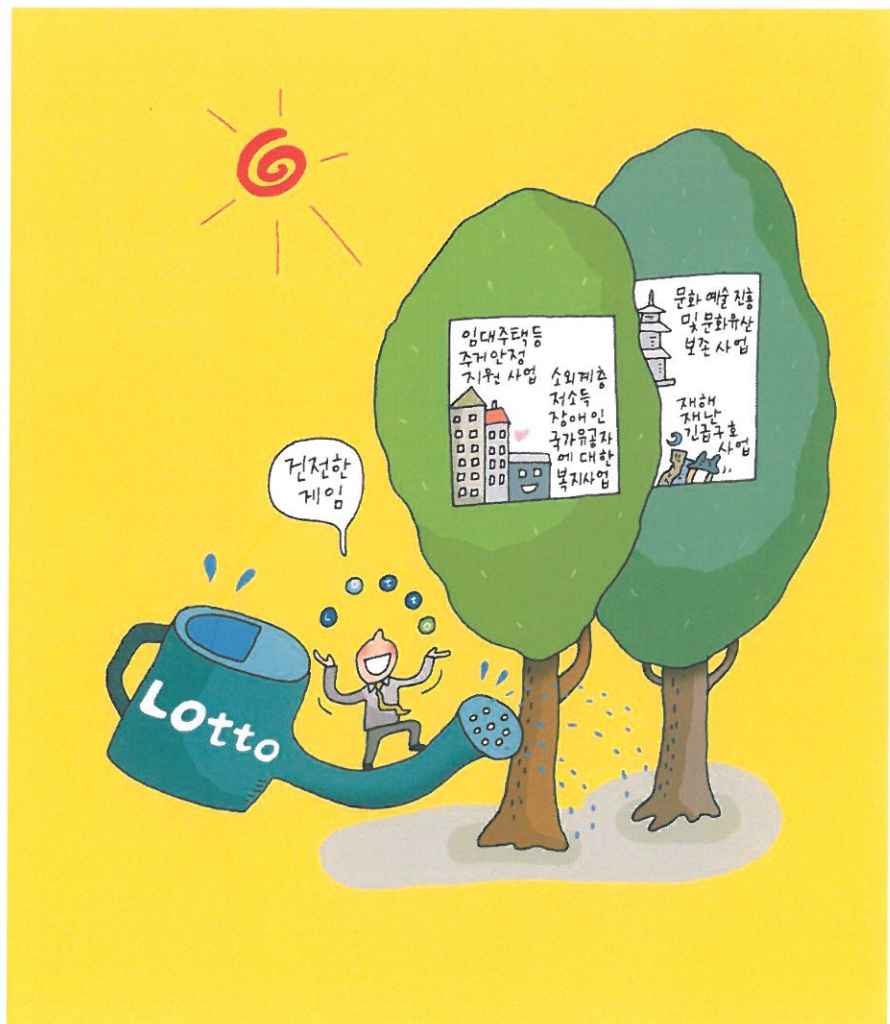


WLA RGF-LEVEL2 APPLICATION



2012-10-31

Nanum Lotto RGF-Level 2: Self-Assessment

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Nanum Lotto observes WLA responsible gaming principles to settle a healthy lottery culture, and promises to continue our efforts to establish high standard, responsible gaming policies and diverse programs.

For this, we submit this application for WLA-RGF Level 2 certification.



Kyung Jin, Kim
Chief Executive Officer

October 31, 2012

8. Treatment Referral

Current Policy and Program(s)

8.1 Is there a treatment referral policy in place in your jurisdiction? If so, by whom? How is it funded, etc.?

- In Korea, the National Gambling Control Commission (NGCC) of the Prime Minister's Office provides prevention and treatment services in accordance with the National Gaming Control Commission Act. The costs of operating the Problem Gambling Counseling Center (PGCC) are covered by seven gambling service providers (operators of lottery, casino, horse racing, boat racing, bicycle racing, Sports Toto and bull fighting) through financial contributions to the commission out of the operators' profits.

8.2 If such treatment services are available in your jurisdiction, is information about the service/help line/contact centre, etc. promoted to your players in your organization's communications instruments (website, magazines, advertisements, retailers' written material, etc.)? Briefly describe how this is done.

- We promote the Problem Gambling Counseling Center's service and provide relevant information to lottery players via various communication channels such as our website, RG campaign site, online communities and blogs, newsletters, webzine and point of sales materials and leaflets. Information on problem gambling prevention and treatment services is also available on the NGCC website, which provides a link to the PGCC website.

8.3 Are you legally allowed to develop your own treatment referral program? If so, have you established your own treatment referral service?

- Our business is limited to the online lottery operation such as sales and distribution of lotto 6/45 game, lottery system operation and marketing. Development and operation of treatment referral programs is not part of our business.

8.4 If you have a RG policy or code (or equivalent) in place already, does it make a reference to treatment referral?

- In accordance with Nanum Lotto's RG policy, we closely cooperate with the PGCC in sharing relevant information and infrastructure, and actively promote problem gambling prevention and treatment services so that those in need of help can easily and quickly access related information in paper format at retailers. Information on treatment services is also provided through other communication channels such as our website.

8.5 Do you collaborate with a referral center / helpline to identify and/or assist problem gamblers? Please provide details of the type of cooperation, collaborative measures that promote RG, referral support, etc.

- When coming across problem gamblers or when requested directly for help by a player, retailers of Nanum Lotto will guide such individuals to the problem gambling helpline services of the PGCC. Annual training programs for retailers include such processes and information.

When problem gambling is reported to the customer center, we provide information on PGCC helpline services and undertake follow-up work to manage such cases.

- In addition, a self-assessment tool is available on our RG campaign website so that customers can evaluate symptoms of problem gambling and gain understanding of its severity. High risk cases are guided to PGCC helpline services, and further information and assistance is also provided by the customer center.
- Link to the self-assessment page in our RG campaign website :
http://event.nanumlotto.co.kr/test/test_participation.asp

8.6 Do you promote research in this field to maintain adequate RG measures to support player treatment services and prevent gambling problems?

- The PGCC conducts research projects every year on treatment and prevention of problem gambling. Nanum Lotto does not have research programs specifically dedicated to such issues.

8.7 Does your treatment referral program include any other measures that promote RG Principles? If so, please give details.

- N/A

8.8 Have you studied or benchmarked the treatment referral programs of other WLA members?

- We have not yet studied or benchmarked the treatment referral programs of other WLA members.

List and describe the gaps that exist between the current treatment referral policies/programs and the RG Principles and your priorities

8.9 If your lottery already has a treatment referral program in place, list and describe the key gaps that your self-assessment has identified and how do you plan to enhance your program to further address RG Principles.

- As an entrusted business operator with limited business areas and resources, Nanum Lotto is not able to run treatment referral programs independently.

Cooperation with PGCC on RG counseling training & preventive/treatment activities

- However, we do not believe problem gambling treatment and prevention out of the scope of our business. As such, we will send our RG staff to complete special counseling training provided by the PGCC so that they can provide counseling to problem gamblers when needed. We also plan to improve our internal processes so that closer cooperation with PGCC staff is possible and the link between preventive activities and treatment services is more solidified.

Reinforcement of helpline & PGCC service promotion

- Nanum Lotto also plans to utilize its communication channels to promote and improve access to the helpline and PGCC among customers. In addition, we will create promotional materials for customers as well as develop more relevant training programs for retailers.

Implementation of evaluation tool for retailers' acknowledgement of treatment referral services

- We also intend to devise an evaluation tool to check whether retailers are prepared for actively promoting problem gambling prevention and treatment services to customers, and whether information on such services distributed through our communication channels are effectively reaching the general public.

8.10 If you do not have a treatment program in place or have not undertaken any of the type of initiatives referred to in the previous section, list the key gaps and improvement priorities that your self-assessment has identified.

- N/A

8.11 For 8.9 or 8.10, briefly describe your plan for improvements and the rationale behind them, including a suggested timeline.

■ Treatment referral Improvement Plans and Timeline

Improvement Plan		Description	Timeline
Step 1.	Strengthen cooperation system with referral centers and establish relevant internal processes	<ul style="list-style-type: none"> - Select staff dedicated to referral service and provide counseling training - Establish communication channel with referral centers - Establish business process for RG treatment referral 	~ June. 30, 2013
Step 2	Survey retailer/customer perception of treatment referral information	<ul style="list-style-type: none"> - Survey retailers/customers on whether they have received information on treatment referral and measure their perception improvement 	~ Oct. 30, 2013