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Baden-Württemberg**

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# 2018

Annual Report

Staatliche Toto-Lotto GmbH Baden-Württemberg



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## Interview with Georg Wacker

### “Lotto has an excellent reputation”

The gambling market is dynamic. Managing Director Georg Wacker explains what is happening, and how Staatliche Toto-Lotto GmbH Baden-Württemberg is positioning itself within this landscape. After his first year at the helm of the state-owned company, he has positive things to say about 2018.



### How was your first year as Managing Director of Lotto Baden-Württemberg?

My impressions have been consistently positive. It was an exciting year for the company, and also on the gambling market. Lotto Baden-Württemberg had stable business performance, and even increased slightly in comparison to 2017. We are very pleased about this. However, this has also been down to the joint efforts of the managers in the authorized retailers, in our regional offices and our employees, of course. They have worked hard to bring the products of Lotto Baden-Württemberg to the people. This has been proven by the successful balance sheet for 2018 with total stakes of almost one billion euros.

However, these impressions have been tarnished by a gambling market that is heavily influenced by illegal providers and is continuing to expand. My concern is that increasing numbers of young people are falling into the hands of online providers who do not have permission to operate in the German market. Our social mandate is therefore to ensure that customers choose types of gaming that are less addictive.

### What surprises did the 2018 financial year hold for you?

Our products are appreciated by the population. Lotto has an excellent reputation, which pleases me and surprises me at the same time. Despite previous insights, I had not realised the high complexity of the gaming market. After a certain amount of familiarisation, I now understand the structures and have a fairly accurate idea of what is going on. However, the biggest surprise was how multifaceted and varied my work as Managing Director is.

### Have you already made your mark in 2018?

It would be presumptuous to claim that I achieved anything ground-breaking in 2018. However, I have looked to the future and worked hard in order to ensure that Lotto Baden-Württemberg will remain stable, and our products are well received. I have been able to contribute to the company becoming innovative and our sales channels being optimised so that our products are positioned in the best possible way. We took a good step forward in this respect in 2018.

### In view of the discussions concerning the future regulation of gambling, what is the future of public-interest, state lotteries?

I will be very reassured when the politicians and the prime ministers have the courage to express clear acceptance of the forward-looking, modern state lottery monopoly. We will then be able to realise our important social mandate with the unique selling proposition



of our products for many years to come. And we will also be able to donate our income to many good sporting, social and cultural causes.

### What will you be focusing on in your management of Lotto Baden-Württemberg in the future?

In the future we will have to get used to the fact that people will be demanding an increasing amount of online content. Our job is to accommodate these customer interests and make all of our products available online and physically. We are responsible for the serious part of the gaming offer on the Internet. This is where I envisage a future task for us.

Kind regards,

Georg Wacker  
Managing Director

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

Business development 2018

Stakes increased considerably

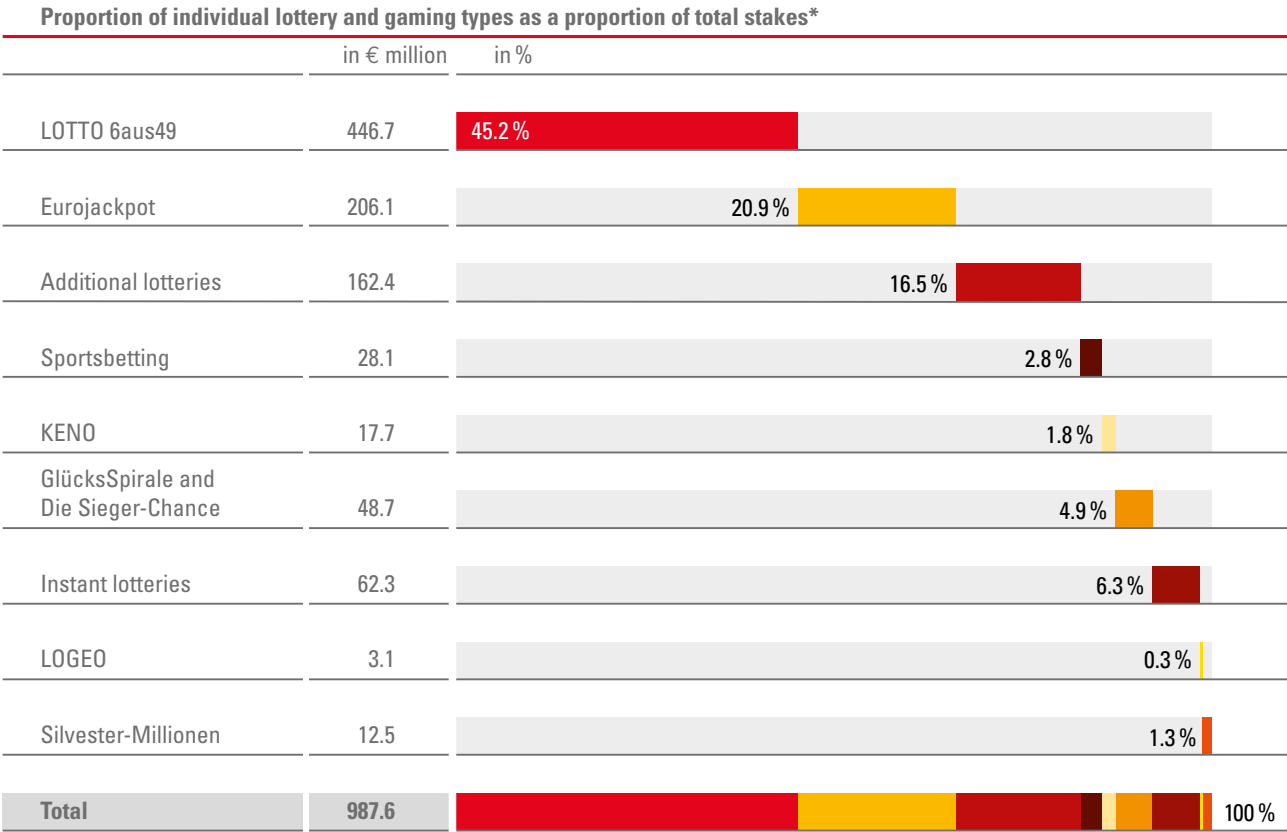
In 2018, the total stakes in Lotto Baden-Württemberg were € 987.6 million. Compared to the previous year, this is growth of 5.8% or € 54.3 million. Lotto Baden-Württemberg paid out € 490.7 million to the players. € 382.7 million was earned for the state. This amount consists of € 165.5 million in lottery tax and € 217.2 million in hypothecated income. Of this, the state allocates € 132.4 million to lottery funding to support sport, art and culture, protection of monuments and social projects in Baden-Württemberg.

The growth can be explained mainly because of a favourable development of the Eurojackpot lottery with extraordinarily large jackpots. The main contributor to the overall stakes remained the traditional LOTTO 6aus49 with a proportion of around 45%. However, the stakes declined by 6.3% to € 446.7 million. By contrast, there was a large increase in the stakes in the Eurojackpot lottery. This lottery, which is available in 18 countries across Europe, provided an extraordinarily large number of payouts. The Eurojackpot stakes in the south-west increased by 64.8% compared to the previous year. Since the start in 2012, the stakes have increased by a factor of more than five in Baden-Württemberg.

The business development was affected by online providers of black lotteries. With these, the player does not participate in the original lottery, but instead merely bets on the result. The stakes paid to these providers, which are illegal in Germany, are not forwarded to the lottery companies but instead are mostly held on risk in the books of companies that are mainly based in tax havens such as Gibraltar. The person placing the bet is also concluding a contract with a foreign company which does not have a licence in this country. This can lead to problems if major prizes are won. This can lead to difficulties if big wins are made. The consumer centres are now also warning about this business model.

The almost 3,200 authorized retailers in 2018 remain the most important sales channel for Lotto Baden-Württemberg. Even in the age of booming online retail and mobile applications, they take almost 90% of the stakes. In order to remain present in the countryside in particular, a new type of authorized retailer is being tested in 2019: “Lotto-Quick”. The idea behind this is to gain new sales partners, for whom the operation of a traditional fully-fledged authorized retailer is not possible. In Lotto-Quick authorized retailers, there are no tickets, and instead numbers are selected by lucky dip on a compact terminal.

The Silvester-Millionen lottery was completely re-vamped in 2018. The number of tickets was increased to 1.25 million (previously 1 million). Because of the five jackpots (one more than before) the high probability of a top prize which is characteristic for the lottery was retained. In previous years, it was 1 in 250,000 per ticket.



\* because of rounding it is possible that some figures do not add up exactly to the stated total and that the percentages do not exactly reflect the absolute values.

Stakes*					
in € million	2018	2017	2016	2015	2014
LOTTO 6aus49	446.7	476.9	493.9	523.5	515.3
Eurojackpot	206.1	125.1	133.3	104.0	78.1
KENO	17.7	17.9	17.5	18.0	17.6
Spiel 77	113.4	115.6	121.4	124.4	123.6
SUPER 6	47.4	48.3	50.9	52.1	52.0
plus 5	1.5	1.6	1.6	1.7	1.6
TOTO	6.6	6.6	7.1	7.5	7.7
ODDSET	21.5	21.5	23.9	18.2	17.5
Instant lotteries	62.3	58.2	60.2	45.3	38.7
GlücksSpirale and Die Sieger-Chance	48.7	46.8	47.6	43.9	41.7
LOGEO*	3.1	4.7			
Silvester-Millionen	12.5	10.0	10.0	7.5	7.5
Total	987.6	933.2	967.4	946.1	901.3

\* LOGEO was suspended on 30 July 2018.



Overview of gaming types

LOTTO 6aus49

Year	Bets in € million
2018	446.7
2017	476.9
2016	493.9
2015	523.5
2014	515.3

LOTTO 6aus49

The stakes in LOTTO 6aus49 in 2018 totalled € 446.7 million. This represents a decline of € 30.2 million or 6.3% compared to the previous year. This decline can be partly explained by the fact that the jackpot development of LOTTO 6aus49 was considerably more favourable than it was in 2018. Whereas the jackpot was more than € 15 million in 21 draws in the 52 weeks of 2017, this was the case in just nine draws for the whole of 2018.

Secondly, it cannot be ruled out that the more attractive jackpot development in the Eurojackpot lottery meant that some of the players moved their budget from LOTTO 6aus49 to Eurojackpot. The weekly stake in 2018 per inhabitant of Baden-Württemberg for LOTTO 6aus49 amounted to € 0.78.

Eurojackpot

The Eurojackpot lottery recorded growth of 64.8% or € 81.1 million in 2018. The stakes amounted to around € 206.1 million in Baden-Württemberg. As a result, the jackpot was more than € 50 million in a total of 22 draws during 2018 – compared to 2017, when this jackpot amount was exceeded in just six draws. It is noteworthy that in 2018 the jackpot was € 90 million in a total of 13 draws, while this was the case in only one draw in the previous year. In 2018, the weekly stakes per inhabitant totalled € 0.36 in Baden-Württemberg.

The biggest jackpot prize of the year went to Finland in February 2018. A lotto syndicate won € 90 million. Never before has there been such a large lottery win in Finland. The highest German jackpot of the year was won in July. After a jackpot phase with 15 draws in a row, seven of which with the maximum amount of € 90 million, two German players from Hesse and Saxony-Anhalt shared the jackpot. They each received € 45 million.

33 lottery companies from 18 countries belong to the Eurojackpot cooperation. Of these, Germany remains the Eurojackpot country number 1. Of the total of 421 large prizes with winning totals of T€ 100 to € 90 million, 216, more than 50%, went to Germany. In 2018, the total number of big prizes since the start of the lottery had increased to more than 1,500. Overall, there were 90 new millionaires in 2018 as a result of the Eurojackpot lottery. On average there were 1.7 players per week who won € 1 million or more.

EUROJACKPOT

Year	Bets in € million
2018	206.1
2017	125.1
2016	133.3
2015	104.0
2014	78.1



Barcamp to luck

Do you actually have to drink a lot to take part in a Barcamp? No, because a Barcamp has as much to do with a bar as Hawaii toast has to do with the American state – namely nothing. You need openness, curiosity and enjoyment in sharing with others. There is no fixed plan for this open gathering.

The 70 or so participants of the third edition of the #barcampglueck discussed around 20 subjects in the sessions, which were suggested by them at the start. The bandwidth was enormous: It ranged from the small happiness of the hard-working kitchen helper after receiving compliments, happiness through music to happiness from having a minimalistic lifestyle or finding happiness again despite depression. “Lotto fairy” Chris Fleischhauer also reported on his professional happiness. A happy

life is not an accident, it doesn’t fall from the sky. Adrian Rouzbeh initially described his battle from being a bullying victim to a successful coach and martial artist.

And what remains of the third #barcampglueck in the “Headquarters of luck” at Lotto Baden-Württemberg? Highly satisfied participants, 90% of whom are hoping there will be a fourth edition. The impressions have remained on Twitter and Facebook, because the participants tweeted and posted all about it. The pleasant realisation remains that you can discuss about the serious questions of life with previously unknown, different people in a respectful, profound and humorous way. The truism remains that happiness is what you make it. And the insight remains that you do not need any alcohol at a barcamp, licorice also suffices!



Spiel 77

Year	Bets in € million
2018	113.4
2017	115.6
2016	121.4
2015	124.4
2014	123.6

Spiel 77 und SUPER 6

The stakes in Spiel 77 declined in 2018 by 1.8% or € 2.1 million to a total of €113.4 million. The stakes for SUPER 6 also declined. A total of € 47.4 million was gambled in 2018. This corresponds to a decline of € 0.9 million or 1.8%. The weekly per capita stakes of Spiel 77 throughout the year 2018 in Baden-Württemberg was € 0.20. In SUPER 6 this figure was € 0.08.

The percentage decrease in additional lotteries is smaller than for LOTTO 6aus49. The reason is that the stakes in the additional lotteries to the Saturday draws have benefited from the positive jackpot development of the Eurojackpot. Budget transfers from LOTTO 6aus49 to Eurojackpot cannot be ruled out either. Since there is one Eurojackpot draw a week, the possibility of taking part in the additional lotteries is limited to the respective Saturday draw.

SUPER 6

Year	Bets in € million
2018	47.4
2017	48.3
2016	50.9
2015	52.1
2014	52.0

KENO und plus 5

The stakes in KENO in 2018 amounted to € 17.7 million. This represents a slight decrease of 1.4 % or around € 0.2 million. The stakes in the plus 5 additional lottery in 2018 amounted to around € 1.5 million. This is a reduction compared to the previous year of 4.4 % or around T€ 70. The per capita stake in KENO in 2018 in Baden-Württemberg was € 0.03, and the plus-5 stake per inhabitant was less than € 0.01.

The KENO lottery and the plus 5 additional lottery which can only be played on KENO tickets are only possible upon presentation of a customer card by the player and an appropriate identity check.

KENO is a fast numbers lottery that is drawn in Wiesbaden every day from Monday to Sunday. The maximum prize is € 1 million. The interesting thing about KENO is the playing system with variable stakes, different KENO types and fixed winning odds. KENO differs from other lotteries thanks to its playing system 10 from 20 from 70. This means that up to 10 numbers can be selected from a field with 70 numbers. A total of 20 winning numbers are determined in the daily draw. The player can choose how many numbers to select, but they have to choose at least 2 and no more than 10 numbers per field. They can spend € 1, 2, 5 or 10.

KENO plus 5

Year	Bets in € million
2018	19.2
2017	19.5
2016	19.1
2015	19.7
2014	19.2

LOGEO

Total stakes of around € 3.1 million were generated in 2018 with the LOGEO lottery that was launched in Baden-Württemberg on 13 March 2017. This corresponds to a decline in income compared to the previous year of 37.7% or around € 1.8 million. It must be taken into consideration here that LOGEO was suspended after the draw on 30 July 2018.

The principle of LOGEO moved away from traditional lotteries. Instead of choosing numbers, players participate with the geodata of their home address. The main prize of T€ 100 was awarded to this address in Baden-Württemberg. In a second step, the distances to other players were calculated using geo-coordinates. In addition to the T€ 100 winner, the closest players from the neighbourhood also won prizes. These ranged from T€ 5 in the immediate neighbourhood of the main winner to € 5 further afield.

Silvester-Millionen

As in previous years, the Silvester-Millionen lottery was again offered for a limited period in the 4th quarter of 2018. After the Silvester-Millionen had already sold out early on 13.12.2017, the 2018 edition was increased by a further 250,000 tickets to 1.25 million tickets. Despite this measure, the great interest in this lottery led to the tickets being sold out by 15.12.2018.

The principle of the Silvester-Millionen is simple: A number is generated randomly from the range 0000001 to 1250000 and is issued to the player. Each of the 1.25 million ticket numbers is only issued once. Once all the numbers have been issued, the lottery is sold out. The draw, which is supervised by a public notary, takes place on 31 December in the Lotto headquarters in Stuttgart. Lotto Baden-Württemberg publishes every winning ticket number in the early evening of 31 December at [www.lotto-bw.de](http://www.lotto-bw.de)

In addition to the five top prizes, the extended prize plan in 2018 included wins of six times T€ 100, 1,275 times T€ 1 and 62,500 times € 10. Because of the five jackpots (one more than before), the high probability of a top prize that is characteristic of the lottery remains. In previous years, it was 1 in 250,000 per ticket. More prizes were also paid out in the other classes.

The top prizes in 2018 were won in Crailsheim, Kornwestheim, Rottweil, Winnenden and Reutlingen. All five players played anonymously in the Lotto authorized retailers. Six additional players were delighted at winning T€ 100 each.

LOGEO

Year	Bets in € million
2018	3.1
2017	4.7

Silvester-MILLIONEN

Year	Bets in € million
2018	12.5
2017	10.0
2016	10.0
2015	7.5
2014	7.5



Year	Bets in € million
2018	6.6
2017	6.6
2016	7.1
2015	7.5
2014	7.7

TOTO

The stakes in TOTO 13er-Tipp in Baden-Württemberg totalled around € 4.9 million in 2018. Compared to the previous year, this is a decline of 2% or around T€ 98. An increase in the stakes in TOTO-Auswahltipp of 4.3% or around T€ 70 was recorded. Stakes totalled around € 1.7 million.

ODDSET

The total stakes in the ODDSET sports betting of around € 21.5 million at the end of 2018 were 0.1% or around T€ 23, only slightly above the previous year's stakes. The payout percentage of the ODDSET games in Baden-Württemberg in 2018 was 75.2%, almost the theoretical payout percentage of 75%.

Losbrieflotterien

The stakes in the instant lotteries in 2018 totalled around € 62.3 million. Compared to the previous year, this represents an increase of 7.1% or around € 4.1 million. The weekly per capita stakes for instant lotteries in 2018 were € 0.11 in Baden-Württemberg.

The increase in instant lotteries which has taken place from six to eight instant lotteries which are now permanently available in parallel is reflected in this positive development. For example, the new instant lotteries "Schnelle Flocke" in the € 2 price segment and "RubbelStar" in the € 3 price segment which were launched in the fourth quarter of 2017, earned stakes of € 1.9 million and € 2.6 million respectively in 2018. In addition there were stakes for the € 2 instant lottery "Happy Summer" of around € 2 million, which is offered alternately with the winter instant lottery "Schnelle Flocke" because of the seasonal reference. With the new € 10 instant lottery "Magic Pearl Black Label", which was launched in the 4<sup>th</sup> quarter of 2018 successively in the authorized retailers for the Rubbel-Star instant lottery which has now ended, the stakes totalled around € 1.5 million by the end of 2018. The instant lottery with the highest revenue remained the € 10 "Platin 7", with which around € 14.8 million was earned in 2018, and which can be seen in the proportion of the stakes in the total instant lottery revenue of 23.8%.

In addition the € 5-ticket "Goldene 7" with stakes of around € 10.7 million, the € 2 ticket "Heisse 7" with stakes of around € 11.1 million, and the € 1 ticket "RubbelLotto" with stakes of around € 9.1 million continued to enjoy great popularity. The range of instant lotteries was rounded off in 2018 with the € 5 instant lottery "VIP" with a stake volume of around € 5.6 million, and the € 3 instant lottery "RubbelGold", with which around € 3.6 million was earned.



Year	Bets in € million
2018	21.5
2017	21.5
2016	23.9
2015	18.2
2014	17.5



Year	Bets in € million
2018	62,3
2017	58,2
2016	60,2
2015	45,3
2014	38,7

GlücksSpirale

In the GlücksSpirale, stakes increased in 2018 compared to the previous year by 3.2% or around € 1.4 million to a total of € 46 million. This growth is also due to the positive development of the jackpot in the Eurojackpot lottery. Positive effects from the change to the prize plan from the first draw of 2018 are also possible. With the possibility of winning an annuity, the GlücksSpirale also still has a unique selling proposition that enjoys a high value among the players.

In 2018 two annuities went to players from Bavaria, and one each to North-Rhine Westphalia, Lower Saxony and Baden-Württemberg. Apart from the annuities, last year GlücksSpirale paid out 103 prizes of T€ 100. The total number of single prizes between € 10 (one correct number) and the top prize (for seven correct numbers) was more than 5.2 million nationwide. Overall, almost € 94 million was paid out to players in 2018. This was around € 6 million more than in the previous year.

Last year, more than € 61 million went from income from GlücksSpirale nationwide to the Bundesarbeitsgemeinschaft der Freien Wohlfahrtspflege (BAGFW), the Deutscher Olympischer Sportbund (DOSB) and the Deutsche Stiftung Denkmalschutz (DSD). The fourth part of the subsidy amount went to organisations which perform valuable voluntary work at state level in the area of nature conservation and environmental protection, addiction support and churches.

Die Sieger-Chance

Die Sieger-Chance is an additional lottery and can only be played in combination with GlücksSpirale. Die Sieger-Chance can be played on all GlücksSpirale tickets and, in some states, also on the LOTTO 6aus49 and Eurojackpot tickets. Around € 2.6 million was earned in 2018 This is around € 0.4 million more than in the previous year and increase of 18.7%.

Two 5-digit winning numbers are determined in prize class I. If one of these matches the last digits of the ticket, the player wins T€ 10. Prize class II consists of a 6-digit winning number. If this is a complete match to the end numbers on the ticket, the player wins up to T€ 5 per month for 10 years. Two 7-digit winning numbers are determined in prize class III. If one of these winning numbers matches the ticket number, the player can look forward to € 1 million.

With its partner, Deutscher Olympischen Sportbund (DOSB), Die Sieger-Chance supports professional sports in Germany. The DOSB stands for fair play, and is against any form of discrimination or doping. Particularly talented new sportsmen and women, as well as elite athletes with medal chances who are preparing for the Olympic Games, are supported.



Year	Bets in € million
2018	46.0
2017	44.6
2016	46.8
2015	43.9
2014	41.7



Year	Bets in € million
2018	2.6
2017	2.2
2016	0.8






## Balance sheet of winners

### 21 new millionaires in Baden-Württemberg for the third year in a row

21 new millionaires,  
100 winners of T€ 100.

The company paid out a total of € 490.7 million to players in Baden-Württemberg in 2018. In € 100 notes, this would cover an area the size of the pitch in the Mercedes-Benz Arena in Stuttgart more than eight times. In comparison to 2017, the payout increased by € 28.5 million. 2018 was a successful year for Baden-Württemberg customers. As in 2017 and 2016, 21 of them joined the Millionaires' Club. In October, one player from Ludwigsburg won the largest single prize with a full match in LOTTO 6aus49: exactly € 17,317,485.70 million. The dream of getting the literal "six number" in Lotto was fulfilled by another 42 people from Baden-Württemberg in 2018. Apart from the very large wins, there was another record high among the € 100,000 winners. Exactly 100 lucky winners received this cash prize.

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



Two Eurojackpot players from Hessen and Saxony-Anhalt received the largest prize nationwide last year, both of whom won around € 45 million. Another player from Hessen won the highest prize in LOTTO 6aus49 with more than € 29 million. The hit list of the most frequently drawn numbers in LOTTO 6aus49 for 2018 is headed by 3, which was drawn from the drum a total of twenty-two times. It was followed by 31 and 6.

An unexpected cash prize can change your life in an instant. Lotto Baden-Württemberg offers every major winner a visit. There are no "bringers of good luck" to visit the winners at home in the south-west. There is an experienced team in the Stuttgart Lotto headquarters who give advice on how to cope during the initial period after the win. By memory: Someone in the Black Forest holds the nationwide record, after winning the Eurojackpot in October 2016 and receiving € 90 million.

## A green area as an oasis of happiness

Lotto Baden-Württemberg is committing itself to sustainable business with the WIN Charter. In a 2018 employee competition, suggestions from the areas of economics, ecology and social matters were rewarded by the company management. The two winners worked on the company's green areas, which are behind the headquarters. They will be used as an oasis of happiness in the future. The Urban Gardening project will make the areas usable as flower and herb meadows. Among other things, this will support bee colonies in the city. In accordance with the second-placed suggestion, the apprentices will be trained as energy

scouts, and can therefore make a contribution to identifying potential energy saving and encouraging improvements within the company. The implementation of the third-placed suggestion will help wild birds through the winter. From November to March, two bird tables will be placed on the lawned areas on the terraces of the Lotto headquarters at Nordbahnhof. Volunteer employees will provide the food and fill the bird tables.

Group picture of the winners of the employee competition with the company management.





Lottery funding

A reason to be pleased

Prize question: What helps to raise the stage curtain? Who finances coaches or equipment for mass or leisure sports? Who invests in the renovation of protected buildings? That’s right, the money from the lottery funding of the state of Baden-Württemberg. In 2018, the pot was once again filled with € 132.4 million of earmarked income from Lotto Baden-Württemberg. For the good of all of the people in Baden-Württemberg. Because the money benefits sports, art and culture, as well as the protection of monuments and social projects.

Support is in the company’s DNA

This support philosophy is deeply rooted within the company, almost like DNA. Since the company was established in 1948, around € 9 billion has been raised. The Baden-Württemberg state parliament determines the amount and distribution of the lottery funding as part of its budget. The respective ministers decide what then actually happens with the money.

However, the fact that the income from the state lotteries safeguards a considerable proportion of the quality of life in the state is thanks to the millions of loyal Lotto players. They are the secret patrons who make the decades-old charitable Lotto principle possible.

A piece of the cake for sport

The almost 11,400 sports clubs with their almost 3.8 million members benefit considerably from the lottery income. Be it hobby footballers, top athletes or leisure handball players – they all receive money directly or indirectly from lottery funding, almost € 60 million per annum in total. Subsidies are available for club-houses, artificial pitches and sports halls. But a slice of the big cake is also used for education and training for coaches, trainers and referees. As a result, Lotto money helps to create stable and reliable structures for voluntary commitment throughout the state. Sports schools and Olympic support centres also benefit from money from lottery funding.

Art and culture

Like the varied sporting landscape, offers or events from the areas of music, art and culture also contribute to the quality of life in our state. A wide variety of top quality festivals, theatres, choirs, orchestras, large museums, socio-cultural centres and open-air museums exist across the state. Everyone will find something to excite them – supported with Lotto money from lottery funding.

Whenever you wander around the state collections, time and time again you will discover the notice: “Purchased with Lotto funds”. Because Lotto income is also used to buy top works of art.

(Building) culture with future

Protection of monuments gives the (building) culture of yesterday a perspective for tomorrow. Castles, palaces, churches, houses and city walls dominate the landscape and many town centres between the River Main and Lake Constance. The committed protection of monuments helps to preserve these historical treasures and use them in a contemporary way. As a result of the solidarity of state, municipalities and private owners, the valuable cultural heritage will be retained for current and future generations. Lotto Baden-Württemberg contributes almost € 25 million a year to this by means of lottery funding.

Support for people in need

Supporting and encouraging people in need, and making it possible for them to participate in society: Money is also reserved in the lottery funding for social matters. The work of social centres, outpatient care for senior citizens, as well as house and family care is supported. The recipients also include social services, who look after people with disabilities or addiction support projects.

GlücksSpirale and Die Sieger-Chance

In addition to the money from lottery funding, the income from the GlücksSpirale annuity lottery and Die Sieger-Chance is used for the protection of monuments, social projects, sport, environmental protection and nature conservation. The recipients include: the Bundesarbeitsgemeinschaft der Freien Wohlfahrtspflege (BAGFW), the Deutscher Olympischer Sportbund (DOSB) and the Landessportverband Baden-Württemberg, the Deutsche Stiftung Denkmalschutz (DSD) and the Denkmalstiftung Baden-Württemberg, as well as the state in order to support environmental and nature conservation projects. In 2018 the income from GlücksSpirale and its additional lottery Die Sieger-Chance totalled almost € 13 million. The Deutsche Olympische Sportbund can look forward to more than T€ 900 because it receives this surplus from Die Sieger-Chance.



Managing Director Georg Wacker on a tour of the Freiburg Minster, which is being supported via Deutsche Stiftung Denkmalschutz.



GlücksSpirale cheque hand-over via Deutsche Stiftung Denkmalschutz for T€ 68 towards the restoration of the gallery area and spire of Freiburg Minster.

Lottery funding 2018			
	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	14.9	11.2 %	
Total	132.4		100 %

## Responsible Gaming

### Awareness for responsibility

Gambling is not a normal product, but is connected with particular dangers. The providers of games have a special responsibility, and the Glücksspielstaatsvertrag (German Interstate Gambling Treaty) requires them to prevent gambling addiction in society and provide effective protection for young people and players at all times. As a state lottery company, Lotto Baden-Württemberg is aware of this responsibility and fulfils it by means of a wide range of measures. Protection for young people and players is not only a living corporate philosophy, but is also firmly anchored in corporate policy by means of a continuously developed social concept.

### Certified in accordance with the highest standards for European Lotteries

Staatliche Toto-Lotto GmbH Baden-Württemberg was certified in 2018 for the third time in accordance with the highest Responsible Gaming Standards for European Lotteries (EL). In accordance with a defined procedure from the European lottery company association, various categories such as game design, advertising, marketing and employee training are carefully examined by an independent team of experts for the protection of players and young people. The company has been given an extremely good certification position in the area of Responsible Gaming. This result is not only confirmation for Lotto Baden-Württemberg, but also an incentive to fulfil our responsibility to the greatest possible extent in the future.

### The authorized retailers: reliable partners with a special function

Sales partners in the authorized retailers play a critical role in the early detection and avoidance of problematic gambling behaviour. They are particularly challenged because of the personal contact with customers. In cooperation with the Evangelische Gesellschaft Stuttgart, Lotto Baden-Württemberg therefore organised many training courses again in 2018 in order to train and improve their skills in dealing with the early detection of problematic gambling behaviour. Moderated by experienced trainers and addiction therapy experts, the participants of the courses learn to assess the risks of gambling more accurately from short films specially produced for this purpose, and then can support their customers with advice and action if necessary.

*Successful certification according to EL Responsible Gaming Standards.*



### Scientific communication

Identifying problem areas at an early stage, taking effective measures in youth, player and consumer protection, and continuous development of the young person and player protection are hardly possible without scientific knowledge and advice. The prevention council, which was specially established in 2013 for this purpose, meets at regular intervals in order to intensify communication with representatives from the areas of gambling research and addiction prevention. Its members: Prof. Dr. Tilman Becker (University of Hohenheim), Günther Zeltner (Evangelische Gesellschaft Stuttgart), Christa Niemeier (Landesstelle für Suchtfragen), Dr. Heidi Kuttler (COOPTIMA) and Prof. Dr. Mira Fauth-Bühler (FOM Hochschule für Ökonomie & Management) provided valuable information about the further development of young person and player protection in the 2018 meetings. Lotto Baden-Württemberg is represented on the advisory board of the Gambling Research Department at the University of Hohenheim. The goal of the research department is to examine gambling from different perspectives on an interdisciplinary basis. The knowledge acquired in this way from areas such as regulatory policy and addiction research is an important component of offering of the company's products responsibly.

### Prevention by means of education:

The company's gambling offers require responsible use. Uncontrolled participation can lead to considerable problems. These are the central messages which are the main focus of the information and education work. Every ticket, receipt, advert and information brochure carries clearly visible warnings, which provide information about the support available from the Federal Centre for Health Education (Bundeszentrale für gesundheitliche Aufklärung – BZgA), about the risk of addiction and the ban on gambling for minors. The brochure "Spiel nicht bis zur Glücksspielsucht", which is available in all authorized retailers, provides information about the dangers associated with gambling and highlights behaviour. The BZgA is an important cooperation partner in education and advice. For example, interested parties and people looking for help can obtain information about gambling addiction free of charge and anonymously from the DLTB hotline (in cooperation with the BZgA) or take a test on the check-dein-spiel.de website in order to be able to assess their own gambling behaviour in a better way.



*Information brochure about gambling addiction.*

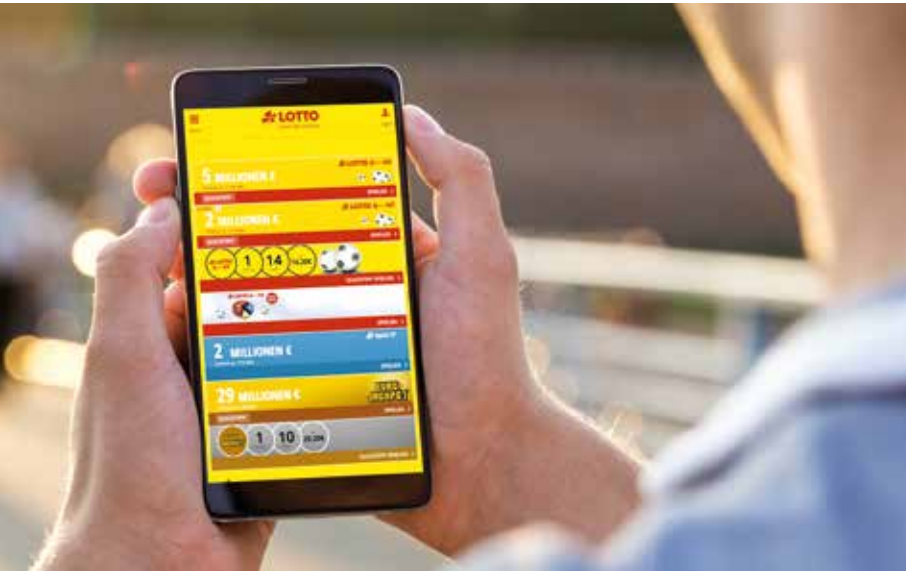


Lotto online

Keeping pace with the times

The trend is clear: People are buying more and more goods and services online. This development has been the case for state lottery companies since the legally permitted re-opening of Internet gaming in 2012. This has been verified by the annual growth rates of the proportion of online stakes compared to the total stakes of the company. The customer demand for convenient and quick play is high. The company therefore finds itself in a constant process of continuously improving the online service and the product. Most of the processes run in the background, so that convenient playing is available to the customer 24 hours a day. Access on the go is an important constituent. More than half of all accesses to the products from Lotto Baden-Württemberg now come from a mobile device. The company is therefore constantly working on optimising the app, since it is well known that service always counts.

The online proportion of the company has been growing continuously for years.



Year	Bets in € million
2018	84.1
2017	63.7
2016	53.7
2015	41.2
2014	29.6

In 2018 as a whole, the stakes received by the company via [www.lotto-bw.de](http://www.lotto-bw.de) (including Silvester-Millionen and LOGEO) amounted to around € 84.1 million. This is around 32.1% or around € 20.4 million more than in 2017. The proportion of Internet stakes are 8.5% of the company's total stakes. This is an increase of 1.7% compared to the previous year. This does not include stakes by commercial gambling brokers which have to pass on the stakes paid by their Baden-Württemberg customers to the company. The total number of customers registered on the company's homepage and identified either at an authorized retailers or using the procedure on [www.lotto-bw.de](http://www.lotto-bw.de) was around 255,000 by the end of 2018.

As well as the state lottery companies, so-called secondary lotteries or black lotteries also exist in 2018, which are based abroad and which are similar to the websites of reputable providers at first sight. Even though the tickets look similar to the originals and are purchased with vouchers or special conditions, many players and people who are interested in playing do not know that there is a difference between this type of game and the legal games from providers with a German gambling licence. You are actually only betting on the results of the state draws with these providers, and are not participating in a state lottery. These providers do not forward the customer numbers to the official Lotto providers. Customers therefore do not have a legal claim against German Lotto companies to a payout of their winnings. In order to finally take action against these products, in 2018 Georg Wacker demanded consistent implementation of the existing legislation in the gambling industry and the sustained strengthening of the gambling regulators in Germany.

Black lotteries are banned gambling methods in Germany

According to the information, for high jackpots the relevant providers take out insurance policies that are designed to guarantee the payout in the event of a win. If there is a winning ticket, the prize is paid out from the insurance payment or from company funds. Secondary lotteries and black lotteries are not licensed under German gambling legislation and represent illegal gambling. References to licences and permissions from other European countries are irrelevant because there is no obligation in the unharmonised area of gambling legislation in current Union law for mutual recognition of licences issued by different member states.

The only lottery providers with a state licence in Germany are the state lottery companies of the Deutscher Toto- und Lottoblock (DLTB) and other commercial gaming brokers licensed under lottery legislation. The companies of the DLTB are particularly obliged to protect the players and young persons and to prevent addiction. With these companies, the customer is on the safe (state) side.



You can find more information about the DTLB and gambling at [www.lottodeutschland.de](http://www.lottodeutschland.de)

Secondary lotteries and black lotteries are not licensed under German gambling legislation and represent illegal gambling. The products offered by Lotto Baden-Württemberg are legal and have a German licence.

## Sales organisation

### Our authorized retailers: The mainstays of our sales network

Almost 3,200 authorized retailers in Baden-Württemberg form the company's terrestrial sales channel. Thus there is roughly one authorized retailer per 3,400 inhabitants in Baden-Württemberg. They are the important sales mainstays, and the first points of contact with regard to the lottery. A high level of competence and seriousness is ensured in the authorized retailers thanks to extensive and regular training.

### Extensive training and education offer

Every authorized retailer in Baden-Württemberg benefits from an extensive range of training about product knowledge, operating the online technology and preventing gambling addiction/youth protection. As well as the traditional training courses, the teaching content can also be viewed online, and is therefore irrespective of the time and place, at home or at the workplace. The aim of this additional E-Learning portal is a so-called Blended Learning approach, in which the course contents are provided in a way which is the most efficient for the participants. E-Learning should also help the authorized retailers to ensure that the specifications of the youth and player protection are complied with in their everyday business operations. For example, a module for preventing gambling addiction is available on the E-Learning portal which has been developed by the Evangelische Gesellschaft Stuttgart. All authorized retailers have to complete this. There is also a training course on the subject of test purchases in the area of youth and player protection. At present there are around 20 teaching units available online for the authorized retailers, and more will be added.

### Test purchases as a means of quality assurance

In the almost 3,200 authorized retailers across the state, 6,400 test purchases were made in 2018. They are conducted by our own employees, but mainly by external test shopping agencies. Test purchases primarily serve to ensure compliance with the requirements of the Glücksspielstaatsvertrag (German Interstate Gambling Treaty) and the Baden-Württemberg state gambling act. The company had to part with 11 authorized retailers in 2018 due to repeated violations.

### Outlook

In general, the sales structures in Germany are undergoing a period of strong upheaval. By means of new sales concepts, Lotto Baden-Württemberg is ensuring that a solid business model can also be guaranteed in the future. In 2018 a concept for the "Lotto-Quick authorized retailers" was created. These are authorized retailers which can be operated with a reduced product range and reduced technical and logistical costs, especially in smaller locations. In 2019, an appropriately extensive field test will be carried out. ANNA is a smartphone App for customers to be able to prepare their bets on their smartphone. Instead of paper, a bar code will then be read in at the authorized retailer. The development phase was started in 2018.

## Employee development

### Towards the future

Like other industries, the gambling market is subject to constant development and technical progress. Staatliche Toto-Lotto GmbH is facing up to these challenges with highly qualified and permanently motivated staff. In order to ensure high quality, the company relies on targeted and needs-based training and education activities as well as on an extensive health programme.

In order to actively promote a healthy lifestyle, in 2018 Lotto Baden-Württemberg offered various measures from the areas of healthy eating, exercise and dealing with emotions and self-care. Be it informative single events in the company restaurant, cooking workshops with the head chef or courses on preventive health care lasting for several weeks – different needs were covered. If none of the internal measures are acceptable, healthy commitment is supported financially with a health bonus.

In order to ensure the future sustainability of the company, personnel qualifications also play an important role as well as the health of the personnel. On the one hand, the company regularly organises internal training measures, which are carried out by external speakers and also the employees themselves. On the other hand, the employees attend training events organised by external seminar providers. The respective requirements are discussed in partnership dialogues between employees and managers at least once a year. In 2018 all managers, including the company management, were also trained in order to be able to deal with the changing prevailing conditions in a consistent way.

In order to recruit qualified people at an early stage, every year the company offers apprenticeships. In the reporting year, the company focused on the IHK professions of business people for office management and IT specialists with a focus on system integration. Student places in various subjects are also regularly awarded at the Duale Hochschule Baden-Württemberg (DHBW). In this way, Lotto Baden-Württemberg provided training in media and communication management, and business information systems in 2018. After an apprenticeship with Lotto Baden-Württemberg a full-time job is usually guaranteed, provided that the apprentice performs well.

The average number of people employed by the company during the course of the year was 193. Of these, 146 were full-time employees, including 8 apprentices, and 47 were part-time employees.



*Michael Grepl, Director*



## Corporate communication

### Facts not fakes

In times of fake news and illegal fake lotteries, fact-based, reliable information is more necessary than ever. This forms the solid basis of the corporate communication of Lotto Baden-Württemberg – across all channels. News about the gambling industry and corporate policy measures is communicated in the weekly glüXmagazin, via press work and on digital media. In view of the continuous discussion concerning the regulation of lotteries and gambling, it is important to keep stressing the charity-oriented approach of the state lotteries.

In order to make it clear to the public that, for example, part of the income from the GlücksSpirale annuity lottery goes towards the protection of monuments, the corporate communication department organises the handover of cheques together with the recipients.

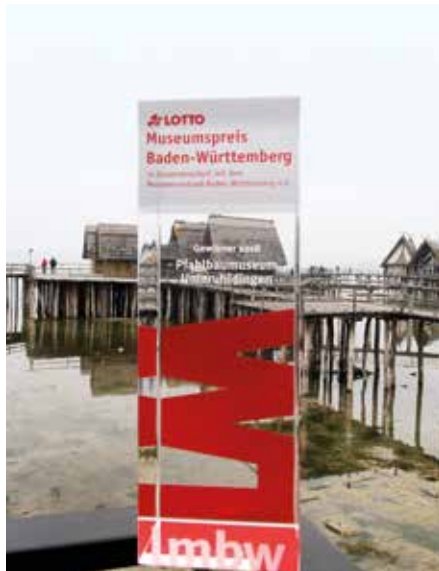
### Partnership from the start

The state donates more than € 132 million of the Lotto money for sport, art and culture, protection of monuments and social projects in Baden-Württemberg through lottery funding. Lotto Baden-Württemberg also supports cultural and sporting events from its own budget, and also clubs in different sports playing at a higher level. The company is also at the start of various World Cups in the Black Forest and with support for several winter athletes.

The other cooperations which are part of the publicity work are also characterised by partnerships and support concepts. Be it the Baden-Württemberg fine arts award, the youth sports prize or the museum prize: The focus is always on moving the publicity spotlight onto hidden treasures from time to time – for mutual benefit.

### Lotto museum prize for visitor magnet at Lake Constance

Since 2015 the company and the Baden-Württemberg Museumsverband have jointly awarded the annual Lotto Museum Prize. The Stilt House Museum in Unteruhldingen won in 2018, which was the fourth time the competition had taken place. The prize, which comes with prize money of T€ 20, recognises the excellent work of the museum makers over the years. They established the Stilt House Museum as a visitor magnet on Lake Constance without the use of public funds. Despite the great popularity, the people responsible are not resting on their laurels. On the contrary, time and time again they take interesting approaches in order to bring the latest archaeological findings to a wider public. At the celebration in Unteruhldingen, the Jewish Museum Gailingen won a special prize of T€ 5.



*The Unteruhldingen Stilt House Museum is the winner of the fourth awarding of the Lotto Museum Prize. The award comes with prize money of T€ 20.*

# Giving happiness a helping hand in Rwanda

Climate protection knows no boundaries. The company also acts responsibly outside Baden-Württemberg. The sustainability efforts include compensating for the greenhouse gas emissions that are generated elsewhere. The “Efficient cookers save habitat for the last mountain gorillas in Rwanda” project was selected for this purpose. As a result of a uniform approach, it contributes to ten of the 17 UN goals of sustainable development.

Rwanda is currently one of the most densely populated countries in Africa. The population is continuing to grow due to migration, not least from regions which

have already been deforested. The need for firewood is correspondingly high. This is putting the rain forest ecosystem and the mountain gorillas that live there at risk.

Less firewood consumption will lead to less deforestation. On the one hand, this will retain the habitat for the animals. The women and girls there will save time and money. On the other hand, fewer greenhouse gases will be produced. And how are the project goals being achieved? By subsidising energy-efficient cookers for preparing meals for families in and around the Volcanoes National Park. This means that up to two-thirds less firewood will be needed.





## Customer service, technical hotline and ServiceDesk

### We find a solution

An “emergency” can occur at any time during the authorised retailer’s everyday work. The printer refuses to print, the terminal will not read the ticket, problems with the power supply or data transmission. There can be many reasons for a time-consuming stop during everyday (Lotto) work.

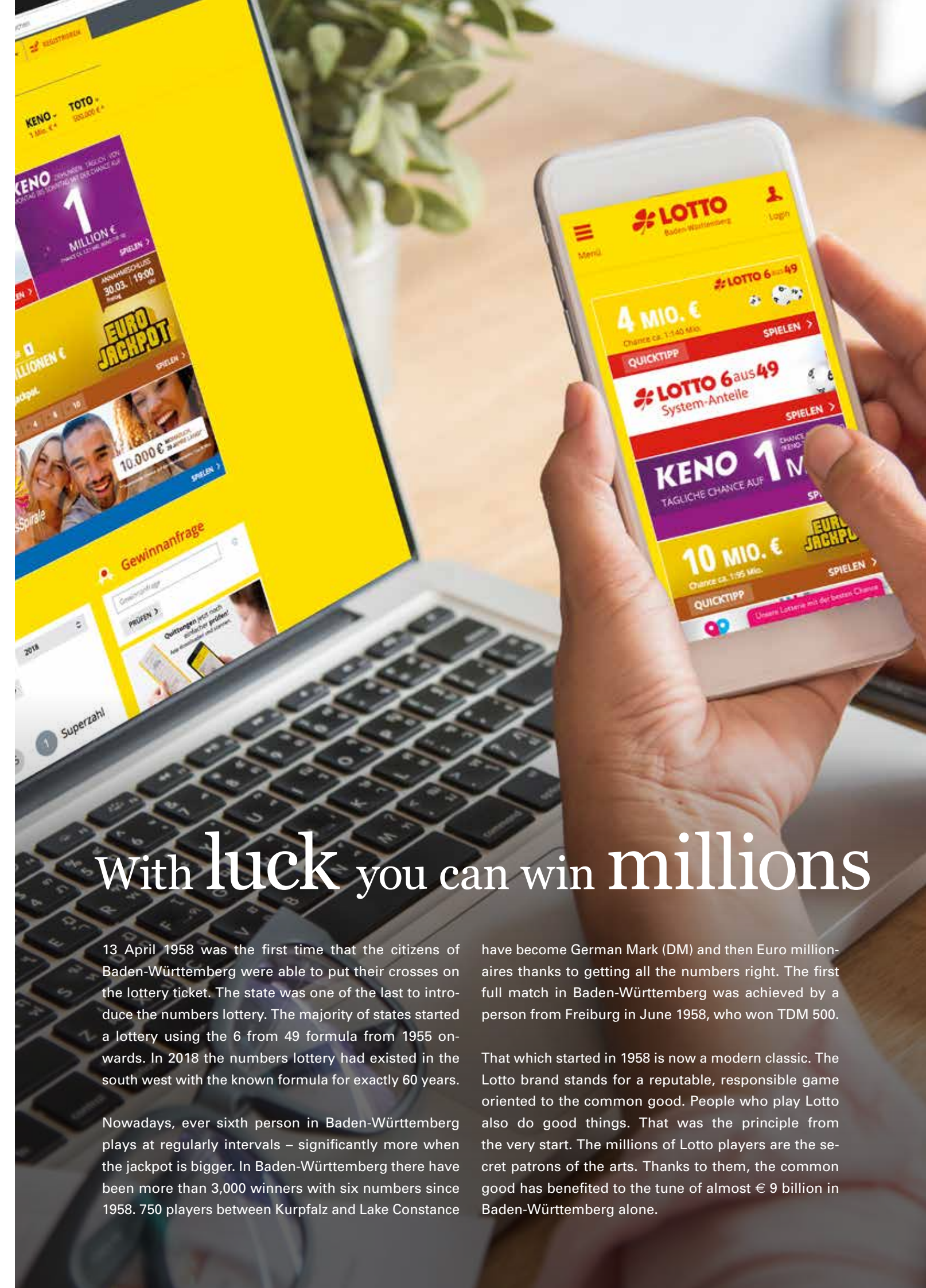
### Also required internally

Lotto Baden-Württemberg therefore has its own form of emergency service – the Technical Hotline, also known as the ServiceDesk. The eight experienced colleagues provide help for any issue relating to the Lotto world. From seven in the morning to late in the evening, the hotline is open six days a week, ready to offer advice and help. The colleagues are also in demand internally. The more than 190 employees in the Stuttgart Lotto headquarters do not want to lose competent team. They are also called into action if internal problems occur. The major advantage of the ServiceDesk and Technical Hotline is networking with the terminal technology and the short distances to all of the relevant in-house departments.

### Customer service on all channels

As well as from the employees in the authorized retailers, customer service is usually the first port of call for customer questions. The routes via which questions are sent to customer service are as wide and diverse as the inquiries themselves. The call centre and email inquiries are still the main communication channels which are used. Customers also get in touch via social media. They write messages, post on Twitter or comment on pictures posted by the company on Instagram or Facebook.

*The ServiceDesk colleagues provide reliable support.*



# With luck you can win millions

13 April 1958 was the first time that the citizens of Baden-Württemberg were able to put their crosses on the lottery ticket. The state was one of the last to introduce the numbers lottery. The majority of states started a lottery using the 6 from 49 formula from 1955 onwards. In 2018 the numbers lottery had existed in the south west with the known formula for exactly 60 years.

Nowadays, ever sixth person in Baden-Württemberg plays at regularly intervals – significantly more when the jackpot is bigger. In Baden-Württemberg there have been more than 3,000 winners with six numbers since 1958. 750 players between Kurpfalz and Lake Constance

have become German Mark (DM) and then Euro millionaires thanks to getting all the numbers right. The first full match in Baden-Württemberg was achieved by a person from Freiburg in June 1958, who won TDM 500.

That which started in 1958 is now a modern classic. The Lotto brand stands for a reputable, responsible game oriented to the common good. People who play Lotto also do good things. That was the principle from the very start. The millions of Lotto players are the secret patrons of the arts. Thanks to them, the common good has benefited to the tune of almost € 9 billion in Baden-Württemberg alone.



## Information processing

### Lifeblood of the company



*Norbert Müller, Director*

The company receives the customers' selections via a wide range of sales channels. Be it via the modern lottery terminals in the authorized retailers, the company's homepage or the official Lotto app, numbers are transmitted encrypted and transmitted to the head office in Stuttgart in seconds in accordance with the highest security standards in the industry.

### Another terminal – the same IT security

The 3,200 or so authorized retailers are still the most important sales channel for Lotto Baden-Württemberg. Even in the age of booming online retail and mobile applications, they take almost 90% of the stakes. In order to maintain a presence in rural areas in particular, a new type of authorized retailer is being tested in 2019: "Lotto-Quick". The idea behind this is to gain new sales partners, for whom the operation of a traditional fully-fledged authorized retailer is not possible. Space-saving, compact terminals are used in Lotto Quick authorized retailers. There is no paper ticket. Numbers are entered either using the current lucky dip (Quicktipps) or via bar codes on existing gambling receipts. The same security standards apply. The entries are still sent via company network, securely, reliably and secretly to the company's central computer – just without a ticket.

### Green IT

During the modernisation of the IT infrastructure, the company always ensures that the use of information and communication technology is designed to be environmentally friendly and resource-protecting. By means of consistent virtualisation of the server and network topology in both computer centres, the procurement of efficient storage systems and corresponding cold-aisle containment for the server cabinets, the energy balance has been improved considerably. Green IT is a direct component of the sustainability strategy of the company and is continuously under development.

### International standards

Lotto Baden-Württemberg fulfils the highest standards for information security and security standards in accordance with ISO 27001-2013 due to its membership of the World Lottery Association (WLA) and European Lotteries (EL) international organisations. All the data comes together in the information processing: The background processes are controlled, and changes are reacted to within an extremely short time. Around 2.2 million tickets are processed every week. The resulting company-related data is processed and prepared in a modern Business Intelligence System.

## Sustainability

### Conscious responsibility

Sustainable management and the responsible use of resources have always been very important to the company. The conscious corporate control of Lotto Baden-Württemberg extends beyond the statutory requirements. The company uses its decades of experience and knowledge gained as a result in order to improve the corporate objectives with commitment and sustainability.

### Continuous review and CO<sub>2</sub> footprint

The company is constantly optimising the in-house systems and consumption of resources. This development will be recorded in a DIN EN 16247-1 energy audit to be carried out in the future. The creation of the so-called Corporate Carbon Footprint (CCF) has also continued. The CO<sub>2</sub> footprint is created in accordance with the "Greenhouse Gas (GHG) Protocol Corporate Standard" and fulfils the requirements of ISO 14064-1. With this, the company's CO<sub>2</sub> report is calculated according to international standards. After receiving a detailed assessment, the CO<sub>2</sub> footprint is created so that additional internal measures can be derived from it.

### Development of power consumption within the headquarters

In 2018, the company generated 68.5% of its own electricity in the company's own cogeneration unit and only had to buy in 31.5%. Lotto Baden-Württemberg was able to achieve a saving of 37.5% on the purchase, and a reduction in kilowatt hours of 32.2% compared to the previous year. The external requirement is purchased via a local power provider, and the electricity is generated in resource-saving cogeneration units and by environmentally friendly wind, water and solar power stations.

### WIN Charter

According to § 7 of the Baden-Württemberg Climate Protection Act, it is incumbent upon the public sector to set an example with regard to climate protection. According to this, the state administration should be organised in a climate-neutral way to a large extent by 2040. The publicly owned companies should also set this example and support these goals within the framework of the WIN Charter process. By signing the WIN Charter in November 2017, the company committed itself to anchoring sustainability more firmly in the corporate philosophy and therefore to promoting sustainable thinking and action. At the same time, Lotto Baden-Württemberg committed itself to its economic, ecological and social responsibility. In the 2018 financial year, the company concentrated on Principle 02 (Employee wellbeing) and Principle 05 (Energy and emissions) of the WIN Charter.



*The company's CO<sub>2</sub> report is calculated using the CO<sub>2</sub> footprint.*



## Memberships and certificates



*European organisation of lotteries for public benefit.*



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

### Transparency: Annual corporate governance report

All stated-owned companies in Baden-Württemberg are required to issue a Public Corporate Governance Code every year. This is submitted to the Supervisory Board of Staatliche Toto-Lotto GmbH Baden-Württemberg for approval. In order to guarantee the maximum possible transparency, this report is published on the company's website [www.lotto-bw.de](http://www.lotto-bw.de) and can be viewed by the general public.

### International networking: European Lotteries and World Lottery Association

Lotto Baden-Württemberg is a member of European Lotteries (EL) and the World Lottery Association (WLA). These two lottery company associations have made it their goal to guarantee that lotteries and gambling take place correctly among their members. The international standards, specifically in the areas of information security management, player protection, data protection and data processing, are the basis for every member, and are checked and certified at regular intervals.

### Certificates

**WLA SCS certificate:** Since 2008, every draw made by the company has been certified in accordance with the highest standards of the World Lottery Association. Certification in accordance with the WLA standard has been a distinction that the Staatliche Toto-Lotto GmbH Baden-Württemberg has received for compliance with the internationally applicable security standards for lotteries since 2008.

**ISO/IEC 27001:2013 Standard:** Lotto Baden-Württemberg has also held the ISO/IEC 27001:2013 standard certificate since 2008, which is awarded annually by TÜV SÜD. An annual check is also performed in this case.

**Responsible Gaming certification:** In 2018 the company was successfully certified in accordance with the highest EL Responsible Gaming Standards for the third time. The fact that the company meets the highest requirements in the area of responsible gambling is documented at regular intervals. In accordance with a procedure defined via the EL, various categories such as game design, advertising, marketing and employee training are carefully examined by an external auditor for player and young person protection.

### Play the original: Deutscher Lotto- und Totoblock

Deutscher Lotto- und Totoblock is the organisation of the 16 independent state lottery companies. The companies of Deutscher Lotto- und Totoblock provide the state-owned gambling services nationwide in accordance with common principles. They see themselves as reliable, responsible providers of state-approved lotteries and gambling.

# Luck from the spray can

Luck has a stop at the Nordbahnhof tram station. If you travel by public transport to the Lotto Baden-Württemberg headquarters in Stuttgart, you will see lucky symbols on the way: oversized toadstools and animals on the walls, which bring luck in different cultures. In Asia the elephant brings luck, especially if you crawl under its stomach or get it to lift its trunk. The Chinese associate wealth with the carp. Ladybirds, pigs and many other animals are also artistically immortalised, surrounded by cheerfully coloured orchids or lilies. From the platform to the stairs, "Jeroo" has created a colourful world of luck from the spray can. And completely legally, in cooperation with DB Station & Service and Lotto Baden-Württemberg. Among experts, Jeroo is one of the best known German graffiti artists with an international reputation.

Everyone who uses the tram will spot new details in the large-scale picture worlds time and time again. For example, the words "golden future" wind their way along the stairwell between clover leaves, flowering twigs, balls and crosses. "A motto of hope and confidence" according to the graffiti artist. Everyone dreams of a "golden future". What does this look like? There are at least as many answers as people. The brightly coloured graffiti makes a powerful impression and perhaps makes a contribution to a little everyday luck. They bring a smile to your face when leaving the tram or put a spring in your step on your way to work. Everyone who uses the city railway always has luck in front of their very eyes. The stop next door to the "Headquarters of luck" has been called "Nordbahnhof – Lotto Baden-Württemberg" since April 2018.





## History of the company

From lottery administration to a company in the service sector – the development of the company from 1948 to 2018

# 1948

### 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

### 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

### 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 50<sup>th</sup> 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.

# 2000

### 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.

# 2006

### 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 50<sup>th</sup> birthday in Baden-Württemberg.

# 2010

### 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).

### 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 (LGiüG). It comes into effect at the end at the end of November 2012.

# 2013

### 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.

### 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.

# 2017

### 13 March 2017

The new geo-coordinate based lottery LOGEO celebrates its first draw. The first prize of T€ 100 is determined electronically, the other four prize classes are based on these coordinates.

### 8 May 2017

TSV Fortuna Götzingen (Buchen, Neckar-Odenwald-Kreis) is the state winner in the Lotto Sportjugend-Förderpreis 2016.

### 1 July 2017

There was a further increase in the stakes in Staatliche Toto-Lotto GmbH Baden-Württemberg in the first half of the year. By the end of June, the people of Baden-Württemberg had placed € 474 million.

### 18 August 2017

Around 3,200 authorized retailers in Baden-Württemberg are now working with new terminals.

### 2 December 2017

Schauwerk Sindelfingen is the winner of the third edition of the state-wide Baden-Württemberg Lotto museum prize.

### 5 December 2017

The company’s Service-Card is now available digitally by smartphone and always to hand.

# 2018

### 4 April 2018

Learning is fun here: Lotto Baden-Württemberg comes first in the gambling industry in the study “Germany’s best training companies 2018”. The people responsible for apprentices in the 20,000 largest companies were surveyed for the study.

### 27 April 2018

It is only a few steps from the city railway Nordbahnhof stop to the Toto-Lotto headquarters. This is taken into account in the name of the stop. It is called: “Nordbahnhof – Lotto Baden-Württemberg”.

### 30 July 2018

The geolottery LOGEO is suspended.

### 13 August 2018

For the first time, Lotto players were able to decide how winnings were drawn in a state special issue. The result was clear: Cash!

### 30 September 2018

The winners of the Lotto musical theatre prize are announced in Theaterhaus Stuttgart. The Reutlinger HAP Grieshaber Gymnasium high school came first.

### 3 October 2018

In October, one player from Ludwigsburg won the largest single prize in the south west with a full match in the traditional LOTTO 6aus49 € 17,317,485.70 million.

Organs of the Company

Shareholders’ Meeting

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

Supervisory Board

Minister Dr. Nicole Hoffmeister-Kraut MdL,  
Balingen, Chair

State Secretary Petra Olschowski,  
Stuttgart, Deputy Chair

Minister Dr. Susanne Eisenmann,  
Stuttgart

State Secretary Gisela Splett,  
Karlsruhe

Undersecretary Walter Kortus,  
Senden

Beate Böhlen MdL,  
Baden-Baden

Thomas Blenke, MdL,  
Gechingen

Company Management

Managing Director

Georg Wacker, Korntal-Münchingen

Director

Norbert Müller, Authorized Signatory, Bad Dürkheim  
Michael Grepl, Authorized Signatory, Ostfildern

Additional Authorized Signatories

Dr. Uwe Luckscheiter, Ludwigsburg  
Matthias Früh, Ostfildern



Lotto Managing Director Georg Wacker ... **1** with “Lotto fairy” Chris Fleischhauer. **2** with the directors, Michael Grepl (left) and Norbert Müller (right). **3** at the GlücksSpirale cheque handover via Denkmalstiftung Baden-Württemberg for the renovation of the Schwabtunnel in Stuttgart. **4** with Jürgen Häfner, Managing Director of Lotto Rheinland-Pfalz and current leader of Deutscher Lotto- und Totoblock.

Legal Notice

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