



Atlantic Lottery



Community Impact Report 2020-2021



Supporting our communities for 45 years



OUR PURPOSE

To delight players and make a meaningful contribution to all Atlantic Canadians, with whom we share a common bond, the joy of play and our love of this place.

OUR VISION

To be a world-leading, responsible, digital, gaming experience company driven by the higher purpose to give back.



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Social Responsibility

As a publicly owned corporation, Atlantic Lottery's mandate from the start has always been driven by giving back. We are delighted to provide Atlantic Canadian adults who choose to play with a regulated and responsible lottery experience where they can be proud knowing that 100 per cent of our profit stays in Atlantic Canada every year. In 2020-21, that totalled \$346.5 million staying in communities across our region to help fund essential services for Atlantic Canadians, like health care, education and infrastructure. Since our founding in 1976, Atlantic Lottery has returned more than \$10 billion in profit to the four Atlantic provinces.

Never in our 45-year history has this role been more important than it was in 2020-21. As the COVID-19 pandemic and necessary public health measures affected businesses across our region, Atlantic Lottery's operations and revenue were also disrupted. This extraordinary situation not only added to the importance of the profit returned to our provincial shareholders, but also the various other ways Atlantic Lottery contributes to our communities. What's more, it pushed every employee to adapt to the ever-changing conditions in order to face these challenges together with the communities we serve.

As a corporation and as individuals, our commitment to Social Responsibility (SR) is an essential part of every game we offer, every event we sponsor and every decision we make. Atlantic Lottery's SR strategy consists of six pillars: Players and 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.

ATLANTIC LOTTERY'S SR STRATEGY FOCUSES ON SIX PILLARS:



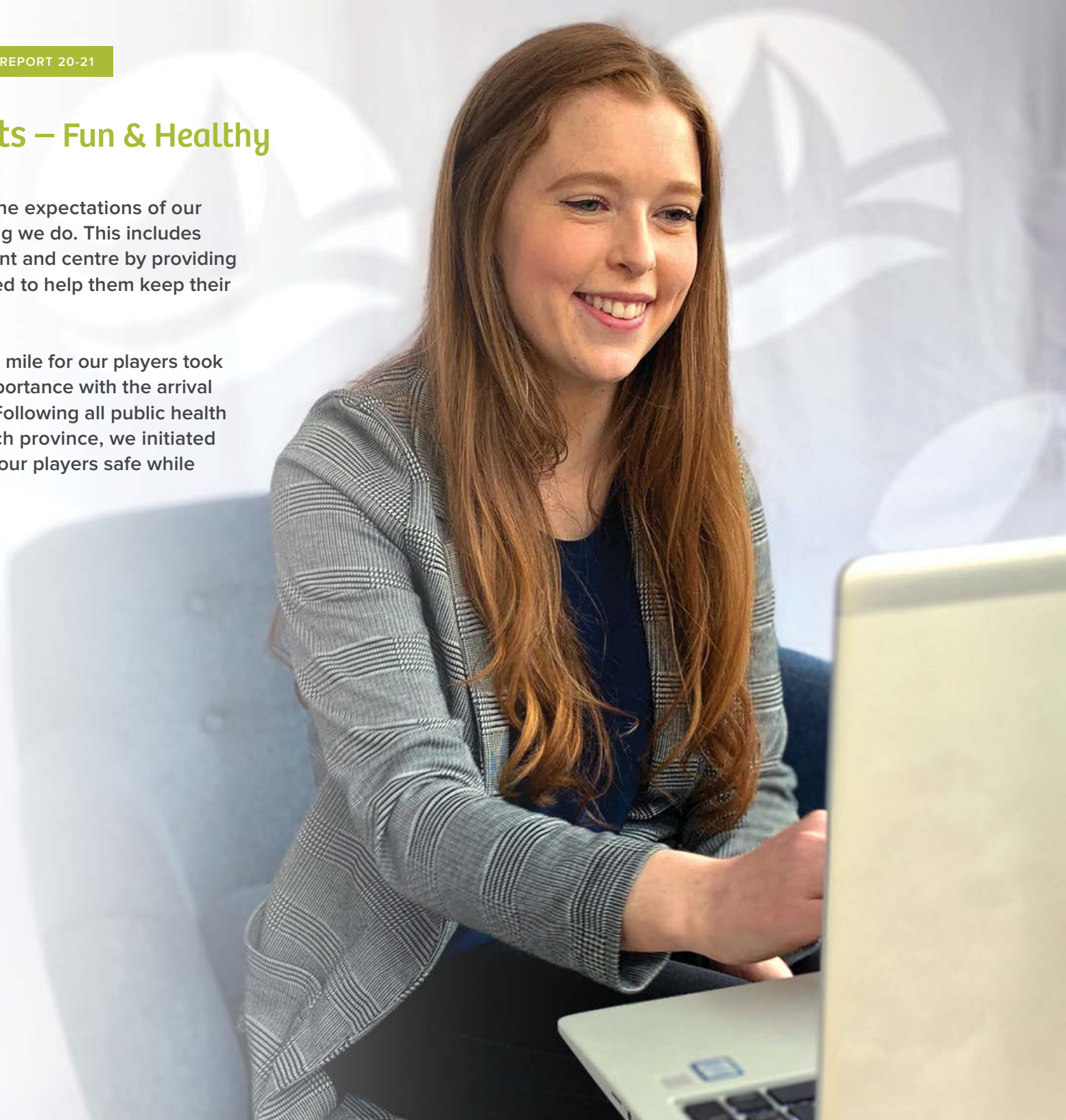
Players & Products – Fun & Healthy

At Atlantic Lottery, exceeding the expectations of our players is the focus of everything we do. This includes striving to keep healthy play front and centre by providing the information and tools needed to help them keep their play for fun and entertainment.

During 2020-21, going the extra mile for our players took on an added dimension and importance with the arrival of the pandemic in our region. Following all public health requirements and advice in each province, we initiated several measures to help keep our players safe while they enjoyed our products.

These included:

- Working with our retail and video lottery partners to ensure proper distancing and cleaning protocols
- Creating a digital prize claim process to avoid travel and in-person contact
- Additional Customer Care support available for online accounts during retail shutdowns
- Virtual celebrations for major wins so players could still receive their giant cheques



Players & Products – Fun & Healthy

As always, healthy play and responsible gambling (RG) are fundamental to Atlantic Lottery’s purpose as an organization. There is a direct link between our role of providing players with an exceptional experience and the goals of supporting players’ healthy play. This commitment is how we have achieved Level 4 recertification of World Lottery Association’s Responsible Gaming Framework, representing the highest level of certification available globally. Our Red Shores locations have also been recognized with the RG Check venue accreditation from the Responsible Gambling Council.

Atlantic Lottery continues to work toward the ongoing improvement of our healthy play efforts and the PlayWise brand, which offers information on:

- Chance and skill-based games
- Key gambling facts
- Understand the odds
- Dispel common gambling myths
- Healthy play habits
- Budget and limit setting



Players & Products – Fun & Healthy

While healthy play measures and RG features vary across the various lines of business, each and every one is rooted in awareness, action or education. Our award-winning Customer Care Centre employees also receive thorough training to ensure they can respond to players' questions about our games or connect players experiencing problems related to their gambling with support.

As we continue to expand online gambling options, Atlantic Lottery is also continuously adding to the resources available for online players, who can access a range of best-in-class RG tools, features and information to help them make informed decisions when playing Atlantic Lottery games, including:

- Age and residency verification
- Self-exclusion and take a break options
- The ability to set weekly deposit limits, daily wager limits and session time limits
- Time displays and session pop-up reminders
- Information, tips and links to help them gamble responsibly

In 2020-21, Atlantic Lottery also launched the PlayWise Rating. This industry-leading online responsible gambling tool provides players with a confidential personal play rating, at the behavioural level and based on their activities on alc.ca, to help them understand their play and how it is evolving over time.

At Atlantic Lottery, we aim to put players first. Our focus on healthy play is central to the goal of building and maintaining a sustainable player base.



Retailers – Customer Service Partners

Nearly 4,000 independent Atlantic Canadian businesses earn income from sales of our products and serve as the public point of contact for most of our players. In 2020-21, more than \$95.9 million in commissions was paid to retailers across the region, providing important revenue during the pandemic.

This key partnership became even more important last year, when retailers and Atlantic Lottery worked closely to ensure service could continue, where permitted, in as safe and responsible a manner as possible at retail and video lottery locations, including:

- Regular communication and updates regarding changes to public health rules
- Providing guidance and signage to help retailers keep players informed
- Offering flexibility in revenue collection and repayment during shutdowns
- Launching a Play Safe Retailer Referral Incentive Program for new alc.ca accounts

Atlantic Lottery values and supports these retailers, who also play an essential role in our RG efforts by ensuring compliance with our 19+ mandate. All retailers receive mandatory RG training that educates and empowers them to inform players about our products and prevent underage play. Retailer feedback is also continuously incorporated into the RG training plan, which has been a central feature of our partnership for almost 20 years. We're proud to partner with our retailers to offer an exceptional customer experience.



Employees – Powering Our Business

Atlantic Lottery employs more than 630 employees across all four Atlantic provinces. We are committed to fostering an inclusive environment where all employees feel valued, respected and supported.

As our workplace was turned upside down last year, along with most others across the region, Atlantic Lottery's employees adapted to working remotely in order to ensure the continuity of business operations and service to our players. As a regional business, we had previous experience and tools to help ease this transition. We also continued to support employees through regular virtual town hall meetings and other communications that helped to inform, engage and encourage ongoing collaboration throughout the pandemic.

Atlantic Lottery is committed to advancing a workplace that actively promotes diversity and inclusion. As a long-standing member of the Canadian Centre for Diversity and Inclusion, we recognize the benefits of a diverse and inclusive workforce.





Employees – Powering Our Business

The ongoing efforts of our Diversity and Inclusion Leadership Council seek to identify and act upon specific opportunities to allow Atlantic Lottery to better attract, retain, motivate and utilize our people resources effectively. In the past year, this included:

- Board-level focus and commitment to diversity and inclusion, including training
- Endorsement of the Diversity and Inclusion Strategy from the Executive Council
- Adding mandatory diversity and inclusion training for new hires
- Availability of additional training, education and awareness activities
- Spotlights at company-wide Town Halls, including through land acknowledgments, recognition and discussions related to important dates (including Asian Heritage Month, Black History Month and Pride Month)
- Encouraging the adoption of preferred pronouns in employee email signatures
- Facilities changes, including adding a gender-neutral washroom
- Digital Accessibility Strategy rollout, including the A11Y Taskforce formation, beginning to build A11Y into new projects and enhancements, and prioritizing work on fixing existing A11Y blockers

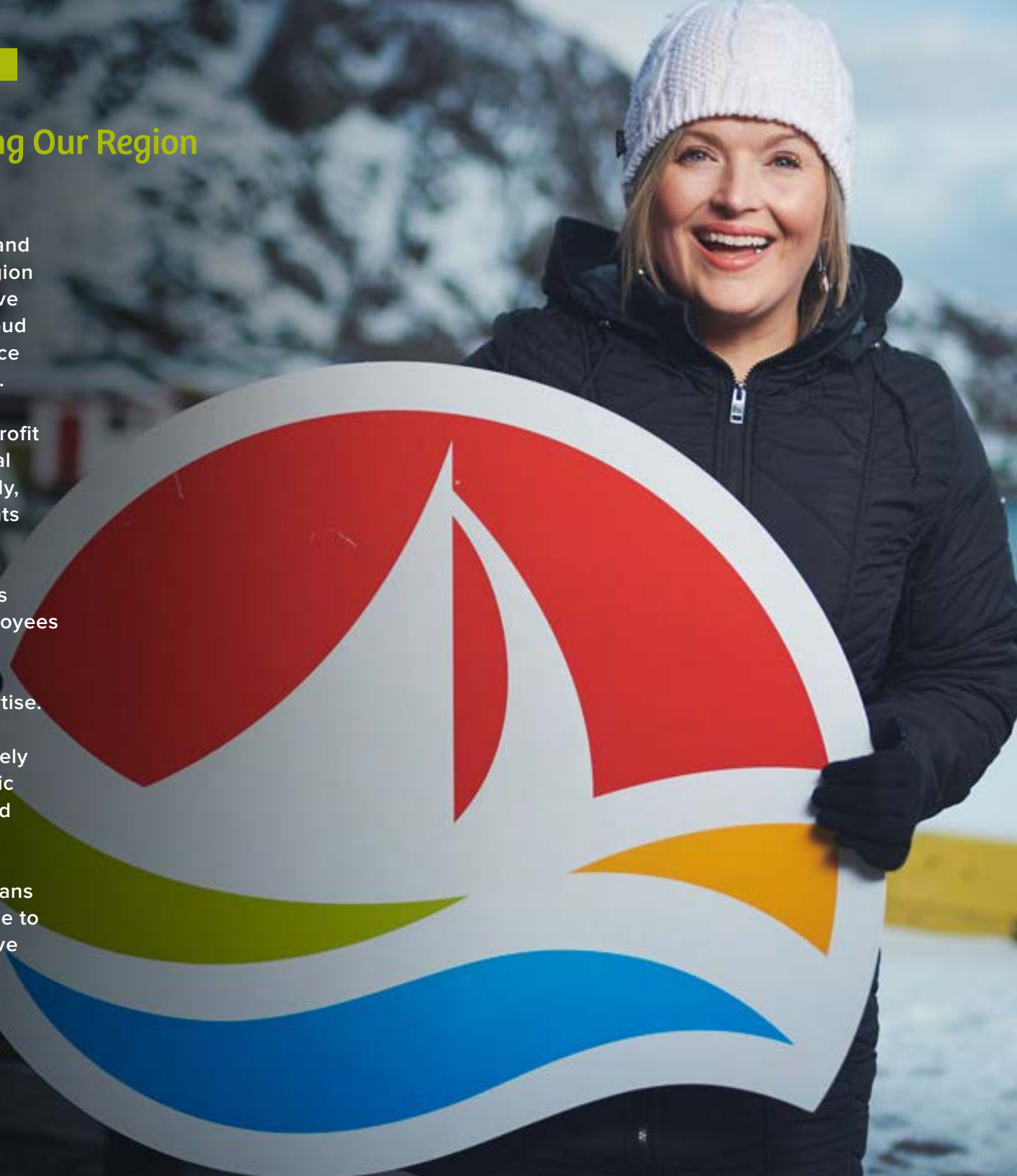
Our employees' values are our values. Atlantic Lottery's commitment to SR is powered by the ongoing efforts of every member of our team.

Communities – Supporting Our Region

As a publicly owned corporation, part of Atlantic Lottery's mandate is to support and celebrate everything that makes this region a special place to live. Our employees live and work in Atlantic Canada and are proud to give back to help make it a better place for everyone who calls this region home.

This includes returning 100 per cent of profit each and every year to the four provincial governments, but it goes further. Typically, the annual Community Festival and Events Sponsorship program supports dozens of festivals, exhibitions and events that celebrate the culture and diversity across our region. Atlantic Lottery and our employees also support community organizations, fundraisers and volunteering efforts by donating their resources, time and expertise.

Last year, these festivals and events largely cancelled their plans due to the pandemic and charitable organizations saw demand for their services increase. In response, Atlantic Lottery created the Community Proud program, allowing Atlantic Canadians to nominate a local non-profit group close to their hearts for the opportunity to receive one of 12 \$5,000 donations.



Communities – Supporting Our Region

As part of our Community Proud program, the following were selected from an outstanding list of deserving community organizations across Atlantic Canada:



NEW BRUNSWICK

- Food Depot Alimentaire
- Fredericton SPCA
- Romero House



NEWFOUNDLAND & LABRADOR

- The Gathering Place
- Choices for Youth
- Iris Kirby House



NOVA SCOTIA

- ALS Society of NB & NS
- Hope for Wildlife
- Big Brothers Big Sisters of Pictou County



PRINCE EDWARD ISLAND

- Santa's Angels
- Gifts from the Heart
- Hospice PEI

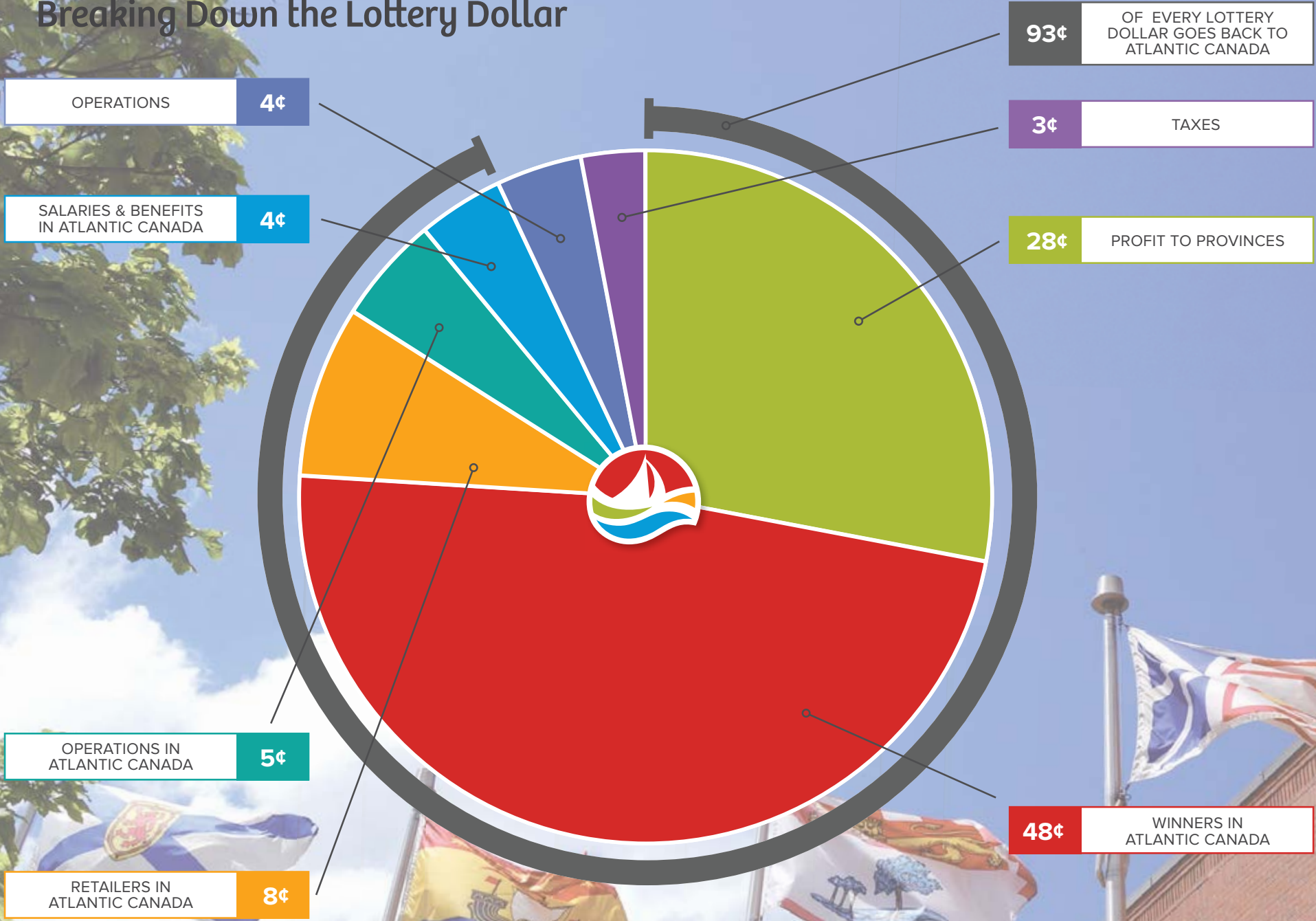
Communities – Supporting Our Region

Atlantic Lottery also donated \$50,000 to the United Way Atlantic Compassion Fund, created in response to the pandemic to help vulnerable members of our communities. Each person who nominated a selected organization received \$5,000 and 4 VIP tickets to a future Atlantic Lottery-sponsored event. We're looking forward to these events returning in 2021-22 and being able to again support live events that showcase the vibrancy and cultural diversity of our region.

Finally, Atlantic Lottery's annual Community Partnership Day shifted from an in-person format to a three-part webinar series in 2020-21. An important and engaging aspect of our long-term healthy play efforts, the Community Partnership Day brings together various community partners with the goal of information sharing, educating one another and increasing awareness of RG-related topics.



Breaking Down the Lottery Dollar



Where the Money Goes – 93 Cents of Every Dollar Stays Here



Every year, 100 per cent of Atlantic Lottery's profit is directly returned to our four shareholder governments, keeping it right here in our region to help fund essential services like health care, education and infrastructure. Atlantic Lottery also supports our communities and contributes to the regional economy in several other ways.

A breakdown of how Atlantic Lottery's revenue was allocated in 2020-21 highlights where that money went and reveals that **93 cents of every lottery dollar** stayed in the four Atlantic Canadian provinces.



\$601.9 million awarded in prizes to winners from every corner of Atlantic Canada.

\$346.5 million returned to the four Atlantic provinces in profit to help fund important services.

\$95.9 million earned by almost 4,000 Atlantic Canadian retailers from Atlantic Lottery sales.

Overall operations contributed indirectly to more than 6,938 jobs and \$1.5 billion in economic activity across the region last fiscal year.

Atlantic Lottery employees live, work and spend their salaries in our Atlantic Canadian communities.

Atlantic Lottery also partners with companies outside the region, depending on third-party availability and the services they provide.

More funds returned to governments to support essential services for Atlantic Canadians.

Supply Chain – Continuous Improvement

As we partner with thousands of Atlantic Canadian businesses each year, Atlantic Lottery has the ability to extend its commitment to SR beyond the walls of our own operations. We encourage our strategic vendors to also strive to make a greater impact through SR best practices, such as delivering environmentally friendly products and waste reduction, ethical sourcing and promoting diversity and inclusion. In many cases, it is a contractual requirement that successful vendors have SR strategies or activities of their own.

Building on our increased adoption of digital signature software in recent years, Atlantic Lottery further modernized its supply chain processes last year with the implementation of an online portal that connects outside vendors directly with procurement and bidding opportunities.

This has allowed the organization to provide easy navigation and bidding activities for prospective vendors, helping them to identify and learn more about potential contracts. The portal also simplified and consolidated internal procurement processes, resulting in improved information sharing and efficiency throughout each tender.

A person is seen from the back, wearing a blue hooded sweatshirt. The back of the hoodie features the text 'ÉQUIPE LOTTO MAX CREW' in large, white, block letters. The background is dark and out of focus, with some warm light spots.

ÉQUIPE
LOTTO
MAX
CREW

Environmental Stewardship – Conservation & Sustainability

Working to ensure Atlantic Lottery minimizes its impact on the environment is an essential part of our SR efforts across all parts of the business. This commitment to environmental sustainability includes:

- Environmental assessments and obsolescence planning as part of the procurement process
- Repairing or reusing point-of-sale items and technology wherever possible to reduce waste
- Increased use of digital signage at retail to reduce printed material
- Ongoing facilities improvements to reduce our carbon footprint

Environmental protection is an essential aspect of our SR commitment to our region.





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