto records after reaching the jackpot cap at the end of September. The €19.06 million jackpot was won in January 2022, and, for the duration of the Lotto draw at cap, 480 Lotto players benefitted from €29.4 million of larger than normal prizes due to the jackpot cap. The historic Lotto jackpot roll alone generated an estimated €60.9 million for the Good Causes Fund.

Playing our part

We have reduced our GHG Scope 1 and 2 carbon footprint by 45% since 2019 and committed to Science Based Targets which will see us measure and reduce our carbon footprint further across Scope 1, 2 and

3 by 2030 - at least meeting the 2030 Paris Agreement's goals.

We have also received silver level accreditation for investment in diversity, building on 2020 when we measured our gender pay gap at just 1.6%.

National Lottery team

With lockdowns and the pressures of the pandemic still a part of life and business in 2021, our team continued to excel and ensure the successful operation of all aspects of the National Lottery. While remote working continued to be a way of life in 2021, the end of the year saw the company prepare to return to the office on a hybrid basis.

Staff, retail partners and stakeholders alike have encountered countless challenges over the past two years, and against that backdrop it was inspirational to see the entire National Lottery family come together to achieve record-breaking levels in 2021.

Andrew Algeo

Chief Executive,
National lottery

Who we are

Our Core Values

We behave by our values. They connect us to our customers, our stakeholders, our organisation, and each other.



Because **“It Could Be You”** is founded on customers’ trust, and progress depends on learning and working together, to succeed we must be

OPEN



Because our customer promise **“It Could be You”** requires us to deliver for players and communities, and because ambition depends on consistent follow-through to succeed, we must be

RELIABLE



The National Lottery exists to support communities. Because we only succeed when others succeed and when given the opportunity, within our own community of colleagues, we must be

GENEROUS



Because what we do is essential to Ireland’s communities, brings enjoyment to customers, is valued by stakeholders and represents our professional worth, we must be

AMBITIOUS

Board Members



David McRedmond
Chair



Fabrice Chesnais
Non-executive Director



Wayne Pickup
Non-executive Director



Debbie Byrne
Non-executive Director



Ashvin Malkani
Non-executive Director



Andrew Algeo
CEO and Director



David Kelly
Non-executive Director



Peter Quinn
Non-executive Director



Vivienne Jupp
Non-executive Director

Board Changes

Ashvin Malkani (Non-Executive Director) and Ilya Kachko (Non-Executive Director) stepped down from the Board in 2021. We are grateful to both Ashvin and Ilya for their significant contributions during their respective terms.

Senior Leadership Team



Andrew Algeo
Chief Executive Officer



Cian Murphy
Chief Product & Digital Officer



Niamh Hodnett
Chief Legal & Regulatory Officer



Paul Dervan
Chief Marketing Officer



Ian Wallace
Head of Core Operations



Jeremy O'Sullivan
Chief Technology Officer



Shane Dempsey
Head of Corporate Affairs



Shane Naughton
Chief Financial Officer



Liz Shouldice
Chief People Officer



Niall Andrews
Chief Retail Officer

Good Causes

The National Lottery commenced 35 years ago with the objective of raising money for good causes organisations – organisations working to develop our culture and heritage, support our youth, grow participation in sports, and contribute to an inclusive and just society.

These funds raised by the National Lottery are transferred to the Exchequer and are used to part-finance expenditure by various Government Departments.

- Approximately 29c of every euro spent of National Lottery games goes to the Good Causes Fund.
- Last year, our players raised €304 million in Good Causes.
- Every year, over 4,000 (on average) community groups, projects or individuals receive Good Causes funding.
- Over €6 billion has been raised for Good Causes since the inception of the National Lottery in 1987.



Gaelphobal Thamlachta

The mission of Gaelphobal Thamlachta is to promote the Irish language as part of everyday life in Tallaght. In 2019 Gaelphobal Thamlachta opened the bilingual Café, Aon Scéal, in the heart of Tallaght Village, as part of an Irish language and cultural centre which was developed with the help of Good Causes funding from

the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media. The opening of the Café drove even more awareness and interest to the organisation following widespread coverage across national and local media. It also gave Irish speakers in the area a place to meet and socialise through the Irish language.



Raphoe Community Sport Development

Raphoe Community Sport Development was established in 2013 with the ambition of building a new football pitch for all the community to enjoy. Before the Donegal-based organisation was founded, the children and adults playing football for Raphoe never had a home ground to play on. Players sometimes had to complete a full season playing all of their games away from Raphoe.

After years without having a home ground to call their own, the Raphoe Community Sports Development Committee decided it was time for change. Funding received through the Sports Capital Programme, part-funded by National Lottery Good Causes, enabled the Donegal club to build a playing pitch that would finally give their local teams a home ground to play on. The club has flourished ever since and is now home to over 160 active members and 16 teams of both male and female players.



Graffiti Theatre Company

Graffiti Theatre Company provide a unique brand of excellence in drama and theatre work for children and young people in Cork from birth to 18 years. They aim to develop children's confidence through participation in the arts while striving to promote the importance of imagination and curiosity. Every child should have access to culture and be able to discover the world through the arts.

In 2020, a group of 50 young people joined forces to create a piece of theatre looking at migration. Although lockdown got in the way

of their performance, the group showed their resilience by going on to create podcasts, animations and short films about the story they had created.

In an average year, Graffiti can provide 10,000 creative encounters for children in creches, primary schools and post primary schools. National Lottery funding received through the Arts Council of Ireland allows the company to subsidise their work to make it accessible and affordable, and in many cases, free.



Winners

The National Lottery is built on the premise of many people spending small amounts to win life-changing prizes, all while raising funds for Good Causes.

In 2021, 31 brand new millionaires were made while many more won life-changing amounts.

- €585.9 million won in prizes in 2021
- 55.61% of all revenue was won in prizes



Lotto

Lotto continues to be one of Ireland's favourite games and last year we saw excitement in the game like never before. In 2021, Lotto created 17 millionaires which included five jackpot winners, the largest of which was a family syndicate from Co. Kilkenny who won a life-changing jackpot win worth €12,740,043.

2021 will be remembered for the historic Lotto jackpot roll which reached the record-breaking cap of €19.06 million.

EuroMillions

The popularity of the EuroMillions game continued throughout last year. In total, the game created five new millionaires in Ireland in 2021 while a further 25 players won the EuroMillions Plus top prize of €500,000.



Minor Draw Based Games

During the pandemic, our Telly Bingo game became even more important to players than ever before. As Bingo halls shut across the country, thousands of players took part in the game of bingo from the comfort of their own home. In total, €17.1 million was won in prizes which included 26 winners of the Snowball top prize which amounted to over €1.18 million.

Our Daily Million players continued to win big throughout 2021 too. In the past 12 months, eight players won the top prize of €1 million while another six players won the Daily Million Plus top prize of €500,000.

Instants (Scratch cards and IWGs)

Last year our players won €195.2 million in prizes on our scratch card games while online players won €29.9 million in prizes from 55 digital instant win games.

Our People

The National Lottery must be reliable, adaptive and efficient so as to deliver for all its stakeholders, and it is the people who work in the National Lottery who make that happen. We do this by living up to our values of being Open, Reliable, Generous and Ambitious.

Our employees are proud to work at the National Lottery, and together we create an environment that is positive and where our people feel appreciated and supported.

Diversity & Inclusion

Diversity & Inclusion is front and centre of our people agenda and we are delighted to have been awarded “Investors in Diversity Silver Award” from the Irish Centre of Diversity. This is a great achievement for National Lottery and a key milestone on our journey to creating a diverse and inclusive culture. We continue to focus on building awareness, investing in Inclusive Leadership training, and supporting key initiatives such as International Women’s Day, Pride Month, Culture Week and championing wellbeing in the workplace.



Corporate Social Responsibility

Giving and doing good is at the heart of what the National Lottery stands for as an organisation. Behaving in a socially responsible manner is intrinsic to our licence to operate. It is therefore appropriate that CSR is not seen as a requirement but as a strategic cornerstone in our business plan, in an ever-growing conscious environment.

Through our CSR policies and programme of initiatives and activities, we aim to do good every day by our Employees, our Communities, our Players and our Environment.

Our Community

Our core objectives when it comes to supporting our Local community are to:

- Build local community partnerships in order to develop an employee volunteering programme that can provide opportunities for greater skilled and non-skills-based volunteering.
- Create a successful Charity and Staff Volunteering partnership that aligns to our brand purpose.
- Develop a Social Inclusion strategy and commit to recruitment practices that ensure meaningful opportunities for all including under-represented, marginalised and vulnerable groups.



Trinity Centre for Intellectual Disabilities

In 2021, we were proud to become a sponsoring partner for Trinity Centre for Intellectual Disabilities who provide life-changing opportunities for talented young people with intellectual disabilities. This programme provides students with essential life skills and experiences to develop their potential and to take up roles in the workplace.

Peter McVerry Trust

National Lottery employees are engaged in a two-year partnership with Peter McVerry Trust as our staff charity partner. Our key partnership objective is to get 24 people out of homelessness in 24 months.

Our Environment

Climate Action

With over 1.4 million players a week on average in 2021 and a retail footprint in over 5,300 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.

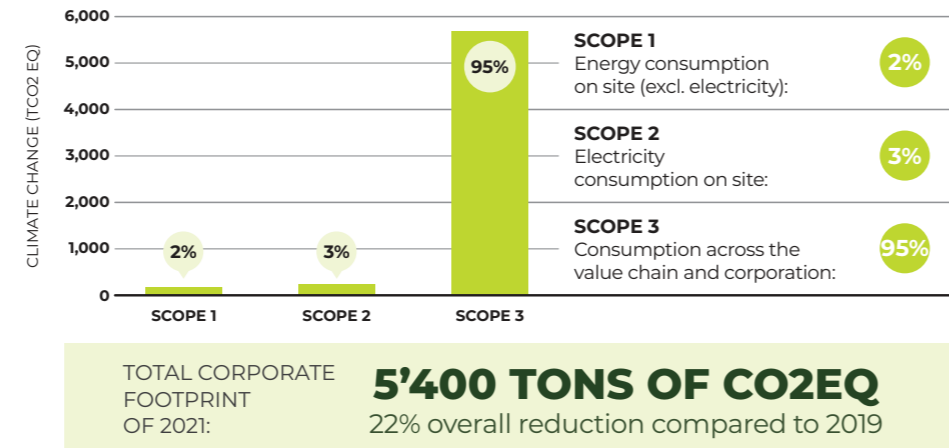
Our Climate Action Commitment

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.

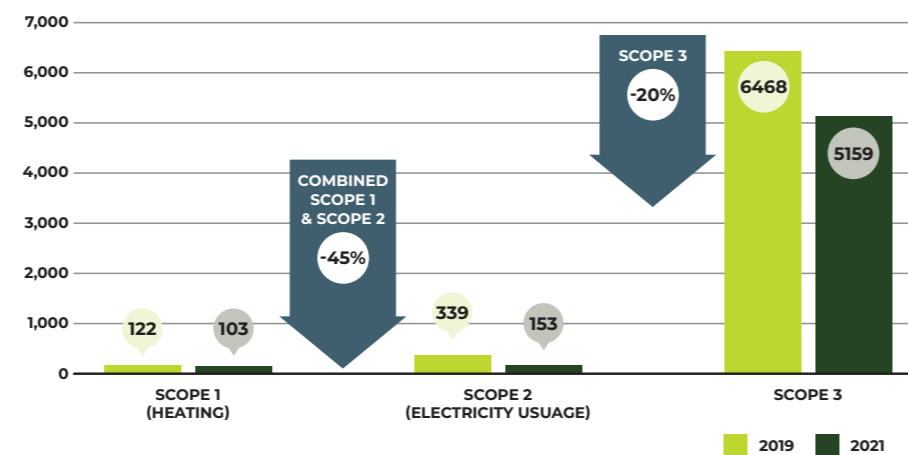
In 2021, we successfully reduced our Scope 1 and Scope 2 emissions by 45%, driven largely by switching to 100% renewable electricity. We also reduced our Scope 3 emissions (emissions across the value chain) by 20%.

PLI Carbon Footprint by Scope 2021



Carbon Emissions 2021 vs 2019

Commitment to reduce Scope 1 & Scope 2 emissions by 50% by 2030.



Protecting our Players

The National Lottery is the national game, predicated on many people spending small amounts. Almost 40% of Irish adults played National Lottery games in 2021. We know that the majority of those play responsibly and for fun. As operators of Ireland's National Lottery, we have a number of key responsibilities including:

- Protecting Players interests
- Promoting responsible play and preventing problem play

We encourage people to play only what they can afford and to share in the fun and excitement of playing with people from all over Ireland.

The National Lottery Collaborated with Cambridge Health Alliance (an arm of Harvard Medical School) to review all player protection practices and features. On the back of the collaboration, we have strengthened player protection even further by implementing key initiatives recommended with further Player Protection projects planned for 2022.

Measures implemented in the past 12 months include:

- The National Lottery commenced the implementation of mandatory IDV for online players upon registration.
- In January 2021, the National Lottery player protection team was expanded which allowed us to engage with more players on a one-to-one basis to discuss their activity onsite; this action has led to players making positive changes in play.

In retail, we continue to roll out a series of Responsible Play tools, on top of measures already in place, to further support Retailers in the sale of these regulated products.

- Mandatory training programme for retailer staff on the responsible promotion of our games.
- Think 21 ID challenge initiative.
- Scratch card transaction limits.
- Mystery Shopper campaigns continue on age control and scratch card purchases.
- Responsible Play Week reinforces our player first principles.

Play Responsibly, Play for Fun

18+ Play Responsibly, Play for Fun

All Lottery games are risk assessed before approval.

- SET SPEND LIMITS ONLINE
- NO CREDIT CARDS ONLINE
- PLAY RESTRICTED TO 9AM - 11PM
- ID VERIFY
- TAKE A BREAK OPTIONS
- LOCK YOURSELF FROM ALL OR CERTAIN INSTANT WIN GAMES
- "THINK 21" POLICY & SANCTIONS IN SHOPS
- SCRATCH CARD PURCHASE LIMITS IN SHOPS

PLI has achieved certification to the standard set by The European Lotteries' Responsible Gaming Framework.

Retail

Supporting our Retail Partners

At the very heart of the success of the National Lottery are the 5,326 individual retailers throughout the country who continue to play a vital role in raising Good Causes funds for their local communities.

Retail sales for 2021 amounted to €878.6 million and retail commission was in excess of €55 million.

In the past year, our retail network accounted for approximately 83.4% of all National Lottery ticket sales.

Our role is to manage, protect, promote and progress Ireland's National Lottery. Our retail compliance framework plays an important role in ensuring the sustainability of the National Lottery while protecting the interests of both retailers & players alike.

We rely heavily on our Retail Partners to deliver on our joint responsibilities in player protection. To this end, PLI operate to the highest standards required under Regulation and by European & World Lottery governing bodies. In partnership with our network of retailers, we deliver on this requirement through adherence to an Operating Licence, the National Lottery Act 2013 and a series of policies and codes of practice designed to protect players and promote responsible play.



Digital

The National Lottery's digital channels continued to be an important outlet in 2021 which gave players the option of playing our games in a safe environment at a time when health restrictions continued due to the Covid19 pandemic.

Online channel sales grew 29% to €175.1 million in 2021, representing 16.6% of overall National Lottery sales for the year.

The continued popularity of our online channels in the past year coincided with a number of key Player Protection initiatives which ensures that our digital platforms are a safe and responsible environment in which to play our games. In the past year, we commenced the implementation of mandatory IDV for online players upon registration, which was just one of many ways we encouraged Responsible Play and to ensure that all of our players are 18+.

In 2021, 153,708 new players set up a National Lottery online account. It was another good year for our online winners too with a total of €87.4 million won in prizes through our digital channels.

In total, nine of our online players became millionaires through our games such as Lotto, EuroMillions and Daily Million while the biggest online winner of the year was a player from Co. Galway who won the Lotto jackpot worth €8,530,884 in January 2021.

