

2019

20
19

Annual Report

Staatliche Toto-Lotto GmbH Baden-Württemberg



Table of contents



4 Table of contents

6

Foreword

8 Business development 2019

10 Overview of gaming types

11

Backbone of the state lotteries

16 Balance sheet of winners

17 All tickets in one app

18 Lottery funding



26

Corporate communication

27 Advice for the big win

28 Information processing

29 Implementation of the WIN Charter

30 Memberships and certificates

31

I don't get bored



20

Responsible Gaming

22 Lotto online

24 Sales organisation

25 Employee development



32 History of the company

34 Organs of the Company

Legal Notice

Foreword

Dear Reader,

My second year as the managing director of Staatliche Toto-Lotto GmbH Baden-Württemberg was dynamic, to say the least. The discussions concerning the new German Interstate Gambling Treaty which will apply from 1 July 2021 have been gathering momentum. Here it is a case of taking up a position. Towards the end of the year it became clear how politicians



wish to organise the gambling market – namely very open and liberal. The previously (and rightly) banned quick online products which are identical to the established automated games can now be provided with appropriate licenses in Germany from July 2021 onwards. This is tantamount to a paradigm change to German gambling policy, to which our company will adapt itself.

In 2019 we made considerable efforts to prepare ourselves for the liberalisation of the gambling market in 2021. The digital transformation of the economy is changing our company in all areas. These change processes are not only needed, but are also the key to our exist-

ence after the market opens in 2021. For example, an extended range of scratch tickets already exists, and has also been available online on our web site since the end of March 2020. The core of the digital transformation at Staatliche Toto-Lotto GmbH Baden-Württemberg is the conversion of our entire IT set-up to a modular and flexible system which will provide us with maximum freedom of movement and quick adaptation cycles in the future. We started this project in 2019, and it will continue throughout 2020.

Of course, our main focus is on our employees and our customers. Their expectations are what drives us. We therefore take every opportunity to get a better idea of their wishes and concerns. Dialogue with our customers is the basis for individual, attractive and responsible products. The wishes and concerns of our customers are acquired directly from the state's authorized retailers. We provide them with the maximum scope of our products online, and are continuously developing. This transformation is taking place in all areas of the company.

The authorized retailers are the backbone of the company, and will remain so. This is where 85% of our sales are generated. This is because only the authorized retailers can provide personal contact on site and service for the people. In order to support this, a Lotto partner day was organised in 2019. About 2000 authorized

retailers and employees visited the specialist trade fair in the Harmonie Congress Centre in Heilbronn. Minister of the Interior Thomas Strobl emphasised: "The authorized retailers are popular across all generations, and are really important for ensuring that a local supply is provided in both rural and urban areas", and I wholeheartedly agree.

The stakes from the customers in Baden-Württemberg were stable in 2019: € 977.9 million. That is a slight reduction of one percent compared to 2018. The main reason for the reduction in stakes in 2019 was the Eurojackpot. There were an unusual number of large jackpots in 2018, which was not repeated in 2019. There was a significant increase in the online stakes which were paid in via the web site and our mobile presence. A total of € 94.1 million has been generated in this way. The shift of stakes towards online gambling is a current trend. The customers pay in their stakes wherever they happen to be, and an increasing amount of this is taking place online.



We will continue to use the time until the new regulations of the German Interstate Gambling Treaty come into force to prepare for the opening of the market. However, one thing is clear in view of the liberalisation approaches in the gambling market: Adherence to youth and player protection is our claim for being the number one for serious gambling in Baden-Württemberg. No compromises are made in this area. We do not want to acquire the daily revenue of € 1 million for the state in the form of special-purpose revenue and taxes at the expense of our leading principle, but with responsible products and service for our customers.

Kind regards,

Georg Wacker
Managing Director

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

Business development 2019

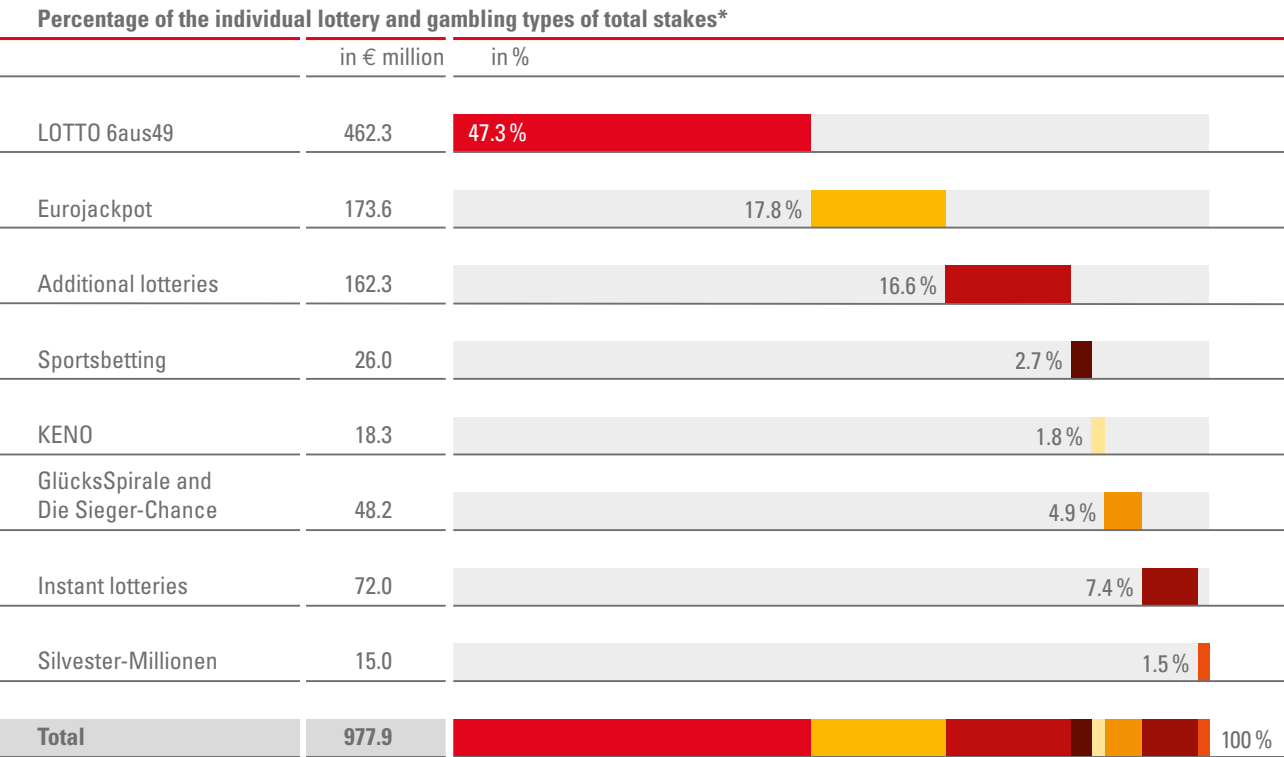
Stakes of just under a billion

In 2019, the total stakes were € 977.9 million. Compared to the previous year, this is a slight decline of 1 % or € 9.7 million. Lotto Baden-Württemberg paid out € 483.5 million to the players. € 380.6 million was earned for the state. This amount consists of € 164 million in lottery tax and € 216.6 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 main reason for the reduction in the total stakes in 2019 was the Eurojackpot. The stakes in the European lottery increased in 2018 because of the unusually large number of high jackpots, but this was not repeated in 2019. However, the classic LOTTO 6aus49 had a good year. The stakes in the flagship, which has been available in the south-west since 1958, increased by 3.5% in comparison to the previous year. There was also a significant increase in the online stakes received by the company: € 94.1 million was staked using the official Lotto app and on the website at lotto-bw.de. This is a pleasing increase of 11.9% or about € 10 million compared to 2018.

LOTTO 6aus49 was once again the main product of the total stakes with a share of 47%. The Eurojackpot came in second place with a proportion of 18%. The Silvester-Millionen lottery saw significant growth thanks to an additional 250,000 tickets. Toto was outstanding in the reporting year because of higher jackpots, for which reason the stakes increased. The scratchcards were very popular in the authorized retailers in 2019. The cards achieved record stakes of 72 million in 2019, and therefore represent a proportion of 7.4% of the total stakes.

Many illegal providers based in tax havens such as Gibraltar and Malta were active yet again on the German gambling market during the reporting year. Last year was dominated by the political discussion about the future design of the German gambling market. From July 2021 onwards, the Federal States are planning to draw up a revised Glücksspielstaatsvertrag (German Interstate Gambling Treaty), which is particularly intended to stamp out the existing grey and black markets. This step, which is desirable as far as the company is concerned, can only succeed if the gambling regulators of the Federal States make more funds available for equipment and additional personnel. The grey and black markets will not disappear completely because of liberalisation in the gambling area. For this reason, the company would welcome the creation of a cross-state regulatory authority for the gambling area. In view of the fact that gambling must be treated in a sensitive manner, it must also be possible to impose and enforce sanctions.



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

Stakes*					
in Mio. €	2019	2018	2017	2016	2015
LOTTO 6aus49	462.3	446.7	476.9	493.9	523.5
Eurojackpot	173.6	206.1	125.1	133.3	104.0
KENO	18.3	17.7	17.9	17.5	18.0
Spiel 77	113.5	113.4	115.6	121.4	124.4
SUPER 6	47.3	47.4	48.3	50.9	52.1
plus 5	1.5	1.5	1.6	1.6	1.7
TOTO	7.8	6.6	6.6	7.1	7.5
ODDSET	18.2	21.5	21.5	23.9	18.2
Instant lotteries	72.0	62.3	58.2	60.2	45.3
GlücksSpirale and Die Sieger-Chance	48.2	48.7	46.8	47.6	43.9
LOGEO*		3.1	4.7		
Silvester-Millionen	15.0	12.5	10.0	10.0	7.5
Total	977.9	987.6	933.2	967.4	946.1

* LOGEO was suspended on 30 July 2018.

Overview of gaming types

LOTTO 6aus49

Year	Bets in € million
2019	462.3
2018	446.7
2017	476.9
2016	493.9
2015	523.5

LOTTO 6aus49

Sales of LOTTO 6aus49 in 2019 totalled € 462.3 million. This represents an increase of € 15.6 million or 3.5% compared to the previous year. This results from a very favourable jackpot development with many long-running and large jackpots. It is noteworthy that in 2019, LOTTO 6aus49 had two high jackpots of around € 30.9 million and € 29.4 million, which had not been won after a total of 13 draws and were therefore paid out in accordance with the participation conditions and distributed among the winners of prize class 2.

Baden-Württemberg took over the chairmanship of the LOTTO 6aus49 product committee within the German Lotto and Toto Block in 2019. The core task of the product committee is the strategic and operative management of the brand, and to generate new impetus. Linked to this is also the task of keeping the classic attractive, and compensating for the partial stake reductions in recent years.

Market research has shown that customers want bigger wins at all levels. For this reason, a new prize plan is going to be introduced at the end of September 2020 with which a million Euros can be won with six correct numbers without the bonus number much more frequently, for example. However, the many smaller wins are also going to increase. The changes mean that the lottery jackpot will reach the double-digit millions more quickly in future. The rules for forced payout are also going to be changed: The jackpot is no longer going to be emptied with the 13th draw if it has not been won for a long time, but after reaching the 45 million Euro limit – regardless of the duration. The bigger wins are associated with a price adjustment when the new prize plan is introduced. The stake will increase from the current € 1 per entry to € 1.20.

Eurojackpot

The stakes in the Eurojackpot lottery amounted to about € 173.6 million in 2019. This represents a decline of 15.8% or € 32.5 million. This can be attributed to the significantly more favourable jackpot development in the previous year. In 2019, the jackpot only exceeded € 50 million in just 16 draws, whereas this occurred in 22 draws in 2018. The jackpot was also € 90 million in a total of 13 draws in the previous year, whereas it was just four draws in 2019. This development clearly shows that many customers do not “get on board” until extremely large jackpots have accumulated.

A total of 42 players won amounts in the millions in the Eurojackpot lottery in 2019. 50% of them came from Germany. That is an average of about 3.5 players per month who won € 1 million or more. 13 of the 42 players won double-digit million amounts.

EUROJACKPOT

Year	Bets in € million
2019	173.6
2018	206.1
2017	125.1
2016	133.3
2015	104.0



Backbone of the state lotteries

Authorized retailer specialist trade fair in the Heilbronn Congress Centre

Around 2,000 authorized retailers and their employees visited the specialist trade fair of Lotto Baden-Württemberg in the Heilbronn Congress Centre on the last Sunday in June. Managing Director Georg Wacker and Minister of the Interior Thomas Strobl greeted sales partners from all over the state. The Lotto partner day presented many new features, products and services which can be added to the authorized retailer’s range of services. In light of structural changes in the retail area, authorized retailers are facing major challenges. However, even in times of smartphones and tablets, authorized retailers acquired about 85% of all game stakes in the south west.

Minister of the Interior Thomas Strobl emphasised: “Authorized retailers are popular across all generations, and are really important for ensuring that a local supply is provided in both rural and urban areas. With 15,000

Baden-Württemberg residents working in lottery authorized retailer businesses, they are without doubt an important economic factor. And let me assure you: The state government is backing the retention of the lottery monopoly – and therefore the authorized retailers”.

The 2,000 guests from all regions of Baden-Württemberg found a wide range of information in Heilbronn. 45 stands provided information about the lottery and other things, special trade fair offers and direct contact options for exchange. In many cases, the main focus was on the strengthening interconnection between the analogue and digital worlds. For example, tickets no longer have to be filled in on paper in the classic way, but can also be filled in using a touch screen. There is a similar principle behind the “ANNA” app: It can be used to prepare tips on the smartphone and then submit them at the authorized retailer.

The biggest German win was in February 2019. A player from south Rhineland Palatinate won the jackpot in prize class 1 and therefore the 2019 record prize of more than € 63.2 million. This is the biggest lottery win that has ever been paid out in Rhineland Palatinate.

Spiel 77 **SUPER 6**

Year	Bets in € million
2019	160.8
2018	160.8
2017	163.9
2016	172.3
2015	176.5

Spiel 77 and SUPER 6

The stakes in Spiel 77 increased slightly in 2019 by 0.1% or about T€ 60 to a total of € 113.5 million. By contrast, the stakes in the SUPER 6 additional lottery have decreased slightly. A total of € 47.3 million was gambled in 2019. This corresponds to a decline of € 0.1 million or 0.3%.

Due to the existing dependency of the two additional lotteries Spiel 77 and SUPER 6 on the development of the stakes in LOTTO 6aus49 and Eurojackpot, they benefited from the increased stakes in LOTTO 6aus49. At the same time, the lack of high jackpots in the Eurojackpot lottery was also reflected in the stakes in the additional lotteries. In summary, the stakes in these additional lotteries was approximately at the same level as the previous year.

KENO and plus 5

The stakes in KENO in 2019 amounted to € 18.3 million. This represents an increase of 3.5% or around € 0.6 million. The stakes in the plus 5 additional lottery in 2019 amounted to around € 1.5 million. This corresponds to a change rate of 1.1% or approximately T€ 16.

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 10 from 20 from 70 playing system. 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 players can choose how many numbers to select, but they must choose at least 2 and no more than 10 numbers per field.

The actual draw takes place in a draw studio in Wiesbaden. The draw device is a random number generator without any cable connection to the outside – even the power supply is provided via a separate light source. The draw takes place under the supervision of draw management and a supervisor. The KENO draw is broadcast every evening live at 7.10 pm on the keno.de site.

KENO **plus 5**

Year	Bets in € million
2019	19.8
2018	19.2
2017	19.5
2016	19.1
2015	19.7

Silvester-Millionen

The Silvester-Millionen lottery was available again from the beginning of November to December in the 4th quarter of 2019. After the Silvester-Millionen had already sold out early on 15 December 2018, the 2019 issue was increased by 250,000 tickets to 1.5 million tickets. The major interest in this lottery led to the entire issue of 1.5 million tickets being sold out by 14 December 2019.

As well as the wins in the top class, the extended prize plan includes six T€ 100 prizes, 1,500 T€ 1 prizes and 90,000 € 10 prizes. The number of tickets was increased: Because of the high demand, the issue was increased to 1.5 million tickets (previously: 1.25 million). Because of the 6 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.

The principle of the lottery is simple: A number between 0000001 and 1500000 is randomly generated and issued to the player by the authorized retailer or online. Each of the 1.5 million ticket numbers is only issued once. The draw, which is supervised by a public notary, always takes place on 31 December in the Lotto headquarters in Stuttgart. Lotto Baden-Württemberg publishes every winning ticket number in the early evening on New Year's Eve at www.lotto-bw.de.

The keys to the top prizes of one million Euros each in 2019 were ticket numbers 0896013 (Aalen), 1316957 (Freiburg/Br.), 0110352 (Leonberg), 0398859 (Stuttgart), 1347295 (Winnenden) and 0396534 (Heidenheim area). With the exception of the player from Aalen, who played with a customer card and is therefore known, the winners purchased their tickets anonymously from authorized retailers.

TOTO

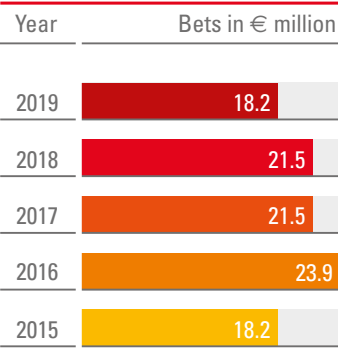
The stakes in TOTO 13er-Tipp in Baden-Württemberg totalled around € 4.3 million. Compared to the previous year, this represents a decline of 11.4% or around € 0.6 million. With stakes amounting to around € 3.5 million, the TOTO-Auswahl-tipp has had a significant stake increase of 103 % or around € 1.8 million in 2019. This development is decisively attributable to the formation of a jackpot since week 51 in 2018, which was not won until week 40 of 2019 for the amount of € million.

Silvester-MILLIONEN

Year	Bets in € million
2019	15.0
2018	12.5
2017	10.0
2016	10.0
2015	7.5

TOTO

Year	Bets in € million
2019	7.8
2018	6.6
2017	6.6
2016	7.1
2015	7.5



ODDSET

The total stakes of about € 18.2 million in the ODDSET sports betting were down by 15.3% or about € 3.3 million from the previous year in 2019. The payout quota of the ODDSET bet in Baden-Württemberg at the end of 2019 since the changeover to the third round of betting in 2019 was 65.2%, slightly below the theoretical payout quota of 66.67%.

Instant lotteries

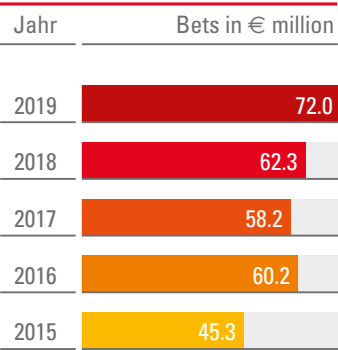
The stakes in the instant lotteries in 2019 totalled around € 72 million. Compared to the previous year, this represents an increase of 15.6% or around € 9.7 million. This represents record sales of the company’s instant lotteries.

This development was also particularly made possible by the fact that the € 10 “Magic Pearl Black Label” ticket which was introduced in the 4th quarter of 2018 was very popular with the players. The stakes in the “Magic Pearl Black Label” ticket in 2019 amounted to around € 10 million. However, the highest stakes were still achieved by the second € 10 “Platin 7” ticket, amounting to about € 13.4 million.

The € 2 “Heisse 7” ticket with stakes of around € 12.3 million, the € 5 “Goldene 7” ticket with stakes of around € 11.0 million, and the € 1 “RubbelLotto” ticket with stakes of around € 8.9 million also continued to enjoy great popularity. The range of tickets was rounded off by the € 5 “Magic Pearl” ticket with stakes of around € 5.1 million, the € 3 “ExtraCash” ticket with around € 4.7 million, the € 2 “Schnelle Flocke” season ticket with around € 2.0 million and the € 3 “Monopoly” ticket which was introduced in the 41st play week with around € 1.4 million. Around € 3.3 million was also received in 2019 from the tickets which have now expired (€ 5 “VIP” ticket, € 3 “RubbelGold” ticket, € 3 “RubbelStar” ticket and the € 2 “Happy Summer” ticket).

During the reporting year, the company sold its instant lotteries exclusively via authorized retailers. In 2020 the company was granted approval to sell instant lotteries via its homepage lotto-bw.de. Since March 2020 it has also been possible to offer the instant win lotteries which are also sold by the authorized retailers on the company website.

The instant lotteries (scratchcards) are fixed quota lotteries which are issued in series, whereby the draw takes place before the tickets are sold, meaning that each ticket already contains the result when it is purchased by the player. In other words, the customers know immediately whether they have won or not after rubbing off the panels.



GlücksSpirale

The stakes in the GlücksSpirale declined by 1.6% or around € 0.7 million to a total of € 45.3 million in 2019 compared to the previous year. This development is related to the unfavourable jackpot development in the Eurojackpot lottery in comparison to the previous year. The GlücksSpirale benefited from the Euro-jackpot development in the previous year, because the GlücksSpirale can also be played on the Eurojackpot tickets.

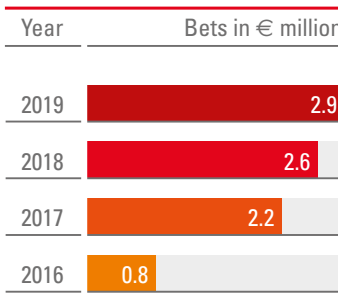
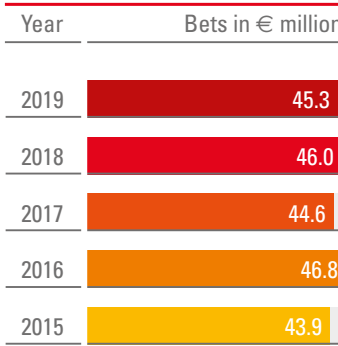
Six main prizes were won in the GlücksSpirale in 2019. This means that the winners were able to decide whether to receive T€ 10 per month for twenty years or have the main prize of € 2.1 million paid out all at once. In 2019, two annuities were won by entries from Bavaria, and one each to North Rhine-Westphalia, Schleswig-Holstein, Hamburg and Baden-Württemberg. As well as the annuities, the GlücksSpirale paid out 86 prizes of T€ 100 last year. The total number of individual prizes of between € 10 (one correct number) and the top prize (seven correct numbers) nationwide was more than 5.15 million. A total of over € 95.5 million was paid out to players in 2019.

About € 60 million of the revenue from the GlücksSpirale went to the Bundes-arbeitsgemeinschaft der Freien Wohlfahrtspflege, the Deutschen Olympischen Sportbund, the Deutsche Stiftung Denkmalschutz and to regional organisations which carry out valuable work at state level in the areas of nature and environmental protection.

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 also on the LOTTO 6aus49 and Eurojackpot tickets in some states. Receipts of about € 2.9 million were taken in 2019. This is around € 0.3 million more than in the previous year, and an increase of 10.5%.

In contrast to the main GlücksSpirale lottery, this increase was possible because the “Die Sieger-Chance” lottery cannot be played on the Eurojackpot ticket, and does not depend on the development of the Eurojackpot. On the other hand, the “Die Sieger-Chance” lottery benefited from the favourable development of LOTTO 6aus49, since it is possible to participate in “Die Sieger-Chance” on LOTTO 6aus49 normal tickets and system tickets.








Balance sheet of winners

The most million Euro winners in Germany

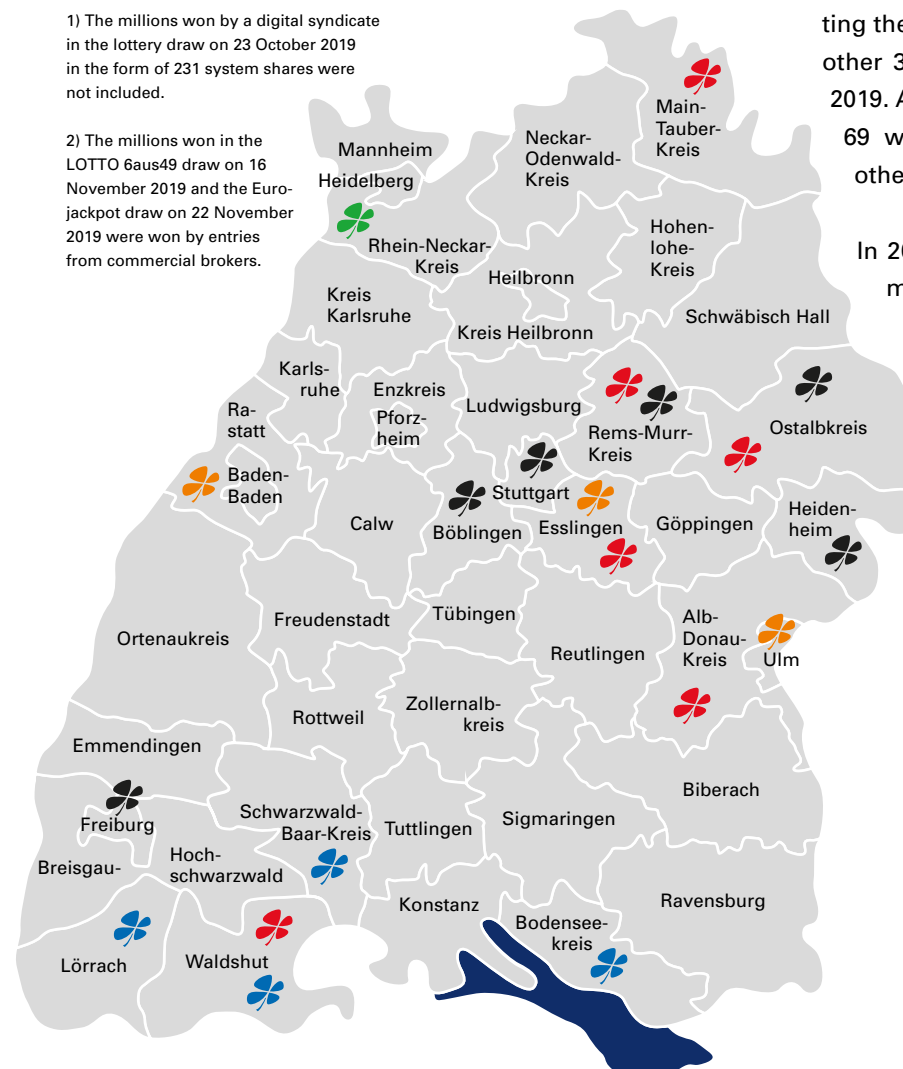
23 people who have won € 1 million or more, 69 wins of exactly T€ 100 and 59 others up to the one million mark.

Baden-Württemberg had the most million Euro winners throughout Germany in Lotto, Eurojackpot and other game types in 2019. 23 players achieved the Lotto 'six number' and won millions. The south-west therefore beat North Rhine-Westphalia (21) and Bavaria (17), who regularly quote these statistics, into second and third place. There were 21 new million Euro winners in Baden-Württemberg in 2018. In 2011, 25 players achieved the feat. This number was not achieved in the years in between.

-  LOTTO 6aus49 ^{1) 2)}
-  Silvester-Millionen
-  GlücksSpirale
-  Eurojackpot ²⁾
-  Spiel77

1) The millions won by a digital syndicate in the lottery draw on 23 October 2019 in the form of 231 system shares were not included.

2) The millions won in the LOTTO 6aus49 draw on 16 November 2019 and the Eurojackpot draw on 22 November 2019 were won by entries from commercial brokers.



The biggest individual win was achieved by a customer from the Waldshut-Tiengen area in the middle of August with a Lotto 'six number' in LOTTO 6aus49: € 28.5 million. This was the biggest win of all time in Baden-Württemberg in this type of game. Bigger wins have only been achieved in the south west in the European Eurojackpot lottery. A person from the Black Forest region won exactly € 90 million in October 2016. The dream of getting the Lotto 'six number' was fulfilled by another 37 people from Baden-Württemberg in 2019. As well as the really big wins, there were 69 wins of exactly T€ 100 Euros and 59 others up to the one million mark.

In 2019, there were 973 wins of T€ 100 or more throughout Germany. 125 players won one million or more throughout Germany with the Lotto 'six number'. A Eurojackpot player from Rhineland-Palatinate had the biggest win of the year with € 63.2 million. The biggest win in LOTTO 6aus49 was achieved by a player from North Rhine-Westphalia with around € 31.5 million.

All tickets in one app

The ANNA app makes it possible to submit a quick ticket at the authorized retailer

ANNA is an app for customers in the authorized retailers of Baden-Württemberg. It is an uncomplicated way of getting your ticket ready for handing in quickly at an authorized retailer. The app is for people who would like to fill in their tickets in the privacy of their own home or when they are on the move. The advantage: If you store the tickets in the app, you'll have your numbers with you whenever you need them. The app can be downloaded from the most popular app stores.

You can play your own lucky numbers with the ANNA app like you do on the ticket. Simply select or adjust, choose the draw day(s) and the duration if necessary – and you're done. When the ticket has been filled out, the app generates a barcode and saves it. This barcode can then be simply read in at the authorized retailer on the relevant date.

The customers can import their submitted game receipts into ANNA and check them for potential wins

whenever they wish. A data matrix barcode is used for this function, with which the numbers for the prepared tickets and the receipts are coded. Any of the company's products can be played using the app. ANA also features the "shake" function which generates a quick ticket at random.

The advantages of the app at a glance:

- ANNA saves time. Thanks to the simple and mobile preparation, ticket submission is quicker.
- ANNA saves any number of tickets in digital form.
- ANNA displays the current jackpot levels and winning numbers and reminds you of the closing date, or lets you know when a jackpot level that you can set has been reached.
- ANNA scans game receipts and lets you know if you have won anything.
- ANNA lets you know where the nearest authorized retailer is and displays the location.
- ANNA is free and can be used without registering.



Lottery funding

Tried and tested for decades: the lottery principle

Believe in luck and enjoy the thrill, dreaming about what you could do if you won the jackpot. These are the popular motives when playing the lottery. But that is not all. By putting your crosses in the boxes, you are also making a positive contribution towards society. This is because the lottery principle promotes the common good in a reliable and transparent way, and has been doing so for decades. Sport, art and culture, protection of monuments and social projects in Baden-Württemberg benefit by about 13 cents for each Euro that is staked in the lottery.

More than € 9 billion for the common good

In total, this amounted to exactly € 132.4 million in 2019. The promotion idea is part of the DNA of Lotto Baden-Württemberg. More than € 9 billion has been used for the common good since the company was established. The Baden-Württemberg state parliament determines the amount and distribution of the lottery funding. The respective ministers decide what actually happens with the money. We have the loyal lottery players to thank for this. They are what makes the common good-oriented lottery principle possible.

Top sporting performance

One in three people in Baden-Württemberg is a member of a sports club. The sports clubs in the state – more than 11,000 – particularly benefit from the lottery money. Be it hobby footballers, athletes or handball players: They all received money from the lottery funding, either directly or indirectly, amounting to a total of € 59.3 million in 2019. As well as the construction of sports facilities, the promotion of mass sports and leisure sports is also a top priority. Exercise and training instructors and the staff of arbitration tribunals and juries can be given training. Thousands of people take part in the training programmes of the sports schools and association-internal training facilities. Other important funding areas are disabled and rehabilitation sport or extracurricular competitions such as “Jugend trainiert für Olympia” (Youth training for the Olympics). Lottery funds also flow into the state’s Olympic training centres.

“Acquired with lottery funds”

The attractiveness of a state is also reflected in its art collections. The state museums in Baden-Württemberg can afford top works of art thanks to a special fund in the lottery money, and therefore increase their attractiveness to visitors. Anyone who views the collections will often discover the remark: “Acquired with lottery funds”. The same funds also support orchestras and choirs in the south west, and big and small festivals. Future artists at music schools can also enjoy an excellent education thanks to this funding, which totalled € 33.3 million in 2019. Regional culture is supported in the form of state theatres, and the small independent theatres also benefit.

Every monument tells a story

About € 28 million of lottery funding flows into the protection of monuments in Baden-Württemberg every year. The main proportion of € 24.9 million comes from lottery funding. The monument promotion programme of the Ministry for Economics, Labour and Housing is mainly financed, among other things. Other money comes from the GlücksSpirale pension lottery. In 2019, this amounted to € 2.9 million for the Deutsche Stiftung Denkmalschutz (DSD) and the Denkmalstiftung Baden-Württemberg. The committed protection of monuments helps to preserve the historical treasures in the south west and use them in a contemporary way.

A heart for all things social

Almost € 15 million of lottery funding per annum is used for social projects. Subsidies are given to social wards, outpatient elderly care and house and family support. Social services for the disabled and addiction support measures can be supported and realised with these funds.

GlücksSpirale and Die Sieger-Chance

In addition to the money from the lottery funding, in 2019 there was income of around € 11.7 million from the GlücksSpirale and around T€ 900 from its additional Die Sieger-Chance lottery in the reporting year. Sport benefits from this in the form of the Deutschen Olympischen Sportbund (German Olympic Sports Association) and the Landessportverband Baden-Württemberg (Baden-Württemberg State Sports Association), the mentioned beneficiaries in the protection of monuments, social organisations in the Bundesarbeitsgemeinschaft der Freien Wohlfahrtspflege (Federal Association of Non-Statutory Welfare Services) and the state for environmental and nature protection projects.



Overjoyed in Ladenburg (Rhine-Neckar district): The GlücksSpirale supported Haus Mirabelle with T€ 22 in 2019, which is a remedial therapeutic facility for young people. The pension lottery money was used to purchase a bus.

Responsible Gaming

Practised company philosophy

Gambling is not a normal product, but is connected with particular dangers. The providers of gambling of any kind 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.

Continuous scientific communication

The prevention council of Lotto Baden-Württemberg was established back in 2013. All of the measures that have been taken to protect players and young people are analysed and discussed in regular meetings in order to further develop them using the latest scientific knowledge and advice from experts from the addiction prevention area. Permanent 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 ideas about the further development of youth and player protection in the 2019 meetings.

*The prevention council
at a meeting.*



The authorized retailers: reliable partnerships with a special function

85% of the stakes are received by the authorized retailers. This is why the employees in the authorized retailers play a special role in the early detection and avoidance of problematic gambling behaviour. Because of personal contact with customers, they are the first people to become aware of possible problems in dealing with the products. In cooperation with the Evangelische Gesellschaft Stuttgart, Lotto Baden-Württemberg therefore organised many training courses again in 2019 in order to train and improve their skills when it comes to early detection of problematic gambling behaviour. Moderated by experienced speakers and experts from addiction therapy, the participants in the training learn how to evaluate the dangers of gambling more accurately and can therefore be on hand for their customers in word and deed.

Prevention by means of information:

The company's gambling products 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 that is 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 "Avoiding Gambling Addiction" brochure, which is available from all authorized retailers, provides information about the dangers associated with gambling, and offers people looking for help with various action alternatives.

Players must be 18 or older

Lotto-Baden-Württemberg pays special attention to ensuring that minors cannot purchase and use the company's products. Reliable identification and authentication procedures are used on the internet. Identification checks are carried out by the authorized retailer staff. In order to make young people aware of the dangers posed by gambling products, in 2019 Lotto Baden-Württemberg started a cooperation with the Verein Suchtprophylaxe e. V. (Addiction prophylaxis association) in Karlsruhe and actor Alexej Boris. More than 50 appearances of the actor in schools and youth institutions have been promoted by this cooperation. The goal is to show young people the problems associated with gambling.



*Alexej at an event for the
Lotto Baden-Württemberg
trainees.*

Lotto online

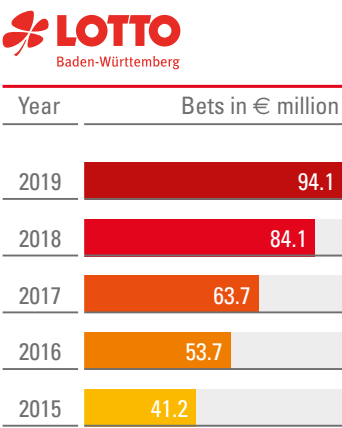
More competition for customers

The gambling industry in Germany is heading towards a liberalised market. At the beginning of the year, the states agreed on a draft for re-regulating the gambling industry. The new state gambling re-regulation agreement will come into force on 1 July 2021, and contains the approval of online products which were not previously available such as casino games, virtual automated games and poker. This will lead to increased competition for customers in the online area. Top priority as far as online products are concerned, whoever the provider, is protecting young people and players, which must be implemented with all of its legal regulations and premises. It remains to be seen whether the re-regulation of the gambling industry will result in development of the online products of Lotto Baden-Württemberg. The development of the online stakes in 2019 was sustainably positive.

The stake trend on the company’s online channels has benefited from the above-average increase in LOTTO 6aus49 stakes of 28.6% because of significantly better jackpot development compared to the previous year. Because of the dependency of the two additional lotteries, stake increases of 21.7% in Spiel 77 and 16.2% in SUPER 6 were recorded. On the other hand, the stakes in the Euro-jackpot decreased by 4.4% because of significantly worse jackpot development

compared to the previous year. It has generally been shown that the main product also has the biggest proportion of stakes online – closely followed by the Eurojackpot, which has an internet-savvy audience with a low average age with its regular double-digit million jackpots.

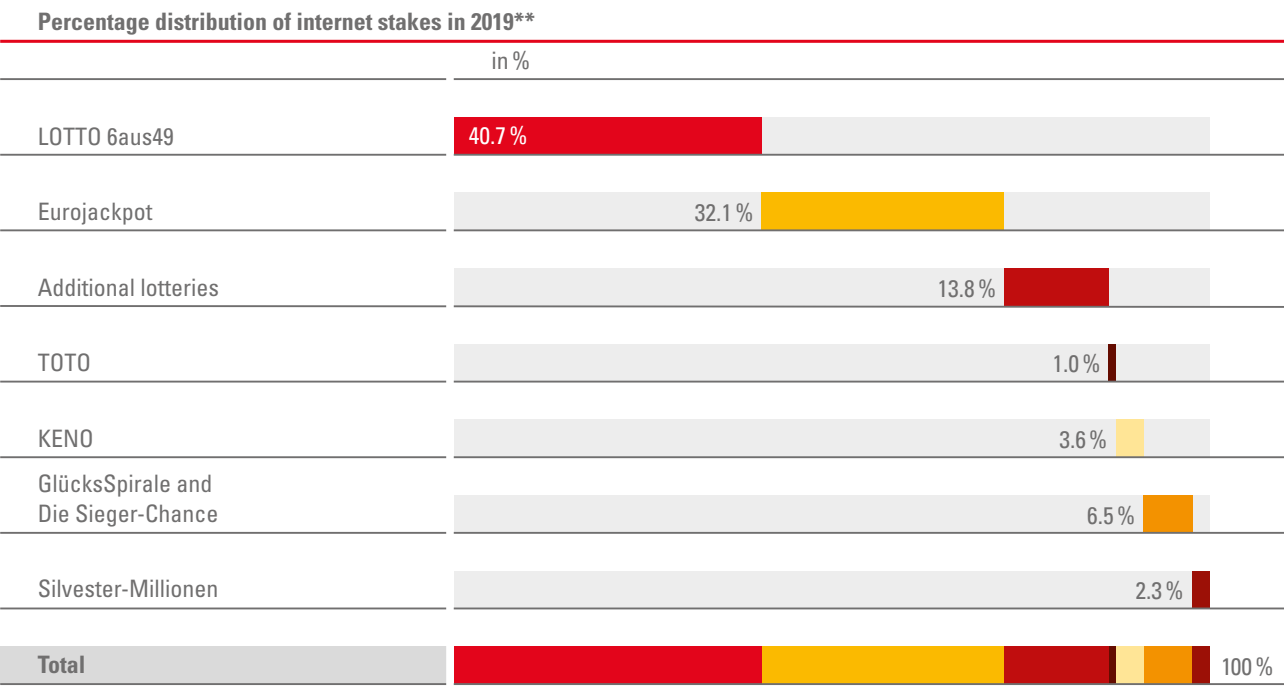
The overall stakes received via lotto-bw.de in 2019 amounted to around € 94.1 million. This is 11.9% or around € 10 million more than in the previous year. The proportion of internet stakes is 9.6% of the company's total stakes. This is an increase of 1.1% compared to the previous year. This does not include stakes from commercial gambling outlets, who have to pass on the stakes paid by their Baden-Württemberg customers to the company. By the end of 2019, the total number of people registered on the company's homepage and identified either at an authorized retailer or using the procedure on www.lotto-bw.de was around 282,000.



Online gambling requires special social responsibility

Common good-oriented gambling is mainly defined by its high standard of player protection and addiction prevention. These are also consistently implemented online by the company. As well as the increased requirements for identification and authentication, the monthly stake limit of T€ 1 per player that is legally prescribed for participation in internet gambling is adhered to. The customers must define a self-selected stake limit not exceeding T€ 1. The effects of self-sales on the internet on the development of gambling addiction and the occurrence of the channelling effect are continuously evaluated.

An important part of our further development was an online survey of some of our customers which was carried out in 2019. The results of the last survey that was carried out in 2019 do not allow any conclusions to be drawn about an increase in problematic gambling behaviour. On the contrary, it is clear that the channelling order required by the law can be complied with by means of a gambling ban on the internet. 40% of the people surveyed said that they would gamble with other providers if the state product was not online. 70% of the people surveyed said that they prefer the products on lotto-bw.de much more than other gambling products on the web. 80% of the people surveyed expressly welcomed the possibility of a limit being defined by law. The results of the regular survey are indications that the customers appreciate the dependability of our products and prefer them to the state products of other products on the internet, some of which are illegal.



* 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.

Sales organisation



A customer handing in her ticket at the authorized retailer.

Our authorized retailers: The strong basis of the sales network

The company's backbone and figurehead are the 3,150 licensed authorized retailers with approximately 15,000 employees and associated workplaces. Even in the era of booming online trading, they collect about 85% of the stakes. About one in six people in Baden-Württemberg regularly plays the lottery. A high level of competence and professionalism is ensured in the authorized retailers thanks to extensive training.

Test purchases as a means of quality assurance

Some 6,508 test purchases were made in 2019 at the authorized retailers across the state. These are mainly carried out by external testing 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 13 authorized retailers in 2019 due to repeated violations.

Extensive range of training and education programmes on 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 class-based 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 must 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.

Continuous further development

The sales area is in a state of change. Continuous adaptations are required. The company will be concentrating on developing cooperation with trade chains in future in order to find new sales partners. A field test with eight so-called LOTTO-Quick authorized retailers was carried out in 2019. The idea is to gather experience with a reduced range of games and a terminal that is easy to operate. It has been shown that the customers accept the principle of paperless ticket submissions and appreciate the shorter routes. The company is therefore going to consistently further develop the Quick idea.

Employee development

Staatliche Toto-Lotto GmbH Baden-Württemberg meets the challenges of a continually changing gambling market and advancing technical developments. This succeeds because of the company's staff, who have excellent qualifications and are always motivated. The company places great value on targeted and needs-based training and education activities, and also on constant promotion of health.

In order to ensure the future sustainability of the company, personnel qualifications also play an important role. In order to recruit qualified personnel at an early stage, every year the company offers apprenticeships. In the reporting year, the company concentrated on the IHK profession of IT specialists with a focus on system integration. Student places in various subjects are also awarded at regular intervals at the Duale Hochschule Baden-Württemberg (DHBW). In this way, the Staatliche Toto-Lotto GmbH Baden-Württemberg provided training in business information systems in 2019. After completing an apprenticeship with Lotto Baden-Württemberg, a full-time job is usually guaranteed, provided that the apprentice performs well.

Once they are on board with Lotto Baden-Württemberg, the employees have the opportunity to benefit from more intensive training. On the one hand, the company regularly organises in-house measures, which are organised by both external speakers and the employees themselves. On the other hand, the Lotto employees attend external further education events. The respective requirements are discussed in interviews between employees and managers at least once a year.

Lotto Baden-Württemberg is actively committed to a healthy lifestyle. As in previous years, there was another opportunity to get a flu vaccination. Health commitment apart from in-house measures will also be financially supported with an increased health bonus in future. This has been increased by 54% in comparison to the maximum amount in the previous year.

The annual average number of employees of Staatliche Toto-Lotto GmbH Baden-Württemberg was 192. Of these, 144 were full-time employees, including 6 apprentices, and 48 were part-time employees.



Michael Grepl, Director

Corporate communication



Biathlete Benedikt Doll, ski jumper Carina Vogt, wrestler Christian Maier (Red Devils Heilbronn) and handball player Michelle Goos (Neckarsulmer Sport-Union) competed against each other in two teams at the Lotto Sports Location – resulting in a draw. Fortunately, Lotto mascot Winny had prizes for everyone.

News

The public image of the company: This is the core task of corporate communication. Lotto Baden-Württemberg uses many instruments for this purpose in order to bring topics to a large cross-section of target groups concerning the gambling business, news from the company or the company's wide range of commitments. Regular gamblers and many other people look forward to receiving the glüXmagazin every Tuesday, and the company also has about 65,000 Facebook followers. More than 100,000 people have subscribed to the event-related newsletter. Attractive lotteries lead to little moments of luck, such as the draw for six DFB cup shirts from FC Freiburg – with "Lotto sleeves".

Pole position in sport and culture

In sport and culture sponsoring, Lotto Baden-Württemberg supports music festivals, (small scale) performing arts, dance, film, literature and much more. Partnerships with top clubs from seven different sports also benefit. Lotto Baden-Württemberg is also there in winter sports, running events, cycling championships and gymnastics highlights. All of this throws a spotlight on the good things that happen with the hypothecated income from the lottery funding.

Promoting the common good is the DNA of the state lotteries. Particularly in view of the current discussions about gambling regulation, corporate communication points out possibilities. Because facts help to combat fake news and fake lotteries. Press work plays an important part as far as this is concerned. Lotto Baden-Württemberg provides comprehensive and factual information in interviews, statements and press releases.

Spotlight on competitions

Established competitions are looked after and undergo further development jointly and in a partnership-like way, such as the youth sport promotion award, the Baden-Württemberg small scale performing arts award and lottery museum award. The Ritterhaus museum in Offenburg won the fifth running of this competition in 2019. The prize was T€ 20. The T€ 5 extra prize was won by the Tobias-Mayer-Museum in Marbach am Neckar. "Making things public that are often below the radar" could well be the mission statement for all of the competitions.

Advice for the big win

A jackpot win can turn your life upside down. In order to prevent the potential lucky winners from being unsettled or overwhelmed, the company offers every big winner the opportunity to come to our head office for a chat. The first port of call is usually the authorized retailer. When the ticket is being checked, you don't have to worry about attracting attention. Wins of T€ 1 and above are displayed by the authorized retailer personnel as a "big win". The checking and verification of the ticket is then taken care of at head office. In order to do this, the customer must visit head office in person.

Strength lies in serenity

The way to the lottery head office in Stuttgart is open to any big winner. An experienced team will greet you and give you some behaviour tips for the initial period after the win. Rule number one is: Keep it secret for as long as you can. The fewer people know about it, the easier it will be to protect yourself from unwanted supplicants and advisers and enjoy the win in peace. Lotto Baden-Württemberg has always preserved the anonymity of winners. No personal information is given to media or the public.

No finance advice

The head office does not provide the winners with any advice concerning future finance or capital investments. Credit institutions are responsible for this. However, it is always worthwhile obtaining several offers from different institutions. As well as checking the offers, it is particularly important to choose the bank which is not only interested in the money, but the overall situation of the person concerned. Life planning, your tax situation and also your retirement planning plays an important role here. A respectable bank will go into all of these aspects.

Tax payable on lottery wins: 0%

Lottery wins are tax-free. No income tax has to be paid on a win. The full amount of the win is paid over by the company. However, if additional income is generated by the win because of interest or rental income, it is subject to taxation.

Donate – but to the right causes

Many winners would also like to do something good with their unexpected wind-fall and donate an amount. It is important to only donate to respectable organisations and institutions. The Deutsche Zentralinstitut für soziale Fragen (DZI – German Central Institute for Social Issues) can help in this case, so that the people who need it really do benefit from the money. Care must also be taken when giving part of the win away, because the recipient may be taxed. It is therefore advisable to clarify beforehand how much the allowance is.



We always protect the anonymity of the winners.

Information processing

The lifeblood of the company

The company receives the customer predictions from a wide range of sales channels: from modern lottery terminals in the authorized retailers to the company's internet portal and also the official lottery app. Within seconds, the entry is transmitted to the head office in Stuttgart in accordance with the highest security standards in the industry. We operate a high-security state-wide network for our 3,200 or so authorized retailers.

Cyber-security at Toto-Lotto

In order to effectively counter the threat of external cyber attacks, which has increased continuously in recent years, the security measures carried out by the company have intensified significantly. The internal IT infrastructure has been extended with a multi-layer security infrastructure from globally leading manufacturing companies. Tools for the continuous monitoring of security-critical events have been installed in the IT control centre. Penetration tests are also carried out by external security experts at regular intervals to check the effectiveness of the security measures.

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 protection 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 2.3 million tickets are processed every week. The resulting company-related data is processed and prepared in a modern Business Intelligence System.



*Mr. Wacker and the directors
Norbert Müller (left) and
Michael Grepl.*

Implementation of the WIN Charter

Ecologically and economically responsible

The fulfilment of the goals of the WIN Charter of the state of Baden-Württemberg are an expression of economic, ecological and social responsibility towards the owner, the public, the players and also business partners and employees. The company signed the WIN Charter in November 2017. In 2019, the company concentrated on guiding principles 01 (Human and employee rights), 02 (Employee well-being) and 05 (Energy and emissions) of the WIN Charter.



Measures in the area of human rights and employee rights

The employees are the main focus of the company. Numerous concepts and measures have been implemented in the past as part of a trusting and constructive cooperation with the workers' council. As well as devising a personnel development concept, in-depth training and support for all new employees and trainees was implemented within the company. This is rounded off by the wide range of further education and health measures, regular partnership-like dialogue "Added Value" (discussions with employees) and performance-based remuneration.

Measures in the area of employee welfare

The success of the company depends on the employees, since it is based upon their commitment and qualifications. A flexible working hours model, part-time opportunities and a comprehensive range of additional social benefits are in place in order to make the workplaces more attractive. In order to ensure high quality, the company relies on targeted and needs-based training and further education activities and also an extensive health programme. The company provides measures from the areas of healthy eating, exercise and mindful self-awareness. If none of the internal measures are acceptable in individual cases, financial support for external health commitment is available in the form of an attractive health bonus.

Measures in the energy and emissions area

For years, the most important sustainability efforts of the company have been put into dealing with energy and emissions in a responsible way. Special attention is paid to energy and water consumption and the CO₂ emissions of the company vehicles. The measures which have been taken are documented on pages 34 and 35.

Memberships and certificates

Transparency: Annual public corporate governance report

All stated-owned companies in Baden-Württemberg are obliged to issue a public corporate governance report every year. This is submitted to the Supervisory Board of Staatliche Toto-Lotto GmbH Baden-Württemberg every year for approval. In order to guarantee maximum possible transparency, this report is published on the company's website 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 27001:2005 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 most stringent 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 also employee training are carefully checked for player and youth protection measures by means of an external audit.

Play the original: Deutscher Lotto- und Totoblock

The Deutscher Lotto- und Totoblock (DLTB) 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.



European organisation of lotteries for public benefit.



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

I don't get bored

Mr. Müller, you retired a few weeks ago. How are things? Are you bored yet?

I'm fine, thanks. I don't get bored. There are many topics and tasks that I want to tackle in the near future. Some of the main things I want to do will certainly involve working in the animal welfare area.

What changes took place in the gambling business prior to your departure, particularly with regard to Lotto?

As the state provider of the German Lotto and Toto Block, we were and still are faced with a major challenge. Even if we only look at sales, many areas are now subject to strict state regulation and control. However, Lotto Baden-Württemberg is set up to be future-proof, particularly because of its modern IT infrastructure, which is continuously adapted to changing requirements.

You used to play cornet, drums and trumpet in the Gröningen music club, and you played right back in the

local football team. How was it possible to manage a company such as Lotto and still be a team player?

Anyone who knows me will also know that human interaction has always played a major part as far as I am concerned. Admittedly, disputes did arise from time to time, but that wasn't a bad thing. I think that how we deal with disagreement plays a major role in determining how successfully we work with one another. At the same time, overall responsibility for the company was always my main priority.

What would your advice be to Lotto employees?

Lotto Baden-Württemberg is and always will be an attractive employer, with whom employees can feel at ease. In order to keep it this way, everyone needs to personally ensure the prerequisites for a positive working climate are met. To finish with, perhaps I should mention that two main things always accompanied me during my career – which was everything but a classic one: On the one hand, I constantly sought new goals, and on the other, I have been tremendously lucky in life.

History of the company

From lottery administration to a company in the service sector – the development of the company from 1948 to 2019

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 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.

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 50th 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 (LGlÜG). It comes into effect at the end at the end of November 2012.

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.

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.

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’.

15 January 2016
The LOTTO Academy is opened in Eschbach near Freiburg.

12 August 2016
The new Fortuna lottery draw room is opened in the Stuttgart headquarters. All future draws take place publicly in this room.

14 October 2016
The biggest single German win ever goes to Baden-Württemberg. One lucky player won the € 90 million jackpot.

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”.

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!

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.

2019

12 March 2019
Geog Wacker demands more stringent control of the gambling market. Protection for players and young people or a ban on gambling with high addiction potential are among the main goals of the Glücksspielstaatsvertrag (German Interstate Gambling Treaty).

11 April 2019
Lotto Baden-Württemberg extends its sponsoring commitment with Bundesliga football team SC Freiburg. The agreement will run for three years until the 2021/22 season. Lotto Baden-Württemberg remains an exclusive partner in the Premium category.

30 June 2019
2,000 authorized retailers and their employees visited the specialist trade fair of Lotto Baden-Württemberg in the Heilbronn Congress Centre on Sunday 30 June.

14 August 2019
The biggest individual win of the year was achieved by a lucky entrant from the Waldshut-Tiengen area in the middle of August with all six numbers in LOTTO 6aus49: € 28.5 million. This was the biggest win of all time in Baden-Württemberg in this type of game.

26 September 2019
The museum in the Ritterhaus in Offenburg is the winner of the fifth occasion of the Baden-Württemberg Lotto museum award. The award comes with prize money of T€ 20. More than 40 museums from the south west took part. The extra prize of T€ 5 went to the Tobias Mayer Museum in Marbach am Neckar.

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 Dr. Gisela Splett,
Karlsruhe

Government Official Walter Kortus, departed on 31 January 2020,
Senden

Beate Böhlen MdL,
Baden-Baden, departed on 31 October 2019

Thomas Blenke MdL,
Gechingen

Dr. Markus Rösler MdL,
Gerlingen, from 20 November 2019

Company Management

Managing Director
Georg Wacker, Korntal-Münchingen

Directors
Norbert Müller, Authorized Signatory, Bad Dürkheim, until 30 June 2020
Michael Grepl, Authorized Signatory, Ostfildern

Additional Authorized Signatories

Dr. Uwe Luckscheiter, Ludwigsburg
Matthias Früh, Ostfildern



Lotto Managing Director Georg Wacker with ... **1** Minister-President Winfried Kretschmann on the occasion of his visit to the “Headquarters of Luck”. **2** Deputy Minister-President and Minister of the Interior, Digitalisation and Migration Thomas Strobl at the 2019 Partner Day. **3** Minister of Culture, Youth and Sport Dr. Susanne Eisenmann. **4** Olympic ski jump champion Carina Vogt during the interview at the Lotto Christmas party.

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, 6, 7, 17, 24, 25, 28, 31: KD Busch
Page 4, 11; Legal Notice, picture 2;
Legal Notice, picture 2: Foto Baumann
Page 5; Legal Notice, picture 4: Günter E. Bergmann
Page 27: Mangostar – stock.adobe.com
Legal Notice, picture 1: Frank Eppler
Legal Notice, picture 3: Franziska Kraufmann

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

Print:
RCDRUCK GmbH & Co. KG, Albstadt-Tailfingen