

Annual Report 2015

Staatliche Toto-Lotto GmbH Baden-Württemberg



60
YEARS

 **LOTTO 6 aus 49**

Staatliche Toto-Lotto GmbH
Baden-Württemberg

Nordbahnhofstraße 201
70191 Stuttgart
Telephone: +49 711-81 000-0
Telefax: +49 711-81 000-40
kundenservice@lotto-bw.de
www.lotto-bw.de
www.spielen-mit-verantwortung.de



 **LOTTO**
Baden-Württemberg

Table of Contents

1	Table of Contents
2	Foreword
4	Business development 2015
6	Overview of gaming types
6	LOTTO 6aus49
6	Eurojackpot
7	Spiel 77 and SUPER 6
8	KENO and plus 5
8	Silvester-Millionen
9	GlücksSpirale
10	TOTO
10	ODDSET
10	Instant lotteries
11	Balance sheet of winners
12	Lottery funding
14	Responsible Gaming
16	Lotto online
18	Lotto Baden-Württemberg on social media
20	Information processing
21	Customer service
22	Sales organisation
23	Employee development
24	Corporate communication
25	Memberships and certificates
26	History of the company
28	Organs of the Company
	Legal Notice

Foreword

Dear readers,



Marion Caspers-Merk,
Managing Director

The very first winning number drawn in the LOTTO was the magical number 13, drawn on 9 October 1955. In the ongoing ranking of numbers drawn, it is currently in the last place. 60 years on, the 43 is the most frequently drawn number, and the LOTTO 6aus49 is still much loved. It is the most popular game of chance among Germans.

People in Baden-Württemberg were not allowed to play the lottery until 1958. Prior to then, a fierce dispute raged about the morality and decency of the lottery. "More poisonous than nitrite," is how a religious leader referred to the lottery in the 50s. Eckart Munz turned the dispute into an apt caricature in 1957. At the border to Baden-Württemberg, Fortuna, the Roman Goddess of Luck, is refused entry – because "we don't need luck, we work hard."

The 60-year anniversary of the draw in 2015 was marked by several celebrations. In addition to a central anniversary celebration at the Neues Schloss Stuttgart, we also ran the geo-tracking event game 'Catch the Sixty' in the cities of Freiburg, Mannheim and Ulm.

The opening of one of the first Premium Authorised Retailers: Lotto Managing Director Marion Caspers-Merk with the Held family who operates the authorised retailer, and area manager Frank Ackermann (left), at the official opening in Weilimdorf.



Especially for our regular customers, we hired a marquee at the Cannstatter Wasen in October, and celebrated the anniversary with more than 4,000 guests. As well as the many celebrations, we strengthened our core business in 2015.

In 2015 we put a focus on the authorized retailers in Baden-Württemberg. We continued the series of Lotto partner days. In September, more than 1,500 sales partners accepted our invitation to find out about the latest developments at 30 exhibition stands. At the beginning of the year, we build a concept for so-called 'Premium Authorized retailers'. In the future, any authorized retailer that stands out from the others through positive aspects of shop-fitting, authorized retailer design and customer service will be rewarded with the title of Premium Authorized retailer. We offered our retailers a financial subsidy. In 2015, we also agreed to increase commission for the authorized retailers with effect from 2016. After all, they are still and will be our most important sales channel.

Stakes placed in total bets increased in Baden-Württemberg in 2015. This is in part due to the restructuring of the company and strengthening of the authorized retailers' network. Also our digital strategy and greater emphasis on customer services is paying off. A number of attractive jackpots and the fact that there were 53 calendar weeks in 2015 have also favoured increases in sales.

Germany took an important step in limiting illegal gambling and increasing player protection at the end of 2015: The German supervisory authorities, in the form of the Glücksspielkollegium, published a whitelist. It listed those providers who, in different gambling segments, hold a valid permit to operate in Germany. Any provider not on this list is operating in



Stuttgarter
Nachrichten,
May 11, 1957.

Germany without a legal permit. The next step has to be blocking payments to the illegal providers. This is both legally and technically feasible

I would like to thank every single employee as well as the entire sales organisation for their commitment and great dedication in this anniversary year. The future of the state lottery has begun. Let's shape this future together.

Kind regards,

Marion Caspers-Merk
Managing Director

- LOTTO 6aus49
- Eurojackpot
- Spiel 77 and SUPER 6
- KENO and plus 5
- Silvester-Millionen
- GlücksSpirale
- TOTO
- ODDSET
- Instant lotteries

Business development 2015

Significant increase in stakes

Stakes placed on bets in 2015 reached € 946.1 million. This is an increase of 5% or € 44.8 million compared to the previous year. Lotto Baden-Württemberg paid out € 463.5 million to its players. It generated € 387.7 million revenue for the state. This amount comprised € 159 million in lottery taxes and € 228. Million in revenue dedicated to special purposes. The state provides € 132.3 million of this to provide lottery funding to support sports, art and culture, the protection of monuments and social projects in Baden-Württemberg.

The increase in sales is primarily due to numbers of attractive jackpots for LOTTO 6aus49 and Eurojackpot compared to the previous year. The gambling sector also benefitted from there being 53 weeks in 2015 and increased use of online gaming opportunities in comparison with 2014. The JubiläumsDING anniversary campaign also had a positive effect on sales. The Eurojackpot lottery saw the biggest ever payout of € 90 million in the Czech Republic in May 2015. The biggest single win in Baden-Württemberg of € 32.6 million occurred in November in the Heilbronn area.

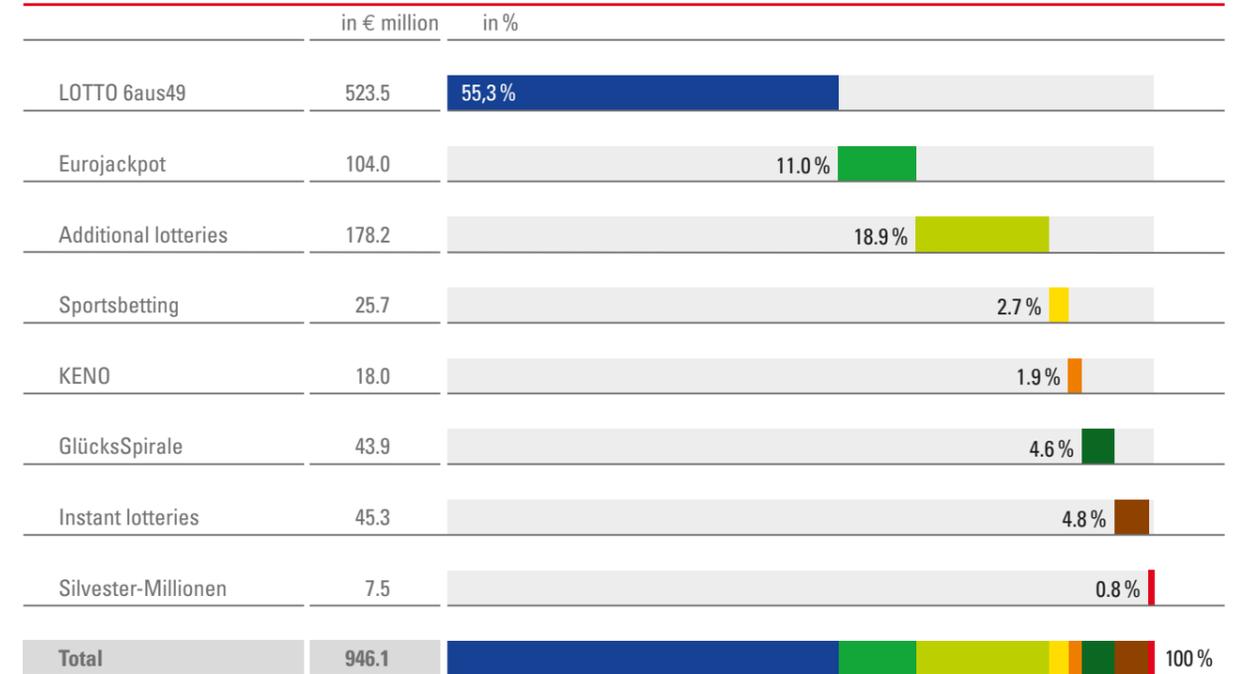
The ongoing increase of instant lottery sales continued in 2015. The daily lottery KENO and GlücksSpirale also reported increased sales. The company saw less money being spent on TOTO sportsbetting. The Silvester-Millionen lottery continued its positive trend and, in the sixth year since it was introduced, was again sold out before the day of the draw.

The company still faces strict restrictions on advertising and sales. One result of this was that the number of authorized retailers in Baden-Württemberg again fell slightly in 2015. Illegal providers of so-called 'black lotteries' – providers offering bets on lotteries such as LOTTO 6aus49, Eurojackpot and KENO from other countries – continue to operate in the market. These 'secondary lotteries' have once again had a negative impact on the company's stakes. The current enforcement deficit has been having negative impacts on the situation of state lotteries in Germany for many years. There has been no reversal of this trend.



Advertising theme from 2015.

Proportion of individual lottery and gaming types as a proportion of total bets



Bets

in € million	2015	2014	2013	2012	2011
LOTTO 6aus49	523.5	515.3	530.4	466.2	514.5
Eurojackpot	104.0	78.1	59.8	39.1	
KENO	18.0	17.6	18.1	18.4	20.0
Spiel 77	124.4	123.6	134.4	139.6	156.7
SUPER 6	52.1	52.0	56.2	58.3	65.6
plus 5	1.7	1.6	1.7	1.8	2.0
TOTO	7.5	7.7	7.7	8.5	8.3
ODDSET	18.2	17.5	14.7	15.2	16.4
Instant lotteries	45.3	38.7	35.4	32.5	29.9
GlücksSpirale	43.9	41.7	43.8	42.9	47.1
Silvester-Millionen	7.5	7.5	7.5	7.5	7.5
Total	946.1	901.3	909.7	829.9	867.8

Overview of gaming types

LOTTO 6aus49

Year	Bets in € million
2015	523.5
2014	515.3
2013	530.4
2012	466.2
2011	514.5

LOTTO 6aus49

Stakes in the LOTTO 6aus49 reached € 523.5 million in 2015. This marks an increase of € 8.1 million, or 1.6% compared to the previous year. LOTTO 6aus49 as a proportion of total stakes declined in 2015 by around two percentage points to 55.3%. The 60-year-old traditional lottery still generates more stakes for the company than any other product.

Thus, following a period of 13 draws, the jackpot on Wednesday 8 July, 2015, in class 1, stood at around € 32.3 million. The Lotto jackpot draw on Wednesday 23 September, 2015, reached around € 33.2 million. The moderate increase in stakes in LOTTO 6aus49, despite the year having 53 weeks and a very favourable jackpot accumulation in 2015, can be explained by the fact that customers transferred their available budget from LOTTO 6aus49 to Eurojackpot.

EUROJACKPOT

Year	Bets in € million
2015	104.0
2014	78.1
2013	59.8
2012	39.1

Eurojackpot

The Europe-wide Eurojackpot lottery reported an increase of 33.3% or € 25.9 million in 2015. Stakes amounted to € 104 million. This chance can be attributed in particular to the jackpot draws on 8 and 15 May 2015 of the € 90 million jackpot. There were also other attractive jackpots of € 49.7 million, € 46.2 million, € 38.9 million and € 49.7 million. As a proportion of overall stakes, the lottery accounted for 11% in 2015.



- The current members of the Eurojackpot-cooperation.
- Slovakia has been a member since October 2015.

2015 was the record year for jackpots. For the first time since the lottery was launched, the Eurojackpot jackpot hit the maximum limit of € 90 million. Germany has never seen such a high jackpot. In the end, a Czech was the lucky winner. The European lottery saw a total of 29 millionaire winners in 2015, just eight of them winning double-digit amounts. Germany is the country with the most Eurojackpot millionaires. 22 German players have become millionaires thanks to the Eurojackpot since the lottery began back in March 2012. The balance sheet of big winners in 2015 reveals that across all 17 participating European countries, there were 29 millionaires and 196 other big winners in the 6-figure region. A comparison by country shows that Germany has the most big wins: 13 millionaires and a further 90 big wins in the country in 2015. Finland, in second place, had 36 big wins, and Denmark had 26.

Since it started in 2012, the Eurojackpot lottery has grown consistently. Total stakes in 2015 were € 1.61 billion (2014: € 1.17 billion). Total pay-outs across all classes in 2015 amounted to around € 806 million, with average winnings of around € 15.2 million paid out every week. And so since the start of the lottery, total winnings of around € 2.1 billion have been paid out to more than 92 million winners.

In October 2015, Slovakia joined the Eurojackpot cooperation. It now has a total of 17 European countries with around 269 million inhabitants.

Spiel 77 and SUPER 6

Stakes in the Spiel 77 increased in 2015 by 0.7% or € 0.8 million to a total of € 124.4 million. Stakes in the SUPER 6 also increased slightly. In 2015, all stakes totaled € 52.1 million, corresponding to an increase of around T€ 30, or 0.1%. Since September 2015, the company has also been offering the chance to play additional lotteries in connection on European Eurojackpot lottery.

Because the two additional lotteries Spiel 77 and SUPER 6 are highly dependent on the LOTTO 6aus49 and budget reallocation cannot be excluded in favour of the Eurojackpot, stakes in 2015, like the LOTTO 6aus49, were only slightly higher than in the previous year. As the year progressed further, the impact of these additional lotteries on Eurojackpot tickets since September 2015 resulted in a further reduction in falling stakes.

The more favourable development in the additional lottery Spiel 77 compared with SUPER 6 stakes can be attributed to the Spiel 77 special draws held in 2015. With a 13.1% share in overall stakes, Spiel 77 continues to be the company's second most important product. The SUPER 6 product accounts for a 5.5% of the company's total stakes.

Spiel 77

Year	Bets in € million
2015	124.4
2014	123.6
2013	134.4
2012	139.6
2011	156.7

SUPER 6

Year	Bets in € million
2015	52.1
2014	52.0
2013	56.2
2012	58.3
2011	65.6

KENO

Year	Bets in € million
2015	18.0
2014	17.6
2013	18.1
2012	18.4
2011	20.0

plus 5

Year	Bets in € million
2015	1.7
2014	1.6
2013	1.7
2012	1.8
2011	2.0

Silvester-MILLIONEN

Year	Bets in € million
2015	7.5
2014	7.5
2013	7.5
2012	7.5

KENO and plus 5

The KENO lottery, and the additional plus 5 lottery which can be played only on KENO tickets, is subject to presentation of a customer card and corresponding identity check of the player. This to some extent has a negative impact on the stakes in both lotteries.

Stakes in KENO in 2015 amounted to € 18 million. This marks a slight increase of 2.4% or T€ 425 compared with the previous. Stakes in plus 5 in 2015 were around € 1.7 million. This is an increase of 1.6% or approximately T€ 26 compared with the previous year.

KENO is a fast numbers lottery whose winning numbers are drawn in Wiesbaden every day from Monday to Sunday. The highest win is one million. What distinguishes KENO is the system of playing with various stakes, different KENO types and fixed odds. KENO differs from other lotteries with its playing system of 10 out of 20 out of 70. This means that up to ten numbers can be selected from a field of 70 numbers. In total, 20 winning numbers are selected during each daily draw. Players can choose how many numbers they bet on, from a minimum of 2 up to a maximum of 10 numbers per field. Players can choose to play with € 1, € 2, € 5 or € 10.

In the lottery plus 5, there are five winning classes between T€ 2 and the highest win of T€ 5. The stake is € 0.75 per draw. The draw of the 5-digit winning number always takes place after the draw of the KENO winning numbers.

Silvester-Millionen

For the sixth consecutive year, the Silvester-Millionen lottery was completely sold out long before betting closed on 31 December 2015. Silvester-Millionen tickets are sold exclusively in Baden-Württemberg. Players have 750,000 numbers to choose from at € 10 per draw. Total stakes in 2015 were € 7.5 million. In 2015, the Silvester-Millionen accounted for 0.8% of the company's total stakes.

From all the lottery ticket numbers, three highest wins of one million each were drawn, five wins of T€ 100 each and 1,000 wins of T€ 1 each. The theoretical chance of winning one million was 1 in 250,000 per lottery number. None of the company's other lotteries offers such a high chance of winning one million.

GlücksSpirale

Compared with the previous year, stakes in the GlücksSpirale in 2015 increased by 5.4% or around € 2.2 million to a total of € 43.9 million. This positive result can in part be attributed to the fact that the GlücksSpirale – unlike the additional Spiel 77 and SUPER 6 lotteries – can be played not just as an additional lottery, but also as a separate or independent lottery. The GlücksSpirale was therefore somewhat detached from Lotto developments. At the same time, GlücksSpirale benefited from the positive development in the Eurojackpot lottery when, from September 2015, it could be played on their Eurojackpot ticket. GlücksSpirale stakes as a proportion of total gaming stakes in 2015 was 4.6%.

The GlücksSpirale numbers lottery paid out two immediate annuities of at least T€ 7.5 per month in Baden-Württemberg in 2015. At the end of August and beginning of September, two winners from the Karlsruhe district and the Heidenheim area each enjoyed the main prize.

GlücksSpirale celebrated its 45-year anniversary in 2015. It was devised to finance construction for the Olympic Games in Munich and Kiel in 1972. The pension lottery continues to enjoy a wide audience today. To date, it has paid out just under € 1.9 billion in donations to beneficiaries and € 2.5 billion in winnings to players. The pension lottery celebrated its anniversary with players at the GlücksSpirale draw on 9 May. Without paying a higher stake, three players won a lifelong annual payment of T€ 25 each. 200 enjoyed a one-off payment of T€ 10 each.



GlücksSpirale 2015 advertising theme.

GlücksSpirale

Year	Bets in € million
2015	43.9
2014	41.7
2013	43.8
2012	42.9
2011	47.1

TOTO

Year	Bets in € million
2015	7.5
2014	7.7
2013	7.7
2012	8.5
2011	8.3

TOTO

Stakes in the TOTO 13er-Tipp in Baden-Württemberg increased to € 5.2 million in 2015. This corresponds to an increase of 5.3% or around € 0.3 million compared to the previous year. A 16.2% or about € 0.5 million decrease in TOTO-Auswahltipp stakes was reported. Stakes amounted to € 2.3 million. This can be attributed to an unfavourable development in the jackpot in 2015.

ODDSET

Total stakes in the ODDSET sports bet reached € 18.2 million in 2015. This corresponds to an increase of 4.3% or about T€ 750.

ODDSET DIE SPORTWETTE

Year	Bets in € million
2015	18.2
2014	17.5
2013	14.7
2012	15.2
2011	16.4

This growth was achieved despite the fact that in previous years, additional stakes were generated from the betting opportunities around the Football World Cup 2014. Growth was supported in 2015 not just by there being 53 weeks in the year, but also by measures like introducing special games such as 'Powerplay' and 'Tipp der Woche' in August 2015. Another key factor in the increase was also the opportunity, from the start of the German Bundesliga 2015, to offer individual bets at rather more favourable odds. This became possible when the overall payout rate, at 60.8%, was significantly below the theoretical payout rate of 66.67%. As a result, the payout rate in Baden-Württemberg again approached the theoretical payout rate of 66.67%, reaching 64.9% at the end of 2015.

Instant lotteries

The instant lotteries again reported an increase in 2015 of 17% or around € 6.6 million to a total of € 45.3 million in stakes.

LOSE

Year	Bets in € million
2015	45.3
2014	38.7
2013	35.4
2012	32.5
2011	29.9

This development is largely attributable to the € 5 'Magic Pearl' lottery introduced in Baden-Württemberg in November 2014. This lottery alone accounted for sales of around € 7.5 million in 2015. This development was also supported by continued very high demand for the € 5 'Goldene 7' lottery which attracted stakes of around € 11.9 million and two other long-standing lotteries the 'RubbelLotto' (€ 1 lottery) with stakes of around € 8.8 million and the € 2 'Heisse 7' lottery with stakes of approximately € 8.1 million. The product range was expanded in 2015 with the € 2 'Seven-Eleven' lottery and the € 2 'GlüXfaktor' lottery which became available in July 2015; they generated revenue of around € 4.9 million and around € 2.7 million respectively by the end of 2015. The € 2 'Pharao' lottery which expired in the middle of the year achieved stakes of around € 1.4 million.

Balance sheet of winners

18 new millionaires, 44 Lotto 'six number' wins and 134 wins in excess of T€ 100

Staatliche Toto-Lotto GmbH Baden-Württemberg paid out a total of € 463.5 million to players in 2015. That is € 26 million more than in the previous year. In the anniversary year of the LOTTO 6aus49, there were 134 wins of T€ 100 or more spread across all products. 44 players of LOTTO 6aus49 got six numbers right. 18 participants joined the Millionaires' Club, five more than in 2014. The biggest single win of the year was drawn in the European Eurojackpot lottery in mid-November in the Heilbronn area. The € 32.6 million is the highest ever single win in Baden-Württemberg.

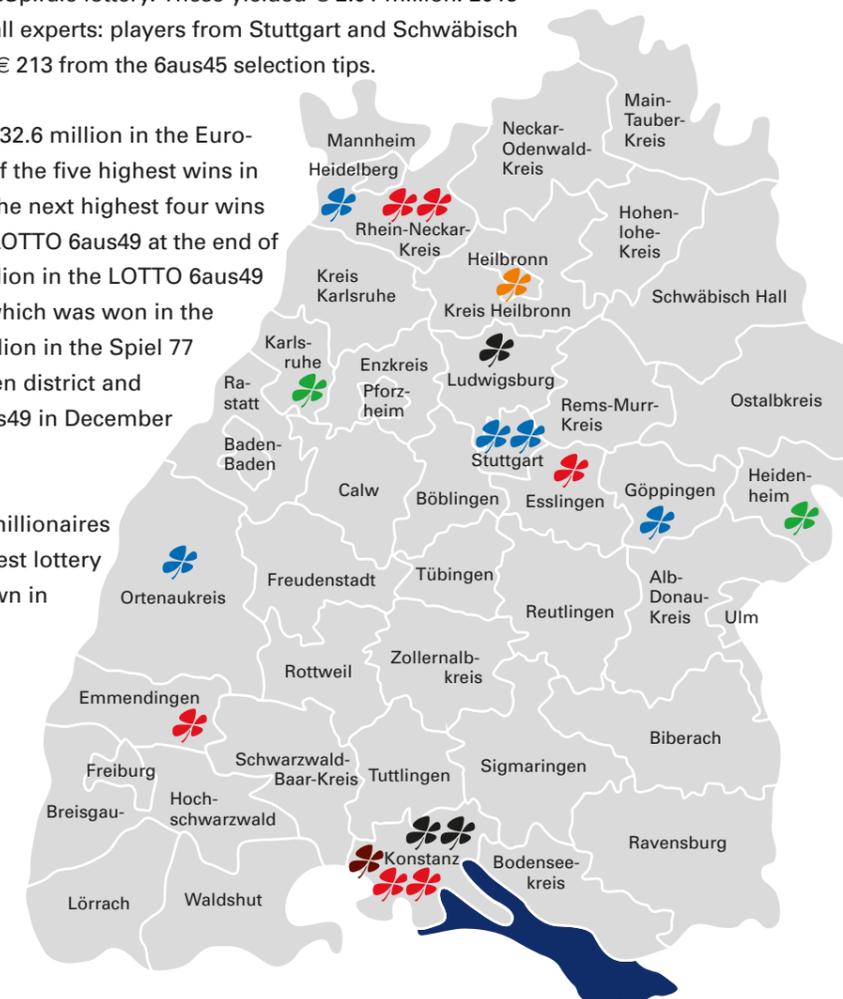
The additional Spiel 77 lottery resulted in five 7-figure wins and the Silvester-Millionen brought yielded three such wins each – two in the Constance district and one in the Ludwigsburg district. There were six wins in excess of one million from the LOTTO 6aus49. Two players in Karlsruhe and Heidenheim won the immediate pension payout from the GlücksSpirale lottery. These yielded € 2.01 million. 2015 was also a good year for football experts: players from Stuttgart and Schwäbisch Gmünd each enjoyed around T€ 213 from the 6aus45 selection tips.

The highest historical win of € 32.6 million in the Eurojackpot lottery topped the list of the five highest wins in Baden-Württemberg in 2015. The next highest four wins in 2015 were: € 15.7 million in LOTTO 6aus49 at the end of October in Freiburg, € 15.3 million in the LOTTO 6aus49 at the beginning of February, which was won in the Rhine-Neckar district, € 5.7 million in the Spiel 77 on Boxing Day in the Göppingen district and € 4.8 million in the LOTTO 6aus49 in December in the Constance district.

Nationally, precisely 113 new millionaires were created in 2015. The highest lottery win, at € 33.8 million, was drawn in July in Berlin.

18 new millionaires in 2015 in Baden-Württemberg.

-  LOTTO 6aus49
-  Spiel77
-  Silvester-Millionen
-  GlücksSpirale
-  Eurojackpot
-  Sonderauslosung



Lottery funding

A gain for everyone in Baden-Württemberg

Who benefits from the Staatliche Toto-Lotto GmbH Baden-Württemberg 'lottery money'? Everyone, actually. The funds generated by the Staatliche Toto-Lotto GmbH for the state benefit every citizen. But not many people realise that every year millions of euros derived from revenue created by state lotteries and games are spent. A lot of this money goes to lottery funding to promote sport, art and culture, the preservation of monuments and social projects.

The Baden-Württemberg state parliament passes the structure of the lottery funding by law and thus helps to enhance quality of life. The individual ministries then determine how the lottery funding is to be allocated. This financial support has developed over the years to become a model of support and the basis for maintaining and expanding significant social projects in Baden-Württemberg.

The private lottery GlücksSpirale plays a special role. Income from this lottery is shared equally between the Bundesarbeitsgemeinschaft der Freien Wohlfahrts-pflege, the Deutsche Olympische Sportbund, the Deutsche Stiftung Denkmalschutz and the Denkmalstiftung Baden-Württemberg as well as the state of Baden-Württemberg to support environmental and nature-related projects. In 2015, a total of € 11.61 million was made available in this way.

Sport

Passionate amateur sports players in the state's clubs, football fans who enjoy watching a game at a stadium at the weekend, people who love sporting highlights like ski jumping in the Black Forest – they all benefit from money from lottery funding. Because this money helps to build and maintain sports and training facilities. The sports associations also finance their work from lottery funding and thus create the framework for sports in Baden-Württemberg, including some renowned sports schools € 59.3 million of lottery funding was dedicated to sport in 2015.

With the construction of the sports club centre in the Sportpark in Rems in Schorndorf, Verein SG Schorndorf created a social hub in the town. This was made possible via lottery funding.



Art and culture

A state's riches are also reflected in its large museums' art collections. Major works of art are a public magnet for the museums and increase their appeal and pull. Money from lottery funding is also used to acquire prominent works.

Lottery funding supports orchestras and choirs as well as small and large festivals. Young artists at the music schools also enjoy excellent training thanks to these monies. The region's culture is strengthened in the form of state theatres, and small independent theatres also benefit. They all receive their slice of the big lottery cake. This amounted to € 33.3 million in 2015 alone.

Preservation of monuments

Palaces and castles define the landscape along the Rhine, Neckar and Danube. Well preserved historic towns demonstrate a high living standard. Thanks to the support of preservations association groups that receive lottery funding, the state and town councils are able to maintain this cultural heritage, dating back many centuries, for posterity. Across the state, € 24.9 million of lottery funding was made available for projects in 2015.

Social and welfare

Lottery funding supports self-help and social engagement. Grants are paid to welfare centres, outpatient care for the elderly and housing and family care. Social services for the handicapped as well as drug therapy services are also supported and provided thanks to lottery funding. Paediatric care and early support for handicapped children play an important role here. A total of € 14.8 million was generated and allocated to social projects deserving of support in 2015.



Double lottery luck for the Blue Tower in Bad Wimpfen: In 2015, the monument support programme, which is financed by lottery funding, received €175,340 and another T€ 200 via the GlücksSpirale for renovations.

Lottery Funding 2015		
	in € million	in %
Sport	59.3	44.8 %
Art and culture	33.3	25.2 %
Preservation of monuments	24.9	18.8 %
Social and welfare	14.8	11.2 %
Total	132.3	100 %

Responsible Gaming



The 'Spiel nicht bis zur Glücksspielsucht' (Don't play to addiction) brochure is on visible display in every authorized retailer in Baden-Württemberg.

Consistent focus on protecting young people and players

Gaming is no ordinary product: it carries with particular dangers. Lotto Baden-Württemberg has adopted a sustainable and long-term corporate policy to protect players and young people. It is based on a social concept that was developed together with Evangelische Gesellschaft Stuttgart (eva) and is continually reviewed. The social concept is built on the three pillars of information and customer education, responsibility-aware structure of the products and the provision of links for finding assistance. The proven model of state lotteries in German ensures direct control by state authorities. The quantitative and qualitative restrictions on the gaming products successfully stem the problem of addiction. Effective and sustainably managed protection for players and young people form the basis of this.

User information and education

The company's gaming products require responsible management. Unchecked participation in games of chance can lead to considerable problems. These are the central messages that are the heart of our information and educational work. All gaming tickets, tickets, receipts, advertising and information brochures carry highly visible warnings with information about the help provided by the Federal Centre for Health Education (Bundeszentrale für Gesundheitliche Aufklärung (BZgA)), the dangers of addiction and the prohibition on minors playing. The 'Spiel nicht bis zur Glücksspielsucht' (Don't play to Gambling Addiction) brochure available in all the authorized retailers and on the company's website at www.lotto-bw.de explains the dangers associated with gambling and highlights behaviour patterns which help to prevent addiction.

The sales partners in the authorized retailers play a decisive role in the early detection and prevention of excessive gaming. The company therefore regularly organises training courses. The duration of the intensive training courses depends on the potential danger from each particular gambling product and they last at least eight hours. The face-to-face training courses last four hours each and since 2015, they have been supplemented with a further four hours of e-learning.



The training courses for Lotto authorized retailers use film sequences that reconstruct typical everyday sales situations.

Responsible product structure

The technical design of company's product structure at the authorized retailers and on the website www.lotto-bw.de is such that effective player protection is assured. For example for traditional lotteries, there is a limit of the number of draws allowed and also a limit to how high the jackpot can grow. For games played on the internet a monthly limit is defined. At the authorized retailers, where there are riskier sports bets and the daily KENO lottery is on offer, participation is not permitted without a personal customer card. This allows comparison against the blacklist and can exclude people at risk from the game. In order to monitor compliance with responsible gaming, the company regularly makes test purchases at the authorized retailers, using specialist agencies.

Project for the prevention of pathological gambling

Since 2015, the company has been supporting Joker, a project run by the Prevention Centre Villa Schöpflin in the city of Lörrach. As part of this project, a new programme has been developed to help prevent gambling addiction in young people. The Joker Project – which comprises various educational materials, including an app that was developed in partnership with the DHBW in Lörrach (Baden-Wuerttemberg Cooperative State University) – will be used within youth employment assistance schemes. It is to be introduced as part of the teaching modules, but is also intended for installation and use on a smartphone, independent of trained professionals. The app gives suggestions on how the user can become motivated and informed and it also helps with self-control by reminding them of the usage limit they have set for themselves. The pilot phase of the project was concluded at the end of 2015.

Further development of player and youth protection with the advisory council on prevention

Since 2013, the company has been working with an advisory council on prevention. The aim of the exchange with external professional advisers is to further intensify player and youth protection measures and to constantly give the company new impetus. Setting up the advisory council on prevention also supports further development of the company's social concept. The advisory council also supports the company's measures with respect to gambling prevention. Its members include Prof. Dr. Tilman Becker (University of Hohenheim, Director of the Gambling Research Centre), Günther Zeltner (Senior Adviser and prevention expert at eva), Christa Niemeier (addiction prevention consultant at the Baden-Württemberg state office for addiction issues), Dr. Mira Fauth-Bühler (head of the gambling addiction working group at the Central Institute of Mental Health at Heidelberg University) and Heidi Kuttler (formerly Managing Director of the Villa Schöpflin centre for addiction prevention in Lorrach).



'Joker' logo app for the prevention of gambling addiction.

Lotto online

The benefits of steadily improved services

Today's customers want to play the lottery anytime anywhere. In future, the majority of games will still be played in the state's authorized retailer shops. To provide customers with a better service, Lotto Baden-Württemberg online service undergoes constant improvements. Whether via the website or app for the Smartphone: customers can find out about the latest products any time, and play the lottery.



Playing the lottery on the move: Players are increasingly playing the lottery via their Smartphone.

Online lotteries are subject to the same regulations as in an authorized retailers. Only adults are permitted to purchase Lotto Baden-Württemberg products, which means that players must be at least 18 years of age. Staff at the authorized retailers monitor this. Lotto Baden-Württemberg has created a process for this on its webpage www.lotto-bw.de in order to comply with youth protection and responsible lottery operation.

During the year under review, the company's revenue from sales via www.lotto-bw.de was € 41.2 million. That is an increase of 39.2% or around € 11.6 million on the previous year. Internet sales accounted for 4.4% of the company's total sales. This does not include stakes from commercial gaming brokers who play on behalf of their customers in Baden-Württemberg. At the end of 2015, there were more than 123,000 customers registered on the www.lotto-bw.de website, and who had provided identification either in at authorized retailers or on the company's website.

Shorter registration process

To play the lottery online, participants must first register. In December 2014, the registration process for customers was simplified. While the registration process could previously be completed by visiting an authorized retailer, it can now also be done online. In 2015, the registration form was again revised and designed to be more customer-friendly. As before, the customer receives a final activation code which he must enter on the company's website and in his personal customer account. At the end of this process, the customer is fully identified.

Playing the lottery via app

Customers can also play the lottery using the Lotto Baden-Württemberg app. The company thus not only offers a service for mobile customers, it connects the authorized retailers with the online world. For example, the app uses post-code details to find the nearest authorized retailer and can then direct the customer to it. Customers now have the option to save their login details and enter quick bets – random, ready-prepared game predictions which have always been available at the authorized retailers. The 'Quick Shake' function allows customer to shake their mobile telephone once to generate and enter a quick bet.

Lotto Baden-Württemberg is also represented on the Smartwatch on a customer's wrist. In November 2015, the company launched an app especially for the Apple watch. The app enable users to view the winning numbers and jackpot amounts for the traditional LOTTO 6aus49 and the European Eurojackpot lottery directly from their wrist. The app's 'Checks' function also informs about losing times for last entries. If the customer play's the lottery in an authorized retailer shop, he can check immediately in the app after the draw if he has won, by entering the lottery entry number found on every receipt.

Playing on the central website www.lotto.de

Since March 2012, it has also been possible to play the lottery via the website www.lotto.de. On the basic page of all 16 state lottery companies, the user is asked to select his home state. Baden-Württemberg residents who play the lottery at lotto.de play on the www.lotto-bw.de page once they have registered successfully.



Lotto on your wrist: In November 2015, the company launched an app especially for the Apple Watch.



Simplified and customer-friendly registration process. The process was again optimized in 2015. The protection of young people and operating lotteries responsibly remain the top priority.

Lotto Baden-Württemberg on social media

Well networked across all channels

Staatliche Toto-Lotto GmbH again extended its presence on social media in 2015. Players are increasingly following the company online and using social media to find out about the company, its games and its commitment to the benefit of sport, social initiatives, art and culture and monument protection. Social media enables real-time exchange with users. An interesting blend of information and entertainment, specially targeted to each channel, determines the success of each individual page. The protection of players and young people is still assured. Warnings about gambling only being open to individuals aged over 18, information about addiction and the Federal Centre for Health Education (Bundeszentrale für gesundheitliche Aufklärung) hotline are fully integrated.

Converting trends and taking responsibility

Since its first social media activities on the Facebook platform in 2013, Lotto Baden-Württemberg has continually extended its presence across various networks. First came the Google+ and YouTube channels in 2014. Lotto Baden-Württemberg has also been on the photo platforms Instagram and Pinterest since 2015, as well as on the micro-blogging service Twitter for interested players.

In 2015, Lotto Baden-Württemberg launched its first Facebook campaign with 'Shirts for your Club', with the aim of supporting the state's sports clubs. Baden-Württemberg football, handball, volleyball and basketball clubs applied to win team shirts on Facebook. The winning clubs were chosen via a system of voting. A further highlight was a digital advent calendar with attractive prizes behind the doors every day.

In 2015, Lotto Baden-Württemberg launched a campaign on Facebook offering the state's clubs the chance to win team shirts.



Strong and transparent partnerships

In 2015, Lotto Baden-Württemberg became a team partner to VfB Stuttgart. Lottery players can follow this strong partnership on social networks at any time: from the signing of the agreement through to the starting line-up and live in the stadium. We also use online channels to keep our customers constantly up-to-date about Lotto Baden-Württemberg's commitment to social initiatives, monument protection and art and culture.

Insight into the company

Customers are being given the opportunity via social media channels to take a look behind the scenes of Lotto Baden-Wuerttemberg. The company is letting them see people and places that are not usually accessible to the public. To give a few examples, there are some pictures showing company employees celebrating the Christmas party 2015 in the staff restaurant. Or how about some members of staff who are fans of VfB Stuttgart football club, crossing their fingers just before their favourite team's next match. The aim of these insights is to strengthen brand loyalty; after seeing the face of the Lotto Baden-Wuerttemberg brand on social media, the customer will develop more empathy for the brand.



A strong partner on social networks too: VfB Stuttgart and Lotto Baden-Württemberg.

Information processing



Norbert Müller, Director

Secure, encrypted, fast, flexible

Work starts as soon as the customer plays the lottery at an authorized retailer, via the website or via a mobile app. Within seconds, the lottery entry is encrypted and transferred to the head office in Stuttgart in line with the industry's most stringent security standards. The lottery tickets recorded on the terminals at the authorized retailer in Baden-Württemberg are transmitted via an encrypted corporation network to the Lotto Baden-Württemberg central processor. Lottery entries via the internet or an app are transmitted via encrypted public routes which are secured using digital signatures.

In periods when high jackpots accumulate, certain capacity reserves are necessary to process the enormous volume of data. To enable a flexible response to these demands, a completely virtualised network, server and storage system landscape has been developed that is distributed across two data processing centres. The data processing centres are equipped with state-of-the-art infrastructure to enable round-the-clock gambling. This modern, high performance and constantly developing IT system is also at the heart of the company in terms of subsequently determining winning tickets.

Through membership of the international organisations World Lottery Association (WLA) and European Lotteries (EL), Lotto Baden-Württemberg complies with the highest security standards in accordance with ISO 27001-2013. All data comes together in the IT system, processes are managed in the background and an immediate response is required to any changes. Around 2.2 million lottery entries are processed every week. The company-relevant data this generates is then processed and edited in a modern Business Intelligence System.

Every day, huge volumes of data are processed securely, encrypted and quickly in modern network, storage and server systems.



Customer service

More time for customers

Customer Services open for longer

In October 2015, the company extended its Customer Service opening hours. From Monday to Sunday, customer service personal at Lotto Baden-Württemberg can be contacted from 8:00 until 19:00 hours. They can give customers special advice on how to fill out play slips and will answer questions about the latest winning numbers or prize amounts. They can inform about lottery games currently available, Football TOTO or placing bets on sports, or about the systems used for Eurojackpot, for example.

Callback service

The company's Customer Services is there to answer any questions on the state lottery Toto-Lotto GmbH in Baden-Wuerttemberg. The staff can be contacted by email or telephone and their main focus is to communicate with customers and give them the support they need as quickly as possible. A callback service is offered whereby the customer can be asked to be called back at a later time. This simply involves filling in a short online form with details of the required date and time for the callback and the subject, and a member of staff will call back accordingly.

Quick and precise answers

The number of enquiries from customers and those interested in playing rises at times when jackpots are high. Exactly how high is the jackpot? What does the prize schedule look like for LOTTO 6aus49? Where can I find the winning numbers and the prize amounts for previous draws? Exactly when do ticket sales close? Customer Service team members have precise answers to these questions.

All channels are utilised

Since the company has been active on social media, customers have also been using these channels to contact Customer Services with their questions. They receive a quick, professional response to their posts or tweets and, in addition, they are usually given a link to the relevant background details on the website.



The Customer Services department at Lotto Baden-Wuerttemberg can be contacted by telephone on +49 711-81000 444 or by email on kundenservice@lotto-bw.de

Sales organisation

Key sales partners today and tomorrow: the authorized retailers

The state's more than 3,200 authorized retailers form the most important sales channel for the Staatliche Toto-Lotto GmbH Baden-Württemberg. For most customers, they are the first point of contact with the Lotto concept. One of the sales organisation's main responsibilities is to manage and provide further training to the staff at the authorized retailers. Last year, the company again ensured a high level of competence and reliability within the authorized retailers through the comprehensive programme of training courses which it provides.

Comprehensive programme of offline and online training

In 2015, training courses were provided in the areas of product knowledge, the use of online technology and preventing gambling addiction/protecting young persons. In addition to traditional face-to-face training courses, in 2015 a new e-learning portal was installed for the authorized retailers in Baden-Württemberg, enabling them and authorized retailers and their employees to undergo further training on the gaming business independent of time and location. For example, the introduction of this new learning platform enabled an online training course to be developed in 2015, which helps the authorized retailers to guarantee the protection of underage people and customers during day to day operations. At the end of the year, a learning module developed for the prevention of gambling addiction by the Evangelische Gesellschaft Stuttgart was introduced. Every authorizedretailer employee will be required to complete during the course of 2016.



Birgits Lädle in Esslingen Hegensberg has been serving local customers for more than 16 years. And what makes it special? "There is nothing that you won't find here and you get really good advice", say its customers.

Test purchases as a quality assurance tool

In 2015, more than 8,000 test purchases from the state's authorized retailers – by both in-house employees and by external professional test purchase agencies – were checked for compliance with the provisions of the Glücksspielstaatsvertrag (German Interstate Gambling Treaty). As a result of these test purchases, the company has severed its ties with 12 authorized retailers in the sales network because of repeated infringements. The number of authorized retailers at the end of 2015 was 3,219. This means that in purely numerical terms, Baden-Württemberg has one authorized retailer for around every 3,350 residents.

Networked authorized retailers

To give the state's authorized retailers greater presence on social networks, the company launched the 'Für Euch vor Ort' (There for you wherever you are) campaign in March 2015. The authorized retailers were asked to send in pictures of their shops and stories about their day-to-day activities. Authorized retailers with their own Facebook page were also able to link to the Lotto Baden-Württemberg page.

Employee development

Education, further training and Young Lions

An ever changing gambling market and advances in technical developments mean the gambling sector is constantly facing new challenges. Staatliche Toto-Lotto GmbH Baden-Württemberg aims to meet these challenges with exceptional and permanently motivated personnel. The company's planning of personal development is mainly rests in particular on education and further training.

To ensure the availability of qualified staff in the future, the company each year offers training places for business assistants as well as IT staff for system integration. It also supports students studying different subjects at the Duale Hochschule Baden-Württemberg (DHBW) by enabling them to spent half of their study time gaining work experience in our company. If students perform well, they are guaranteed a job at the end of their course. Two trainees completed their training in 2015. Both are now employed.

Once on board, Lotto Baden-Württemberg, employees enjoy the opportunity of intensive further personal development. On the one hand, the company organises regular in-house sessions that are delivered both by external trainers and by the employees themselves. On the other hand, employees employees can attend various external seminars. Specific needs are discussed between employees and managers in meetings held at least once a year.

Touch Tomorrow – under this tagline, European Lotteries invited the gambling sector to its annual conference in Oslo. This elite gathering included one employee from Lotto Baden-Württemberg. As a Young Lion, he had the opportunity to work with 20 other young recruits from various European lottery companies on developing creative and innovative advertising concepts for complex and future topics, and present these to the delegates invited. His summary: "It was a fantastic experience. Working within an international group of colleagues and having the opportunity to shape future topics was hugely inspirational. Taking part was truly enriching, both from a personal and from a professional perspective. I would recommend everyone to grab an opportunity like that."

The company had 191 staff as an annual average. Of these, 146 were employed full-time, including 9 full-time trainees and 45 part-time.

Corporate communication

Lotto as a partner and trendsetter



The first Lotto-Museum Award went to the Ravensburg Museum Humpis-Quartier. To mark the award, Lotto Baden-Württemberg granted free entrance to every visitor over the weekend.

The choice of media has probably never been as wide-ranging as it is today. To be constantly noticed, you need to draw attention to yourself in the 'media jungle' and engage partners. This engagement and supporting the common good is firmly rooted in the company's communications. Lotto Baden-Württemberg has been using its own resources to support culture and sports since the beginning of the 1990s. It has always had a concern for regional balance and the ongoing protection of players and young people. Collaborative projects in the field of preservation of monuments and social initiatives complete the comprehensive programme of sponsorship.

Lotto Museum Award – the first winner

The state-wide Lotto Museum Award is designed to reward committed museum work, which is often the result of voluntary engagement. Once a year, in partnership with the Baden-Württemberg museums' association, examples of exceptional concepts, new displays, successful collaborations or educational projects in museums that are not run by the government, are awarded. There was an overwhelming response to the first edition of the competition in 2015: 117 museums took part. The winner of the T€ 20 prize was the Ravensburg Museum Humpis-Quartier. The Württemberg Psychiatry Museum Zwiefalten was awarded an extra prize of T€ 5.

Varied public relations for the GlücksSpirale

To raise public awareness about the wide-ranging social commitment of the GlücksSpirale pension lottery, in 2015 numerous symbolic cheque presentations and local face-to-faces were arranged in every part of the state. In addition to social projects, support for the preservation of monuments was a particular focus.

Black Forest offensive: support for World Cup locations

In the years ahead, Lotto Baden-Württemberg will sponsor the World Cup and the Grand Prix skiing events in the Black Forest. The agreement, reached in November 2015, will ensure planning security for Titisee-Neustadt, Hinterzarten and Schonach in particular, and ensure that they are World Cup venues. In addition to TV-relevant billboards at the World Cup and Grand Prix events, the sponsorship package will include additional promotional and branding measures on the ski jumps in Titisee-Neustadt, Hinterzarten and Schonach.

Memberships and certificates

International networking for highest standards

The company's day-to-day business is increasingly influenced by European and even global developments in the lottery arena. Constant networking of the company ensures the latest developments are always integrated at the head office. Lotto Baden-Württemberg is a member of European Lotteries (EL) and the World Lottery Association (WLA). Both associations set important international standards for state lotteries which demonstrate to customers that the state products are trustworthy.

Security standards at the highest level

With certification to EL Responsible Gaming Standards, Lotto Baden-Württemberg documents the company's compliance with the most stringent requirements with respect to Responsible Gaming. Certification to the WLA standard was achieved in 2008 in recognition of Staatliche Toto-Lotto GmbH Baden-Württemberg's compliance with international security standards in lottery gaming. An annual review checks that lotteries and bets offered meet WLA specifications. Staatliche Toto-Lotto GmbH Baden-Württemberg thus constantly carries out quality controls to ensure the provision of its products meets these standards.

ISO and WLA standards at Lotto Baden-Württemberg

Lotto Baden-Württemberg is certified to ISO and WLA standards. This means that the company complies with the most stringent international security requirements with respect to information technology. In 2008, the company achieved the ISO/IEC 27001:2005 standard which is awarded by the TÜV SÜD certification body and audited annually.

Annual Corporate Governance report

All state-owned companies in Baden-Württemberg are required to compile an annual Public Corporate Governance codex. This is submitted to the supervisory board of Staatliche Toto-Lotto GmbH Baden-Württemberg each year for resolution. To ensure the greatest possible transparency, this report is also published on the company's website www.lotto-bw.de and is available for public consultation.

Responsible Gaming certification

In 2015, the company was successfully recertified under the European Lotteries (EL) Responsible Gaming Standards. The company and its associated regional offices were assessed by an external service provider against ten different categories specified by the EL. The company successfully met the recertification criteria. This proofed that provided evidence that there are structured processes in place across every aspect of the Responsible Gaming standards. The structured processes in place are working successfully and the company will continue to develop them further.



European organisation of lotteries for public benefit.



The WLA is a global organisation which acts in the interests of state-approved lottery companies.

History of the company

From lottery administration to a company in the service sector – the development of the company from 1948 to 2015

1948
– 1982

18 August 1948

The company takes up business on 18 August 1948, when the German federal government of Baden-Württemberg passes law no. 527 on sports bets.

7 October 1948

On 7 October 1948, the company is officially founded as 'Staatliche Sport-Toto GmbH'. The proceeds from sports bets benefit the 'Förderung der Leibesübungen' (Promotion of Physical Education).

19 March 1958

The law on numbers lottery takes effect in Baden-Württemberg on 19 March 1958.

27 April 1970

On 27 April 1970, 'GlücksSpirale' is introduced, for the benefit of the Olympic Games in Munich.

1977

1977 sees the transition to fully electronic lottery ticket processing.

28 April 1982

Introduction of Wednesday lotto '7aus38'.

1986
– 1992

1986

Since 1986, the company has issued instant lottery games itself.

April 1990

In April 1990, the company relocates within Stuttgart, from Jägerstraße to Nordbahnhofstraße.

1990

As of 1990, and with the purpose of linking the sales organisation more closely to the company, the regional head offices are converted to stock corporations in the GmbH corporate form.

1991

In 1991, 'Staatliche Sport-Toto GmbH' is renamed 'Staatliche Toto-Lotto GmbH', to anchor the lottery in the company name as well.

5 December 1992

5 December 1992 signals the start of the additional SUPER 6 lottery in Baden-Württemberg.

1993
– 1999

1993

Since 1993, the net proceeds of all bets and lotteries have gone into a betting fund, which is earmarked and appropriated for sport and culture promotion, as well as for cultural heritage preservation and social purposes.

August 1996

August 1996 sees the introduction of the Toto-Lotto customer card.

1997

Step-by-step, the online procedure is installed in Baden-Württemberg in 1997.

7 October 1998

On 7 October 1998, the Stuttgart lottery company celebrates its 50th anniversary.

Januar 1999

As of January 1999, participation in LOTTO 6aus49, GlücksSpirale, Spiel 77 and SUPER 6 is also possible as a subscription game.

10 August 1999

At the start of the 1999/2000 Bundesliga season, the company introduces ODDSET sport bets to Baden-Württemberg, on 10 August 1999.

2006
– 2008

28 March 2006

Important verdict by the Federal Constitutional Court on sportsbetting monopoly.

7 October 2006

A lottery player from North Rhine-Westphalia wins the highest ever single amount of € 37.7 million in German lottery history.

6 November 2006

Shut down all possibilities to play online at internet at www.lotto-bw.de for cartel law reasons.

28 November 2007

The Baden-Württemberg federal government ratifies the State Treaty on Gambling.

5 December 2007

In the whole of Germany, three participants share the record jackpot in LOTTO 6aus49, which amounts to about € 45.3 million.

1 January 2008

The State Treaty on Gambling (GlüStV) comes into effect.

13 April 2008

LOTTO 6aus49 celebrates its 50th birthday in Baden-Württemberg.

2000
– 2005

6 December 2000

As of 6 December 2000, there only is one LOTTO 6aus49, with two draws. LOTTO 6aus49 on Wednesday has the same prize schedule as on Saturday.

February 2002

In February 2002, the ODDSET bet is supplemented by TOP-Wette.

1 July 2004

The State Treaty on Lotteries in Germany (StVL) comes into effect.

March 2005

In March 2005, Staatliche Toto-Lotto GmbH offers a daily game with fixed odds: KENO.

25 May 2005

On 25 May 2005, a lottery player from Breisgau wins the highest ever single sum in the history of German numbers lottery, amounting to € 23.9 million.

2013

12 April 2013

With an amount of € 46.1 million in the Eurojackpot European lottery, a player from Hesse wins the highest single amount ever in Germany.

4 May 2013

Extensive changes with LOTTO 6aus49: a new prize category is introduced ('2 correct with bonus number'). The stake per field is increased from € 0.75 to € 1.

3 July 2013

New framework for drawing lottery numbers: as of 3 July 2013, the six correct numbers are determined live on the internet at www.lotto.de. In addition to online transmission, the winning numbers are announced in the early evening programmes of ARD and ZDF.

20 August 2013

Improvements with ODDSET sports bets: introduction of a more comprehensive offer with more betting forms, possible combinations and higher odds.

2012

23 March 2012

First draw of the new Eurojackpot European lottery in Finnish Helsinki. In Baden-Württemberg citizens could participate in an international lottery for the first time.

1 July 2012

The Gambling Amendment State Treaty (GlüÄndStV) comes into effect in 15 of the 16 federal states.

24 September 2012

Reopening the possibility to play online at www.lotto-bw.de.

15 November 2012

The Baden-Württemberg federal state government adopts the state gambling law (LGlüG). It comes into effect at the end of November 2012.

2010
– 2011

1 September 2010

Stake increase in Spiel 77, from € 1.50 to € 2.50, together with a prize schedule change.

15 November 2010

Introduction of the New Year's lottery Silvester-Millionen in Baden-Württemberg, with the draw of the winning numbers on 31 December 2010.

15 December 2011

The prime ministers of the federal states – with the exception of Schleswig-Holstein – sign the first Gambling Amendment State Treaty (GlüÄndStV).

2015

2014

24 July 2014

Lotto on the road: With the new Lotto Baden-Württemberg app, lottery players can submit their tip while moving. Using the postal code, address or GPS, the nearest authorized retailer can also be pointed out in the app.

30 July 2014

Millions of lottery players were more than surprised: the winning numbers of the Wednesday draw on 30 July were five consecutive numbers: '9-10-11-12-13-37'.

16 November 2014

The authorized retailers are and remain the most important sales channel. About 2,000 sales partners visited the first partner day of Lotto Baden-Württemberg in Karlsruhe. At a total of 22 booths, the participants could gain interesting information regarding Lotto & co.

15 December 2014

In LOTTO 6aus49, a lottery player from the Constance district won the jackpot, amounting to € 14.6 million. The system player had correctly entered the six winning numbers and the bonus number.

24 February 2015

Lotto Baden-Württemberg starts the Museum Award in cooperation with the Museumsverband Baden-Württemberg. In future, outstanding museum work is supported with T€ 20 annually. The competition sets an example: non-state museums receive more attention.

11 July 2015

On three Saturdays in July, human lottery numbers were walking through the cities of Freiburg, Mannheim and Ulm. All were wearing yellow T-shirts with numbers from 1 to 49 – and, in addition, the number 60 is found six times. Whoever meets this anniversary number takes a selfie with 'it', uploads it on the campaign page and so has the chance of winning € 500.

4 October 2015

More than 4,000 guests celebrate the 60th anniversary of LOTTO 6aus49 at Cannstatter Wasen. DJ Ötzi is the star guest during this evening.

13 November 2015

With the winning numbers 19, 23, 26, 27, 49 and the two bonus numbers 3 and 10, a player from the Heilbronn area wins the largest single amount of all times in the Eurojackpot lottery in Baden-Württemberg. And, what is more, on Friday, the 13th.

Organs of the Company

Shareholders' Meeting

All shares of the company are held by Beteiligungsgesellschaft Baden-Württemberg mbH.

Supervisory Board

State secretary Ingo Rust MdL,
Abstatt, chairman until 31 January 2015

State secretary Peter Hofelich MdL,
Salach, chairman as of 1 February 2015

Minister Theresia Bauer MdL,
Heidelberg, vice chairman

Muhterem Aras MdL,
Stuttgart

Senior government official Michael Grepl,
Ostfildern

Minister Andreas Stoch MdL,
Heidenheim

Company Management

Managing Director

Marion Caspers-Merk,
Efringen-Kirchen

Director

Norbert Müller, authorised signatory, Bad Dürkheim

Additional Authorised Signatories

Klaus Sattler, Leinfelden-Echterdingen (until 30 June 2015)
Carmen Theilmann, Schwaigern
Dr. Uwe Luckscheiter, Ludwigsburg
Matthias Früh, Ostfildern (as of 13 July 2015)

Status: July 2016



Lottery managing director Marion Caspers-Merk with... 1 (f.l.): Christoph Grüber, regional manager Lotto Baden-Württemberg; Matthias Früh, department head sales and marketing; Thomas Grabert and Brigitte Jeske, Lotto authorized retailer in the Ö-Center in Öhringen, with the opening of the first premium point of acceptance in Baden-Württemberg. 2 State secretary Peter Hofelich MdL. 3 Jan Merk, president of the Museumsverband Baden-Württemberg e.V. 4 (f.l.): Guido Buchwald, football world champion; Verena Bentele, Paralympics winner; Prof. Klaus Bös, jury chairman; Lars Hipp, TC Dettingen/Horb; Alesia Graf, boxing world champion; Marcel Nguyen, top-class gymnast.

Legal Notice

Issuer:
**Staatliche Toto-Lotto GmbH
Baden-Württemberg**
Nordbahnhofstraße 201
70191 Stuttgart
Telephone: +49 711-81 000-0
Telefax: +49 711-81 000-40
www.lotto-bw.de

Editorial Work:
Stefan Wandres

Photography and Photo Material:
Staatliche Toto-Lotto GmbH Baden-Württemberg
Page 4 – 5: Bernhard Kreutzer; Holger Strehlow; Günter Kram;
OK Schwarzwaldpokal
Page 20: © Sportgemeinschaft Schorndorf 1846 e.V.
Page 21: © Kultur & Tourist-Information Bad Wimpfen
Page 22 – 23: Bernhard Kreutzer
Page 32 – 33: Holger Strehlow
Page 38 – 39: Günter Kram
Page 52 – 53: OK Schwarzwaldpokal
Legal Notice: Bernhard Rein

Conception and Design:
Schindler Kommunikations-Design, Ulm
www.schindler-kommdesign.de

Print:
Printing company Hertle GmbH, Kirchheim/Teck