

The World Lottery Association

*Serving the lottery
industry worldwide*

Content

World Lottery Association

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WLA Membership



The World Lottery Association (WLA) is an international, member-based organization of state-authorized lotteries and suppliers to the global lottery industry. Our mission is to advance the collective interests of our members and to facilitate their development through the provision of a range of lottery and betting related services. Our vision is to be recognized as the global authority on the lottery and betting sector, to uphold the highest ethical principles, and to support our members in our universal quest to raise funds for good causes.

The state-authorized lottery and betting sector is an essential driver of economic good in communities around the globe. WLA member lotteries support good causes in their respective jurisdictions through the sale of responsible, ethical, and entertaining gaming products. In 2017, WLA Member Lotteries generated revenues of USD 283 billion and returned USD 82 billion to good causes.



There are currently three categories of WLA membership – WLA Members, WLA Associate Members, and WLA Collaborating Members.

WLA Members

WLA Members are organizations licensed or authorized to conduct lotteries (lotto, classic lotteries, instant games, on- and off-line lottery games, video lottery) and/or betting operations (toto, sports betting, sports lotteries, pari-mutuel horserace betting) in a jurisdiction domiciled in a state recognized by the United Nations. Sales of games of chance and/or skill must account for the majority of the organization's total annual gross revenues, and the majority of the organization's net revenues must be dedicated to the public good. The organization's business practices must conform to the aims and objectives of the WLA and the organization must subscribe to the WLA Code of Conduct as approved by the WLA membership and stipulated in the WLA by-laws. The WLA currently has 150 lottery members worldwide.



The World Lottery Association prides itself on its commitment to integrity, transparency, and democratic principles. The WLA's biennial general meeting, held in conjunction with the World Lottery Summit, is the will and voice of the WLA membership. Delegates to the biennial general meeting comprise two representatives from each member lottery. These delegates vote on modifications to the by-laws, admit new lottery members, elect a majority of the WLA Executive Committee members (including the WLA President), and approve WLA audits and budgets. The WLA Executive Committee is mandated to carry out the will of WLA members by acting on the decisions of the general meeting delegates.

WLA Associate Members

WLA Associate Members are suppliers of goods or services to the lottery and betting industries, whose business practices conform to the aims and objectives of the WLA. Current WLA Associate Members include suppliers of online and off-line systems, terminals, printers, video lottery

terminals, special papers, vending machines, dispensers and drawing machines, telecommunication organizations, ticket printers, game designers, marketing and advertising specialists, and consultants. The WLA currently has 75 associate members.





WLA Collaborating Members

The collaborating member category was created in 2012 to accommodate entities that do not meet the criteria for WLA lottery membership, but which are nevertheless still linked to a WLA member, either as a stakeholder or through an af-

filiation with a WLA member in the conduct of its lottery operations. Collaborating members are eligible to participate in all WLA programs but do not have voting rights. The WLA currently has two collaborating members.

The benefits of WLA membership

The global lottery landscape is continually and rapidly evolving. Endeavoring to fulfill their mission to raise funds for good causes, WLA member lotteries are faced with ever-new challenges. Player dynamics, demographics, and the changing retail environment are compelling lotteries and betting operators to embrace new gaming technologies, innovative marketing methods, and provide players with a persuasive and entertaining gaming experience. These objectives must be achieved without compromising the integrity, trust, and security of lottery brands. They must be achieved ethically, with the best interest of our players at heart. This is one of the most challenging transitions that the lottery sector has faced since its inception. As such, the importance of a global association that speaks with one voice for the lottery and betting sectors internationally is self-evident.

The WLA affords its members an international platform for sharing technological innovations, lottery industry intelligence, and leading-edge marketing concepts. We provide guidance on combating illegal gaming, match fixing, and other criminal activity that impacts negatively upon the efforts of our members to support worthy causes in their respective communities, while setting global standards for safe, responsible, and entertaining gaming products.

Above all, the WLA is concerned with trust and with developing a globally trusted brand. Being part of the WLA not only gives you access to a global community of like-minded peers, it supports and emphasizes your key business principles. WLA membership provides a framework to enhance your organizational structure, and your business processes and practices.



The WLA Contributors' Program

Since 2001, the Contributors' Program has played a central role in the WLA's relations with the global lottery community, helping to ensure the continuity of supplier relations with WLA member lotteries, and supporting WLA events, member services, and projects. The WLA contributors are at the forefront of innovation and are the driving force of the lottery and gaming sector. Through their valuable support, the WLA is able to offer its membership services and programs that are unrivalled in their variety and quality. The membership model for the Contributors' Program has two levels, Platinum and Gold. WLA Associate Membership is a prerequisite to becoming a WLA Contributor. Of the WLA's 75 Associate Members, seven participate in the WLA Contributors' program. Currently, there are four Platinum Contributors – Scientific Games, INTRALOT, IGT, and Pollard – and three Gold Contributors – Skilrock Technologies, AG-Tech Holdings Limited, and Jumbo Interactive Ltd.

The Platinum Contributors



The Gold Contributors



WLA Products and Services

The WLA provides member services across four core business areas:

- Training and education
- Conventions
- Industry standards
- Information, research, and communication

Training and education

Each year, in cooperation with the five regional associations, the WLA organizes a suite of seminars as part of its educational program for lotteries and suppliers. These educational events take place in various locations around the world and bring together specialists from both inside and outside the lottery sector to share their knowledge and insights. The

seminars target the tactical managerial level for the membership on a wide range of lottery-specific topics. The seminars also serve to promote the sharing of ideas and experiences from diverse cultures around the world, thereby assisting WLA members with their continuing professional training.

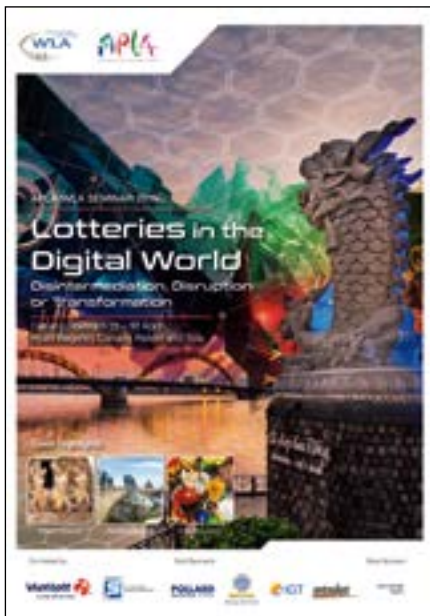
For more information on WLA seminars and events please visit our website at <https://www.world-lotteries.org/events/>

Conventions

Every second year, the WLA organizes a large international convention, known as the World Lottery Summit, featuring a comprehensive business program, an extensive social program, and a trade show showcasing the latest in supplier products and services. The convention is generally regarded as the largest event in the

lottery industry, attracting some 800 to 1,500 attendees biennially. The next World Lottery Summit, WLS 2020, will be hosted by BCLC (the British Columbia Lottery Corporation) and is to take place in Vancouver, Canada from October 26–30, 2020.

For more information on WLA conventions please visit our website at <https://www.world-lotteries.org/events/wla-conventions>



Industry standards

The WLA supports two internationally recognized standards for the lottery industry, covering security and integrity of lottery operations on the one hand, and responsible gaming on the other.



The WLA Security Control Standard

The WLA Security Control Standard (WLA-SCS) is an internationally recognized security and risk management standard for the lottery sector. Built upon globally accepted IT security standards such as the ISO 27001, the WLA-SCS couples information security management system best practices with additional lottery- and gaming-specific controls. The WLA oversees the standard through its Security and Risk Management Committee and offers certification pathways to the standard. Both WLA Lottery Members and WLA Associate Members may be certified to the WLA-SCS.



Dato Lawrence Lim Swee Lin

CEO Magnum Corporation Sdn Bhd (MCSB), Malaysia
Chair of the Security and Risk Management Committee

For more information on the WLA Security Control Standard please visit our website at <https://www.world-lotteries.org/services/security/security-control-standard-scs>

The WLA Responsible Gaming Framework

The WLA Responsible Gaming Framework (WLA-RGF) is an internationally recognized responsible gaming standard for the lottery sector. The framework consists of ten responsible gaming principles and four performance levels that require progressive improvement in the measures taken by member lotteries to integrate the responsible gaming principles into their day-to-day operations. The WLA oversees the standard through its Corporate Social Responsibility (CSR) Committee and offers certification pathways to each level of the standard. The CSR Committee is supported by the WLA Responsible Gaming Working Group and an Independent Assessment Panel.



Lynne Roiter

President and CEO Loto-Québec Canada
Chair of the Corporate Social Responsibility Committee

For more information on the WLA Responsible Gaming Framework please visit our website at <https://www.world-lotteries.org/services/responsible-gaming/principles>

Information and communication

The WLA is also tasked with informing governments, the media, and the general public of the role played by state lotteries in society and of the importance of the funds they distribute for good causes across the charitable, cultural, and sports sectors. To this end, the WLA offers several member services aimed at informing the membership and raising public awareness of their good work.



The WLA Magazine

The WLA's flagship publication, the WLA magazine, is currently published two to three times a year. Featuring articles on the lottery business, the magazine

covers responsible gaming, money raised for good causes, sports integrity, and other industry relevant themes.

To download previous issues of the WLA magazine in PDF format please visit our website at <https://www.world-lotteries.org/media-news/publications/wla-magazine>

Annual review

At the end of each year, the WLA publishes its Year in Review. The publication offers a brief yet comprehensive retrospective of the WLA's endeavors and achievements of the past year. The Year in Review is a four-color, 16 to 24 page

A4 brochure containing all the relevant facts and figures on the previous year's activities. It also offers a brief glance as to what the WLA has planned for the coming year.

To download copies of the WLA Year in Review in PDF format please visit our website at <https://www.world-lotteries.org/media-news/publications/annual-reports>

Online presence

The WLA website at www.world-lotteries.org continues to be one of the most valuable sources of information on global lottery industry issues for members

and non-members alike. The website is constantly updated with lottery news, details about WLA events and member services, links, and discussion papers.

Please visit the WLA website at <https://www.world-lotteries.org/>

Late in 2018, the WLA initiated an online journal to provide members with additional content in a more timely manner. The new blog complements the WLA's existing publications such as the WLA

Magazine and the WLA Year in Review. Industry themes including responsible gaming, sports integrity, IT security, and combating illegal gaming are covered in the blog.

To view the WLA Blog please visit our website at <https://www.world-lotteries.org/media-news/wla-blog>

Lottery research data

WLA information services include the WLA Quarterly Lottery Sales Indicator and the WLA Global Lottery Data Compendium. Both publications are designed to deliver timely and accurate data on the global lottery sector.

Global Lottery Data Compendium

WLA Lottery Members and external stakeholders continue to demand accurate, reliable data on the worldwide lottery industry. First published in 2014, the WLA Global Lottery Data Compendium showcases a number of key performance indicators, such as sales revenues and money returned to good causes. It helps to promote the role that WLA member lotteries play globally in raising funds for society, and provides valuable business intelligence for WLA Associate Members.

For each of the five regions of the world, the Data Compendium also includes a brief history of the lottery industry, its current status and regulatory environ-

ment, and an introduction to the corresponding regional lottery association. Other regional-level data includes the most prominent and popular products in each region and the main priorities of each region's State lottery operators in terms of distribution of funds to good causes. The overall status of corporate social responsibility and responsible gaming initiatives in each region is described and the most recent trends in each region are briefly highlighted.

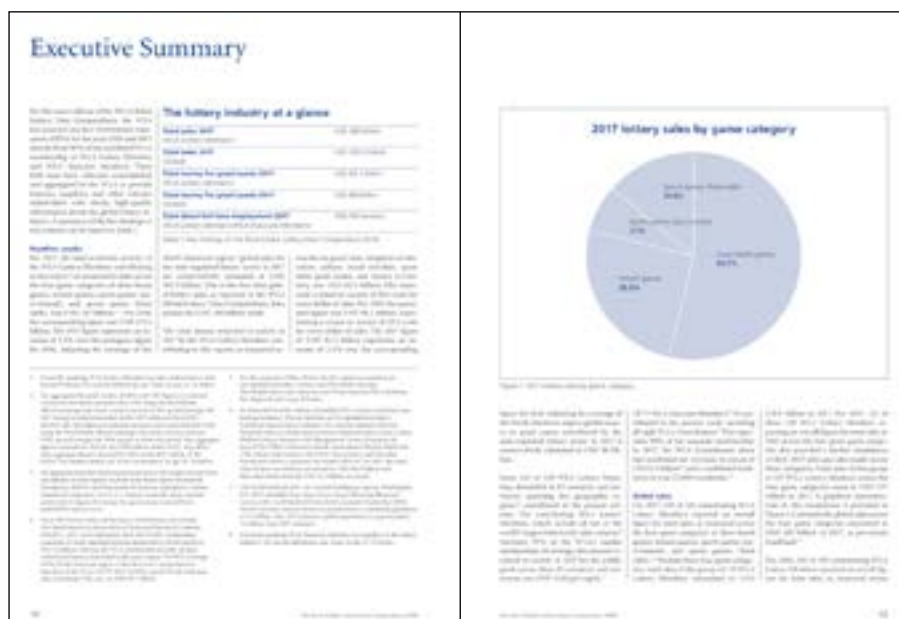
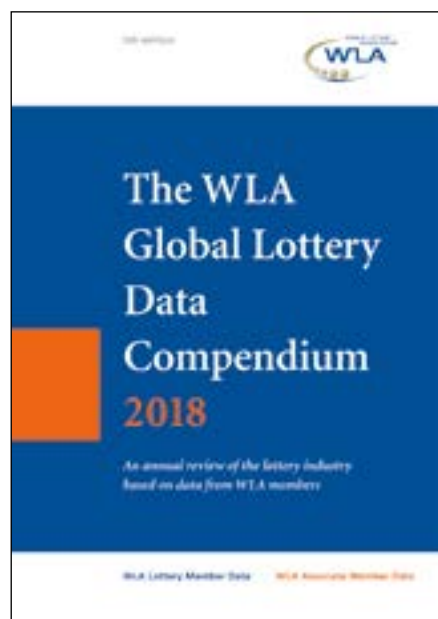
All of the information reported in the Data Compendium is sourced directly from WLA members and checked for accuracy and completeness.

WLA Quarterly Lottery Sales Indicator

Every quarter, the WLA collects and compiles lottery sales data from WLA members around the world. Currently around 35 lotteries, representing approximately 60% of global lottery sales by volume, provide these figures to the WLA on a quarterly basis. The data is aggregated and published as the WLA Quarterly Lottery Sales Indicator to provide

lotteries, suppliers, and the general public with a snapshot of shorter-term global and regional sales trends.

Now in its eighth year, the WLA Quarterly Lottery Sales Indicator is regularly quoted as a source in the trade press and is consulted frequently on the WLA website.



One of the aims of the WLA is to advance the collective interests of its members by acting in a coordinated fashion on lottery-related issues that have a global dimension. The WLA strives to protect the gaming sector from corruption and criminal activity and maintain the probity of state-authorized lotteries and sports betting operators around the globe.

Combating unauthorized gaming operations

All state-licensed lotteries around the world face a threat from operators that are not authorized by local regulators to offer gaming products or services in their respective jurisdictions. Territorial integrity is therefore a core principle of the global lottery industry. As a result, the WLA periodically reviews the tools and resources available to help members uphold this principle with stakeholders in every region.



Andreas Kötter

CEO Westdeutsche Lotterie GmbH & Co. OHG (WestLotto), Germany
Chair of the Illegal Gaming Committee

At the beginning of 2017, the WLA published a position paper on illegal gaming. This document is relevant to all regions and is freely available on the WLA website. The position paper characterizes the threat of illegal operators in terms of the potential damage to fiscal revenues and community fundraising, player safety and security, the intellectual property of state-authorized operators, and organized crime and money laundering. After publishing the position paper, the WLA implemented an action plan for global

stakeholder advocacy in combatting illegal gaming in 2018. At the end of 2018, the Executive Committee created the Illegal Lotteries and Betting Committee, which is dedicated to combatting illegal gaming and advising member lotteries on how they can effectively fight illegal lotteries within the regulatory framework of their respective jurisdictions.

To download the WLA Position Paper Concerning Illegal Gaming in PDF format please visit our website at https://www.world-lotteries.org/images/stories/position_papers/WLA_Position_Paper_Concerning_Illegal_Gaming.pdf



Sports integrity

The lottery industry is a key stakeholder in the fight to keep sports fair and honest. Sports integrity is a core value of the lottery community, not least because more than half of the world's state-licensed lotteries offer sports betting products to their customers. Efforts to support the fight against match fixing therefore cannot be dissociated from the WLA's dedication to gaming responsibility.

The fight against match fixing

The socially redeeming values of sports are built upon a foundation of credibility. This credibility is based upon equal competition and fair play. Without these, the tenability of sports as a vehicle for raising funds for good causes is lost.

Match fixing and other forms of illegal betting have been around nearly as long as organized sports itself. But with the advent of betting on the Internet the potential for corruption is evident.

The financing of sports cannot be separated from discussions on its integrity. As more than half of all WLA members offer some form of sports betting, the WLA established the Sports Betting Integrity Committee late in 2018. The committee is mandated to advise members on issues relating to sports betting and to raise the awareness of sports integrity throughout the world lottery community.



Jean-Luc Moner-Banet

CEO, Société de la Loterie de la Suisse Romande, Switzerland
Chair of the Sports Betting Integrity Committee



The Global Lottery Monitoring System (GLMS) was launched in 2015 as a collaborative effort between the European Lotteries Association and the WLA. The GLMS establishes a global, systematic surveillance system to monitor sports betting with the purpose of detecting unusual and suspicious betting patterns. Since the GLMS went live in 2015 it has gone from strength to strength, signing agreements with sports federations and partners and consolidating the system's global reach. It is now capable of moni-

toring 1 million odds every five minutes on football alone. GLMS currently has two operational hubs – one in Hong Kong and one in Denmark – which ensure a wide monitoring coverage. It counts sports federations such as FIFA, UEFA, and the IOC among its stakeholders. It has also established partnerships with national regulatory authorities such as the UK Gambling Commission, the Norwegian Gaming Authority, and France's ARJEL among others. In the area of law enforcement, GLMS has forged an agreement with Australia's Victoria Police and maintains strong ties with both Interpol and Europol. GLMS has also expanded its services and now offers tools for education and prevention activities for its members.

Cooperation

Collaboration with the regional associations

International cooperation is what distinguishes the WLA as a truly global association. Nowhere is cooperation more important than it is with the five regional lottery associations – ALA, APLA, CIBELAE, EL, and NASPL. Our ties with the regional associations are built upon shared values and mutual interests that collectively lay the foundation for the services that we provide to our members. The WLA's core offerings are of a global nature and serve to compliment the services already offered by the regional associations.

Respectful of the diverse needs of each particular global region, the WLA works directly with the regional associations on issues that affect the world lottery community as a whole. This is most apparent in the area of training and education, where the WLA lends its expertise and leverages its global scope by bringing in the brightest minds in the industry to

speak at seminars. Members, who because of travel restrictions imposed by their governments, could otherwise not attend international seminars, are also provided the ability to attend such seminars through the WLA scholarship program. As such, the world lottery community can profit from the vast expertise and knowledge that only a global association can offer.

Through the regional association representatives on its Executive Committee, the WLA maintains a strong international network of lottery and betting experts, offering diverse and varied perspectives on problems that confront the industry as a whole. Therefore, when legal and regulatory issues universally affect the lottery and betting sector, the WLA is best positioned to channel guidance and best practices from one jurisdiction to another.



Become a WLA member!



How to join

To join the WLA, please download the appropriate application form from www.world-lotteries.org/members/how-to-join-us.

The terms and conditions as well as information on membership fees can be found on the same webpage. Please return the completed application form along with accompanying documents to the WLA Basel business office at info@world-lotteries.org.

WLA Members are entities that offer lottery games – lotto, classic lotteries, instant games, on- and off-line lottery games, video lottery – and/or betting games – toto, sports betting, sports lotteries, pari-mutuel betting on horse racing. For WLA Members, membership is granted by the WLA General Assembly, which is held every two years. After approval by the WLA Executive Committee, applicants become provisional members until the final decision of the General Assembly.

For WLA Associate Members (entities supplying goods or services to the lottery and betting industry), the application for associate membership needs to be endorsed by at least two WLA Members (lottery and/or betting operators) and approved by the Executive Committee.



The WLA Executive Committee

WLA President



Rebecca Hargrove
President and CEO,
Tennessee Education Lottery
Corporation, United States

WLA Senior Vice President



Nigel Railton
CEO, Camelot UK Lotteries
Limited The National
Lottery, United Kingdom

WLA Co-Vice President



Richard Cheung
Executive Director, Customer
and Marketing HKJC
Lotteries Limited, Hong Kong

WLA Co-Vice President



Gilson César Braga
National Superintendent
of Lotteries, Caixa
Econômica Federal, Brazil

Immediate Past President



Jean-Luc Moner-Banet
CEO, Société de la Loterie
de la Suisse Romande,
Switzerland

Elected members of the WLA Executive Committee



Fabio Cairoli
Chairman and CEO,
Lottomatica, Italy



Jannie Haek
CEO, Nationale Loterij,
Belgium



Andreas Kötter
CEO, Westdeutsche
Loterie GmbH & Co. OHG
(WestLotto), Germany



Stéphane Pallez
President and CEO,
La Française des Jeux
(FDJ), France

Members of the WLA Executive Committee appointed by the regional associations



Jesús Huerta Almendro
President and CEO,
Sociedad Estatal Loterías y
Apuestas del Estado
(SELAE), Spain
(representing the European
Lotteries)



Luis Gama
Director Dirección Nacional
de Loterías y Quinielas
(D.N.L.Q.), Uruguay
(representing the Corpo-
ración Iberoamericana
de Loterías y Apuestas del
Estado)



Lynne Roiter
President and CEO,
Loto-Québec, Canada
(representing the North
American Association of
State and Provincial
Lotteries)



Younes El Mechrafi
General Director,
La Marocaine des Jeux et
des Sports (MDJS, Morocco
(representing the African
Lottery Association)



Sue van der Merwe
CEO, Tabcorp Lotteries
(the Lott), Australia
(representing the Asia
Pacific Lottery Association)



About the WLA

Mission

The World Lottery Association (WLA) is a member-based organization to advance the interests of state-authorized lotteries.

Vision

Our vision is for the WLA to be recognized as the global authority on the lottery business, to uphold the highest ethical principles, and to support our members in achieving their vision for their own communities.

Core values

- *Responsibility*
highest standards of corporate and social responsibilities
- *Integrity*
transparency and accountability
- *Professionalism*
excellence in service to our members, to all stakeholders and in our performance.

Objectives

To achieve our mission and vision our core objectives are:

- To collect and disseminate information about the lottery business and other areas of relevance
- To establish standards of best practice

- To establish ethical standards
- To provide educational and professional development services (conferences, seminars), information and reference services to our members
- To provide a united voice together with the regional associations so that our members may have a respected reference point and consistent messages and information to provide to those in authority.

Highlights

- Global professional association of state lottery and gaming organizations from more than 80 countries on 6 continents.
- Numerous associate members from the supplier industry worldwide.
- WLA Members generated revenues of USD 283 billion in 2017.
- WLA Lottery Members returned USD 82 billion to good causes in 2017.
- All members adhere to the strictest standards of social responsibility, responsible gaming, security and risk management.
- All members contribute the majority of net revenues to good causes.