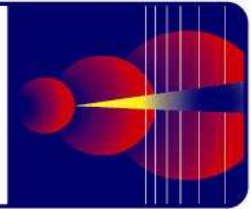


Lottery online gaming markets 2010



EL / WLA SEMINAR November 22-24, 2010, Rome, Italy

Monday, November 22

Arrival of delegates and registration

HOTEL & ACCOMMODATION

UNA Hotel Roma
Via Giovanni Amendola, 57
IT – 00185 Rome
Tel.: +39 06 649371
Fax: +39 06 649372
www.unahotels.it

15:00 – 19:00 Working documents will be presented to participants when checking-in at the Hotel
19:00 Welcome cocktail sponsored by Lottomatica
20:00 Dinner at the Hotel

Tuesday, November 23 (meeting room Campidoglio)

09:00 WLA President's welcome address
EL President's welcome address
Welcome by **Dr. Marco Sala**, CEO, Lottomatica Group

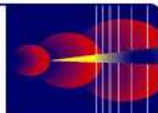
Overview of program
Moderator: Philippe VLAEMMINCK

09:30 - 10:30 *Keynote speaker:*
The "Digital Agenda" of the European Union
Loris Di Pietrantonio (tbc), European Commission (DG Information Society and Media)

10:30 - 11:00 Coffee and phone break

11:00 - 11:45 *Keynote speaker:*
The role of European Institutions in online gaming regulation
Guido Berardis (tbc), European Commission, DG Internal Market Services Director
(or Jean Bergevin or Helge Kleinwege)

11:45 - 13:15 *First panel – regulating online games*
U.K.: (tbc)
Italy: **Francesco Rodano**, Head of remote gaming, AAMS
France: **Jean François Villotte** (tbc), President, Arjel
Estonia: **Urmo Sutermae/ Egon Veermäe**, Tax and Customs Board



13:15 - 14:00 Lunch

14:00 - 15:00 *Second panel – Prohibiting online games*
Germany, tbd
U.S.A. tbd

15:00 - 15.30 Coffee and phone break

15:30 - 16:30 *Keynote speaker*
Internet payment blocking in practice
Chresten V. Heide-Anderson, Public Affairs Manager, PBS A/S, Denmark

16:30 – 17:15 *Keynote speaker*
Norway to ban on-line gambling payments
Norsk Tipping (tbc)

Dinner hosted by: Lottomatica SpA and Sisal SpA

Wednesday, November 24

Moderator:

09:00 - 10:45 *Third panel – competitive online markets*
Lottomatica (tbd)
FDJ (tbd)
Danske Spil, **Klaus B. Lohse**, Marketing Director
MAG Consulenti Associati, **Carmelo Mazza**, Online manager

10:45 - 11:15 Coffee and phone break

11:15 - 12:30 *Fourth panel - Exclusive licensed online markets*
Svenska Spel (tbd)
Win2Day, Austrian Lotteries, Managing director, Martin Jekl (tbc)
ALC/Loto-Quebec or BCLC (tbd)

12:30 - 13.00 Keynote speaker
Open laboratory research for online lottery gaming
Riku Soininen, CEO Advantgames, Finland

13:00 - 14:00 Lunch

14:00 - 15:30 *Fifth and final panel – Platinum/Premium and Silver Partners*
Solutions for online gaming
INTRALOT (tbd)
GTECH CORP. (tbd)
SCIENTIFIC GAMES INT. (tbd)
BETWARE ehf. (tbd)

15:30 - 16:00 Wrap up of business program and certificates handout

16:00 Departure of participants (no transfers are organized) or free evening

All personal expenses and extra nights
must be settled by the participants prior to check-out