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As a publicly owned corporation,
we strive to support and celebrate
everything that makes this region
a special place to live.





Our Commitment to Social Responsibility

As a publicly owned corporation, Atlantic Lottery provides government-regulated and responsible lottery products to Atlantic Canadian adults who choose to play and 100 per cent of our profit stays right here in our region to help fund essential services, like health care, education and infrastructure. In 2019-20, that totalled \$395.4 million. Since 1976, Atlantic Lottery has returned over \$10 billion in profit to the four Atlantic provinces.

However, Atlantic Lottery's dual commercial and social mandate means we not only deliver profit to our provincial shareholders, but also contribute in many other ways to the communities we all call home. Our commitment to Social Responsibility (SR) is an essential part of every game we offer, every event we sponsor and every decision we make. We know that Atlantic Canadians expect nothing less.

Atlantic Lottery's SR strategy consists of six pillars: Players & Products; Retailers; Employees; Communities; Supply Chain; and Environmental Stewardship. Our focus within each of these areas reflects the pride we take in being Atlantic Canadians' responsible and regulated gambling company.



In 2019-20,
Atlantic Lottery returned
\$395.4 million
to the four
Atlantic provinces.



Players and Products – A best-in-class gaming experience

Our players are at the centre of everything we do. At Atlantic Lottery, we aim to not only exceed players' expectations of our games and service we provide, but also to ensure we provide them with the right information and tools to help keep their play for fun and entertainment.

Responsible gambling (RG) is one of Atlantic Lottery's core values. Our goal is to exist as a player-centric company where RG informs all decisions. This commitment is central to our SR efforts and how this year we have achieved Level 4 recertification of World Lottery Association's Responsible Gaming Framework, representing the highest level of certification available globally.

This emphasis on RG is fully integrated within all of Atlantic Lottery's internal processes and player offerings. Before any of our products or programs makes its way to the public, they must complete a full social responsibility assessment. Our players have access to a wide range of best-in-class RG tools, features and information to help them make informed decisions when playing Atlantic Lottery games. Atlantic Lottery continues to invest in RG and problem gambling research and participates on committees at a national level toward the ongoing improvement of its PlayWise brand. Our award-winning Customer Care Centre (CCC) also provides employees with thorough training to ensure they can quickly and confidently respond to players' questions about our games or their play.

We know our players have more options than ever before. We put our players first and embrace their high expectations of our products, services and corporate actions. This focus will play a key role in our ongoing evolution as a company as we update and expand our product line.



Atlantic Lottery was
recertified at the highest
level of the World Lottery
Association's SR
Framework in 2019



Retailers – The face of our business

The independent retailers across Atlantic Canada who sell our products are the main point of contact for the majority of our players. Almost 4,000 Atlantic Canadian businesses earn income from Atlantic Lottery product sales – in 2019-20, that added up to more than \$122.2 million in commissions paid to retailers across the region.

Atlantic Lottery values these retailers and supports them as they play an essential role not only for our revenue objectives, but also in our RG efforts, including preventing the sale of lottery products to any person under the age of majority. Atlantic Lottery works with retailers to ensure the delivery of a responsible lottery program. This includes mandatory retailer training that both educates and empowers retailers to represent Atlantic Lottery's RG commitment to players, as well as a mystery shopper program to ensure compliance with Atlantic Lottery's 19+ mandate. Atlantic Lottery runs an annual training recertification cycle for retailers who have reached their two-year retraining requirement.

Our independent retailers have received RG training for almost 20 years and Atlantic Lottery is continuously developing and improving this program to reflect the most recent learnings in the field. We also incorporate input from our retailers and key internal teams to ensure the training is informed by the real-life situations they encounter.

Whether players buy their tickets at their local grocery store, gas station or convenience store, we're proud to work together with our retailers to deliver the best possible experience.



In 2019-20, nearly
4,000 businesses
across Atlantic Canada
earned more than
\$122.2 million
in commissions.



Employees – Driving the success of our business

Across the four provinces, Atlantic Lottery employs more than 650 employees who are the heart and soul of our business. We are committed to fostering an inclusive, accessible environment, where all employees feel valued, respected and supported.

We are dedicated to building a workforce that reflects the diversity of our customers and communities in which we live and serve, with the Atlantic Lottery Diversity & Inclusion Leadership Council acting as an essential tool towards this end. Our year-end Employee Engagement score for 2019-20 was 83 per cent, surpassing the corporation's target of 72 per cent.

Atlantic Lottery employees are also required to complete SR training during the onboarding process and regular recertification is mandatory. Every employee is responsible for incorporating SR into their everyday activities – it is everyone's responsibility to apply these values and promote a culture that puts SR at the forefront of every decision.

Atlantic Lottery is also committed to creating a workplace that recognizes, respects and accommodates the diversity and inclusion of all individuals. In support of this value, the Diversity & Inclusion Leadership Council seeks to identify and capitalize on opportunities to improve programs and services; attract, retain, motivate, and utilize our people effectively; and reap the many benefits from being a socially conscious and progressive employer.



Atlantic Lottery's
year-end
Employee Engagement
score was
83%, 11% higher
than target.



Communities – At the heart of everything we do

As a publicly owned corporation, we strive to support and celebrate everything that makes this region a special place to live.

Through the Community Festival & Events Sponsorship program, Atlantic Lottery sponsors festivals, exhibitions and events across the region every year that celebrate the unique culture within each community. In 2019-20, the Community Festival & Events Sponsorship program provided \$413,600 to support 143 events that play an important cultural, social and economic role within their communities.

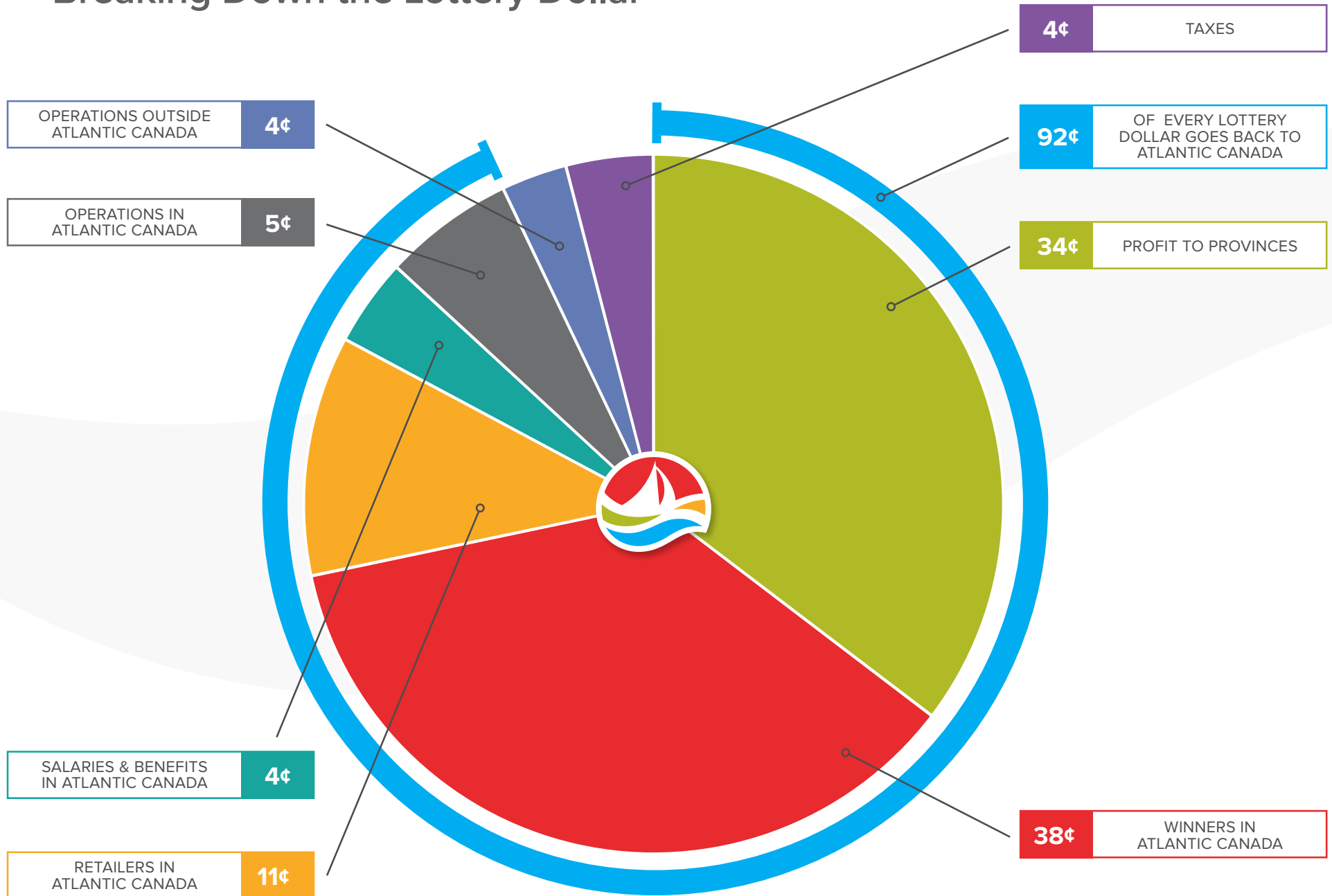
Our corporation and its employees support community organizations, fundraisers and volunteering efforts by donating their resources, time and expertise to worthwhile causes. The United Way continues to be an important partner. Over the years, Atlantic Lottery and its employees have been proud to donate more than \$1.2 million to United Way throughout Atlantic Canada since 1993. Another highlight on the calendar, Atlantic Lottery again supported the 9th Annual Radiothon for The Friends of the Moncton Hospital, which raised more than \$60,000 – exceeded its fundraising goal thanks to a \$25,000 contribution from Atlantic Lottery and outstanding support from the community.

We live and work in Atlantic Canada and are working together to make it a better place for everyone who calls this region home.



Atlantic Lottery
proudly sponsored 143
community events
that had important cultural,
social and economic
impacts across the region.

Breaking Down the Lottery Dollar





Where the Money Goes

Atlantic Lottery returns 100 per cent of unconsolidated profits to our four shareholder governments every year. Beyond returning profits and awarding prizes to winners, Atlantic Lottery directly and indirectly contributes to the regional economy in several different ways. The emphasis on achieving results through responsible growth is clearly demonstrated through a breakdown of how Atlantic Lottery's revenue is allocated, revealing that **92 cents** of every lottery dollar stays in the four Atlantic Canadian provinces.

38¢

WINNERS IN ATLANTIC CANADA

Atlantic Lottery paid out \$449.7 million in prizes in 2019-20 to winners across Atlantic Canada.

34¢

PROFITS BACK TO ATLANTIC CANADA

In 2019-20, Atlantic Lottery returned \$395.4 million in profit to the four Atlantic provinces to help fund the important services we all use.

11¢

RETAILERS IN ATLANTIC CANADA

In total, almost 4,000 Atlantic Canadian businesses earn income from sales of Atlantic Lottery products. Retailers received a total of \$122.2 million in commissions during 2019-20.

5¢

OPERATIONS IN ATLANTIC CANADA

Overall operations contributed indirectly to more than 8,087 jobs and \$1.7 billion in economic activity across the region last fiscal year.

4¢

SALARIES AND BENEFITS

Atlantic Lottery employs more than 650 people in all four provinces. They live, work and spend their salaries in our Atlantic Canadian communities.

4¢

TAXES

Yes, Atlantic Lottery pays taxes, too. A portion of the taxes we pay also stay in Atlantic Canada, meaning even more than 92 cents of every lottery dollar ultimately remains in the region.

4¢

OPERATIONS

At times, Atlantic Lottery needs to partner with companies outside of Atlantic Canada, depending on the needs and the availability of third parties and the services they provide.



Supply Chain – The potential for continuous improvement

Atlantic Lottery's dedication to SR extends beyond our own activities. With thousands of Atlantic Canadian businesses earning income from the sales of our products and more than \$1 billion in regional economic activity created every year, we know there's an opportunity to have a greater impact.

As a result, Atlantic Lottery seeks to ensure we encourage and support SR best practices and waste reduction requirements with strategic vendors. Our vendor management program verifies our vendors' SR activities and, in 2019-20, 96 per cent of Atlantic Lottery's outside vendors now boast active SR initiatives of their own in place, an increase from 84 per cent the previous year. Covering a range of activities – from focusing on ethical sourcing to delivering environmentally friendly products – vendors can highlight their own SR initiatives in tender specifications and bid responses and, in many cases, this is included as a contractual requirement with the successful vendor.

Another example from the past year of the ongoing improvement in this area is the increased adoption of digital signature software. Modernizing this process has allowed the organization to not only eliminate paper copies required for circulation for signatures, but has also eliminated the need to store contracts and legal documents in paper format. Furthermore, used video lottery terminals are now being decommissioned and sold for re-use in other markets, rather than being destroyed.



Atlantic Lottery
creates more than
\$1 billion in
economic activity
every year



Environmental Stewardship – Preserving our natural world

Atlantic Lottery is always seeking to minimize its impact on the environment.

As a company and individuals, we seek to demonstrate a high-level of environmental responsibility in all areas of the business. This focus on environmental protection and sustainability includes: an environmental assessment included as part of the SR element of the procurement process; refurbishment of point-of-sale items and video lottery terminals to reduce or prevent items directed to landfill; and continuous improvements to facilities, including the implementation of more sustainable technology and practices. These efforts have resulted in several reductions to our corporate footprint.

Individually, Atlantic Lottery employees are encouraged to minimize their environmental impact in several ways, including reducing carbon emissions, paper consumption and water and energy use in the workplace, while also seeking opportunities to increase the amount of waste diverted from landfill. With operations and employees across the region, video- and teleconferencing are also effective means of reducing travel-related energy and fuel consumption. Employees also receive tips on reducing their personal and professional environmental impact.

Environmental protection is an essential aspect of our ongoing SR efforts, which continually seek new stewardship opportunities to help ensure the sustainability of our region and world.





Atlantic Lottery

PO Box 5500, 922 Main Street

Moncton, NB E1C 8W6

info@alc.ca | 1-800-561-3942

alc.ca