

Annual Report 2017

Novamedia/Postcode Lotteries

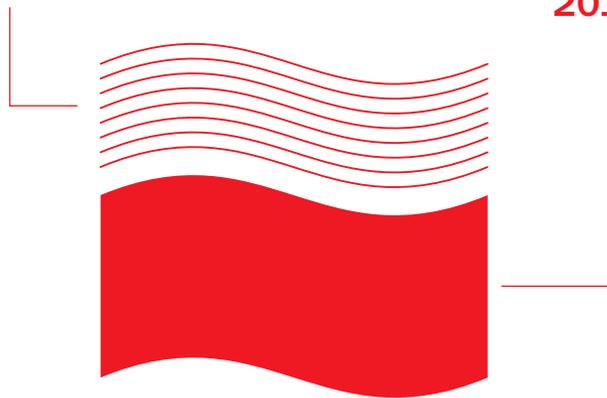


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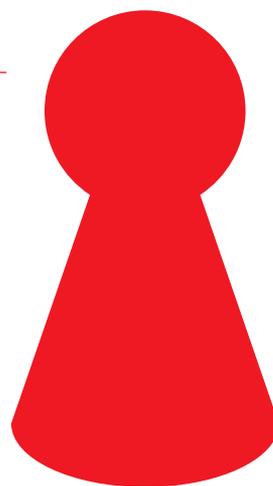
Making good citizenship fun

10,617,082 tickets by end
2017

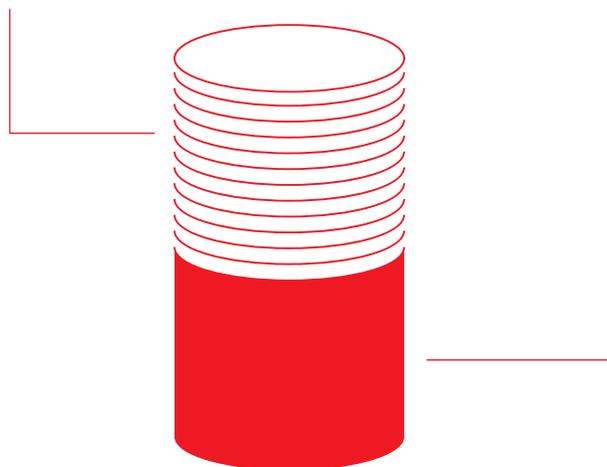


20,558,874 prizes

673 beneficiary charities working
for people and planet worldwide



€1.71 billion revenue



€715.7 million contribution
to charity

1990 – 2017:

€8.6 billion

donated to charities

Mission

To raise funds for social organisations worldwide, increase awareness of their work, and support their new initiatives.



Cover

We welcomed the popular TV presenter and game show host Kai Pflaume as the German Postcode Lottery's new national ambassador in 2017. Kai surprised Monatsgewinn winners in Barbing, Bavaria, in December.

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Challenging times



“Never before has there been so much at stake, and never has our creativity been greater. I’m decidedly optimistic.” So says Kate Raworth, the British economist and author of the bestselling book *Doughnut Economics*. She advocates an economic model that is bounded by the basic social needs of humanity on the one hand and the ecological ceiling on the other, as an alternative to blind faith in economic growth and a fixation on gross national income.

Courage and innovation

Raworth’s statement could serve as a motto for this annual report. The social and economic challenges facing humanity are con-

siderable, but the organisations and initiatives confronting them with courage and innovation are unprecedented. We are proud that our charity lotteries are able to provide them with so much support. 2017 was a successful year for Novamedia. In addition to celebrating the continued good performance of the Postcode Lotteries in the Netherlands, Sweden and Great Britain and the FriendsLottery and BankGiro Lottery in the Netherlands, we were also proud to post the first annual results of the German Postcode Lottery. In 2017, our players gave an impressive €715.7 million to 673 charities.

World ranking

Novamedia/Postcode Lotteries came third in City A.M.’s World Charity Donor Index 2017. Every year, the UK business newspaper publishes its rankings of the world’s biggest private charitable donors. We’re also the second-biggest private donor in Europe. With gratitude for the contributions of all the people who help us work toward our goals, we stride onward, full of ambition.

Continuity

In light of the above, it gives me great satisfaction to report that we have implemented our new governance structure that will safeguard the continuity of Novamedia’s mission and values.

Towards a better world

Meanwhile, we’ve also taken a major step in safeguarding the Postcode Lotteries’ identity by completing our DNA Book, which describes our company culture, our brand identity and image, our corporate identity, and the principles of our organisation. We are happy to report that we are growing, and our growth only increases our responsibility to protect our identity. At its heart is our vision statement: “We believe the world is better off with strong social organisations. There can be no change without them.” For us, that’s what it’s all about.

Gerdi Verbeet
Chair, Supervisory Board,
Novamedia

Spreading out across Europe



In 2017, after joining our Dutch, British and Swedish Lotteries the previous year, the new kid on the block, the German Postcode Lottery, completed its first calendar year of operations and grew steadily. More than 300 charitable projects across Germany have already received funding. And now, a year after the launch in Germany, a fifth territory has appeared on the horizon – Norway. The international circle of people doing good and having fun by playing the Postcode Lotteries continues to grow.

10 million tickets

At the end of 2017 the Novamedia/Postcode Lotteries sold their 10 millionth lottery subscription – a milestone. Thanks to all our players and the organisations we support, we continue to build our dream: a greener, fairer world. Having raised almost €8.6 billion for charities so far, we're focusing on our next goalpost: €10 billion!

Civil disobedience

Our group of international ambassadors also grew in 2017. Desmond Tutu, Sarah Brown, Richard Branson, George Clooney, Bill Clinton, Tony Blair, Katarina Witt, Muhammad Yunus, Ruud Gullit and Rafael Nadal were joined by the Oscar-winning actor

Emma Thompson, a committed activist for a better world. Asked about her work for Greenpeace at the Swedish Postcode Lottery's Charity Gala, Emma said, "I think of all the times in my life, now is very much the time for very well-run and strategic civil disobedience."

Groundbreaking projects

Global challenges call for global action. Besides funding local initiatives, the Postcode Lotteries also support big, groundbreaking projects, such as All Eyes on the Amazon. This project is run by a coalition of charity organisations led by Greenpeace and Hivos. It helps native communities in Brazil,

Peru and Ecuador to protect their rainforests by supplying technical resources, like drones.

Stopping the disappearance of the "lungs of the earth" is a cause that needs all the help it can get. In 2018, the Postcode Lotteries will continue to raise funds for this and many more local and global causes affecting planet and people.

*Boudewijn Poelmann
CEO, Novamedia/Postcode Lotteries*

Lotteries for a better world

The mission of Novamedia/Postcode Lotteries is to achieve a better world for people and planet. As the creator of the Postcode Lottery format, Novamedia believes that the world benefits from strong social organisations. For this reason, we set up charity lotteries internationally to provide financial support for organisations and projects of an idealistic nature. Our funding is long-term and unrestricted, so beneficiaries can use it where they consider it most needed. In addition, the Lotteries provide a platform for increasing awareness of the work of their beneficiaries.

Lotteries in four countries

The **Dutch Postcode Lottery** (Nationale Postcode Loterij) was launched in December 1989 and has grown phenomenally ever since. By December 2017, 2.9 million players were taking part annually, with 4.3 million Lottery tickets.

Following its success, **People's Postcode Lottery** launched a pilot in the north-east of England in August 2005, before rolling out across Scotland in 2008 and England and Wales in 2010. By December 2017, People's Postcode Lottery had 2.5 million players in the draw with 2.8 million tickets.

The **Swedish Postcode Lottery** (Svenska PostkodLotteriet) was launched in Sweden in September 2005. By the end of 2017, nearly 950,000 players were participating with 1.7 million Lottery tickets.

The **German Postcode Lottery** (Deutsche Postcode Lotterie) was launched across Germany in 2016. The first draw took place

in October. By December 2017, nearly 103,000 players were playing for charities in Germany with almost 130,000 lottery tickets.

At the end of 2017, a licence was obtained to start a **Postcode Lottery in Norway**.

Postcodes

The principle behind the Lotteries is simple, attractive and the same in each country. Each unique ticket number is made up of the player's postcode plus a three-digit personal number. The ticket is paid for monthly in advance. Any lucky neighbours playing in a particular postcode win together when that postcode is drawn. So an entire street or neighbourhood can win together. The Postcode Lottery concept is the first innovation in lotteries since the lotto format was invented in Genoa 400 years ago.

Winning together

The idea of winning together is also reflected in the giving side of the Lotteries: the distribution of proceeds to charities. Although

WE feel courageous
♥ fun
like sharing
live sustainably

Core values

Right from the start, the first employees of Novamedia/Postcode Lotteries were inspired by four words. And these words, these values, continue to ensure that the heart of the Postcode Lotteries in Great Britain, Sweden, Germany and the Netherlands keeps beating strongly.

• Courageous

We have the courage to act outside the established frameworks. We come up with solutions others haven't yet thought of or tried. We put our weight behind charities and NGOs that show that same courage.

• Fun

Of course, the players enjoy the games and win great prizes. We enjoy our jobs as well. Through the social organisations we fund, we make a meaningful contribution to society by supporting both people and the planet.

• Sharing

Our winners share prizes with their neighbours. The charities we support always "win" by sharing in the Lotteries' net contributions and, in turn, sharing them with their own beneficiaries. Internally, we share our knowledge and skills with each other. In everything we do, we try to benefit the planet that we all share together.

• Sustainable

We support the global process towards sustainability. We strive to make sustainable choices wherever we can, through our personal actions and our Lottery operations, by working with sustainable partners, and by making charitable contributions.

the player may not always win, the charities always do. Every Postcode Lottery donates 30% or more of its income from ticket sales to charities. In 2017, the total amount was more than €715 million. Charities are free to choose how they spend the money, so they can use it in the areas that need it most. It is the Lotteries' ambition to be a reliable, long-term funding partner.

Awareness

As part of their mission, the Postcode Lotteries provide players with information about the charities they support, to build awareness of the organisations' work. Players can find information about all supported charities on the Lotteries' websites. The organisations' work also features in magazines, letters, emails and newsletters sent to players – and,



Players in Mullsjö, Sweden, shared 2017's biggest Grannyra prize: 175 million SEK.



Players in Germany, home to our youngest Lottery, are discovering the fun of winning together. Winners in Essen shared a €500,000 Monatsgewinn prize.

in the Netherlands and Sweden, special TV game shows and documentaries.

Differences

The Postcode Lotteries differ in their operations due to variations in lottery and broadcasting regulations and in the maturity level of each Lottery and each market.

A charitable lottery's legal minimum contribution to beneficiaries differs from country to country. In the Netherlands, it's 50%. In Great Britain, as of July 2017, the Lottery awards 31% of its ticket price to charity, above the minimum of 20%. In Sweden, there is no fixed percentage, but the licence requires that a "reasonable" portion of income goes to charities. In 2017, the Lottery gave away 31.5%. In Germany, a minimum



Great Britain saw more players – and more winners – than ever in 2017. A whopping 846 winners in St. Helens, England, shared a £3 million prize pot.

Media

The Lotteries differ substantially in terms of their access to the media, and to television in particular. In the Netherlands and Sweden, the Postcode Lotteries are primarily TV lotteries. The winners and the charities feature extensively in Lottery-produced and -sponsored TV shows. The programmes help to recruit players, who then take out a Lottery subscription by post, internet or phone. People's Postcode Lottery promotes winners and charities through Direct Response TV (DRTV), paired with a strong online strategy. DRTV also plays a major role in Germany across all digital channels.

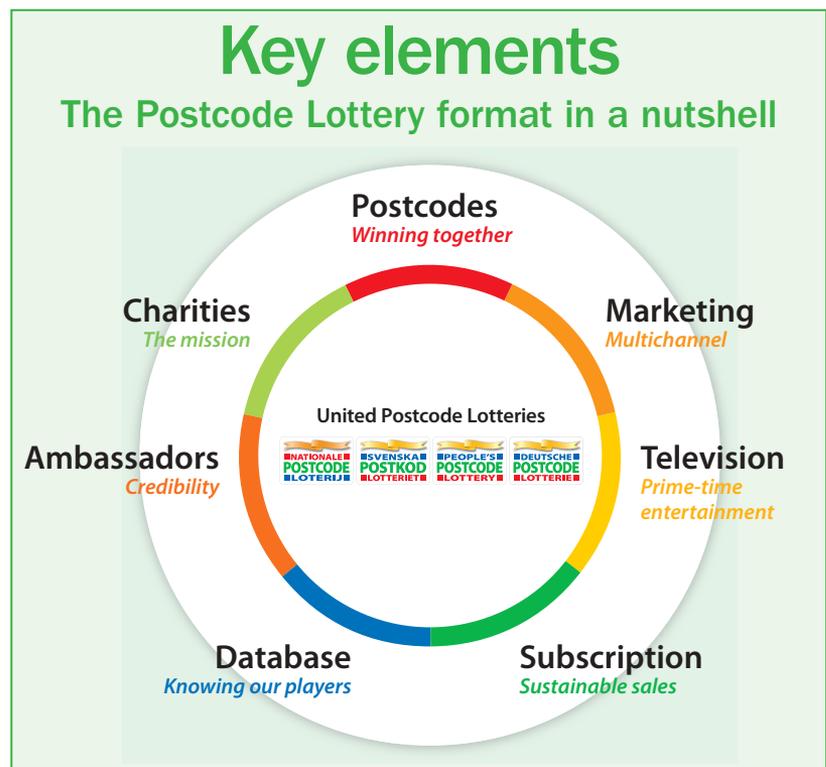


Winning big together in Eastermar, the Netherlands: € 53.9 million.

contribution of 30% of the ticket price was set at the start.

The Postcode Lotteries ultimately aim to award 40% of the price of each ticket to charities, with an equal amount going towards

prizes (40%) and the remainder spent on operational costs (20%). We believe this will ensure a level playing field for all the lotteries in the market. This will enable the Postcode Lotteries to fund and support even more charities.



Our six Lotteries in figures for 2017



102,967 players

129,738 tickets

33,219 prizes

286 charities

Revenue
€11.6 million

To charities
€3.5 million

2016-2017:
€3.7 million to charities



2,478,578 players

2,770,666 tickets

7,086,359 prizes

103 charities and hundreds of small projects

Revenue
€349.9 million

To charities
€106.8 million

2005-2017:
€309.8 million to charities



947,440 players

1,719,688 tickets

3,302,490 prizes

55 charities and over 360 projects

Revenue
€362.3 million

To charities
€114.2 million

2005-2017:
€1.0 billion to charities



2,918,611 players

4,334,870 tickets

6,802,960 prizes

112 charities

Revenue
€715.0 million

To charities
€357.5 million

1990-2017:
€5.5 billion to charities



622,609 players

863,093 tickets

2,152,856 prizes

67 charities

Revenue
€149.6 million

To charities
€74.8 million

2002-2017:
€930.4 million to charities



607,954 players

799,027 tickets

1,180,990 prizes

50 charities and 3,096 clubs and associations

Revenue
€117.9 million

To charities
€58.9 million

1998-2017:
€846.2 million to charities

Statement of income and expenditure for 2017 (EUR * 1,000)

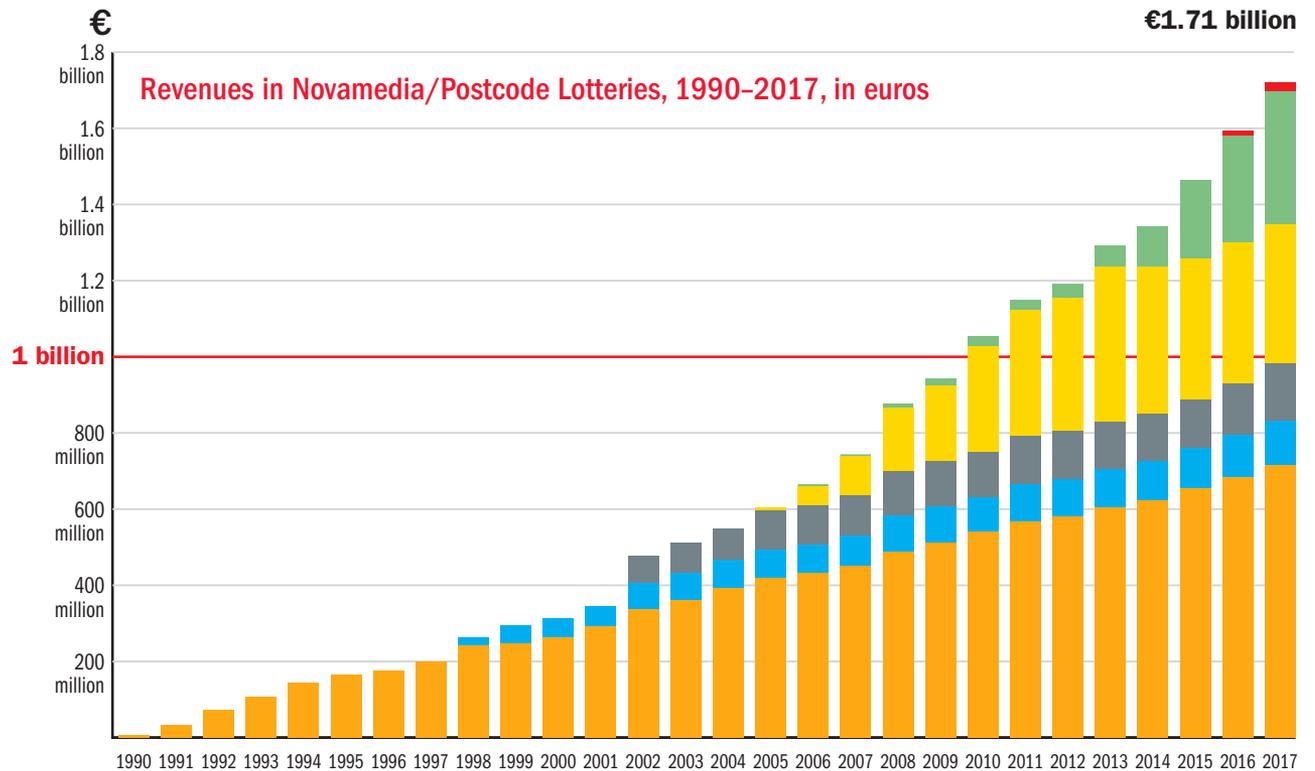
	Actual 2017			Actual 2016*		
	€	€	%	€	€	%
Income						
German Postcode Lottery	11,600			530		
People's Postcode Lottery	349,910			281,735		
Swedish Postcode Lottery	362,342			368,316		
Dutch Postcode Lottery	715,026			682,827		
BankGiro Lottery	149,623			133,864		
FriendsLottery	<u>117,886</u>			<u>113,266</u>		
Net income		1,706,387	100.0%		1,580,538	100.0%
Contribution to beneficiaries						
German Postcode Lottery	3,480			263		
People's Postcode Lottery	106,814			81,315		
Swedish Postcode Lottery	114,180			117,321		
Dutch Postcode Lottery	357,513			341,413		
BankGiro Lottery	74,812			66,932		
FriendsLottery	<u>58,943</u>			<u>56,633</u>		
		715,742	41.9%		663,877	42.0%
Distribution to players						
Prizes and gifts	774,219			700,146		
Charity prizes	<u>39,508</u>			<u>21,618</u>		
		813,727	47.7%		721,764	45.7%
Discount on prizes in kind and gifts	-191,619			-156,138		
Charity prizes and gifts within the contribution to beneficiaries	<u>-29,061</u>			<u>-18,335</u>		
		-220,680	-12.9%		-174,473	-11.0%
Expenses						
Marketing and organisational costs		417,866	24.5%		376,992	23.9%
Financial income and expenses (-)		-2,003	-0.1%		-1,004	-0.1%
Corporation tax		<u>3,507</u>	<u>0.2%</u>		<u>1,450</u>	<u>0.1%</u>
Result after corporation tax**		<u>-18,764</u>	<u>-1.1%</u>		<u>-7,176</u>	<u>-0.5%</u>

This overview is the total of all individual statements of income and expenditure on the pages 16, 24, 32, 40, 48 and 54.

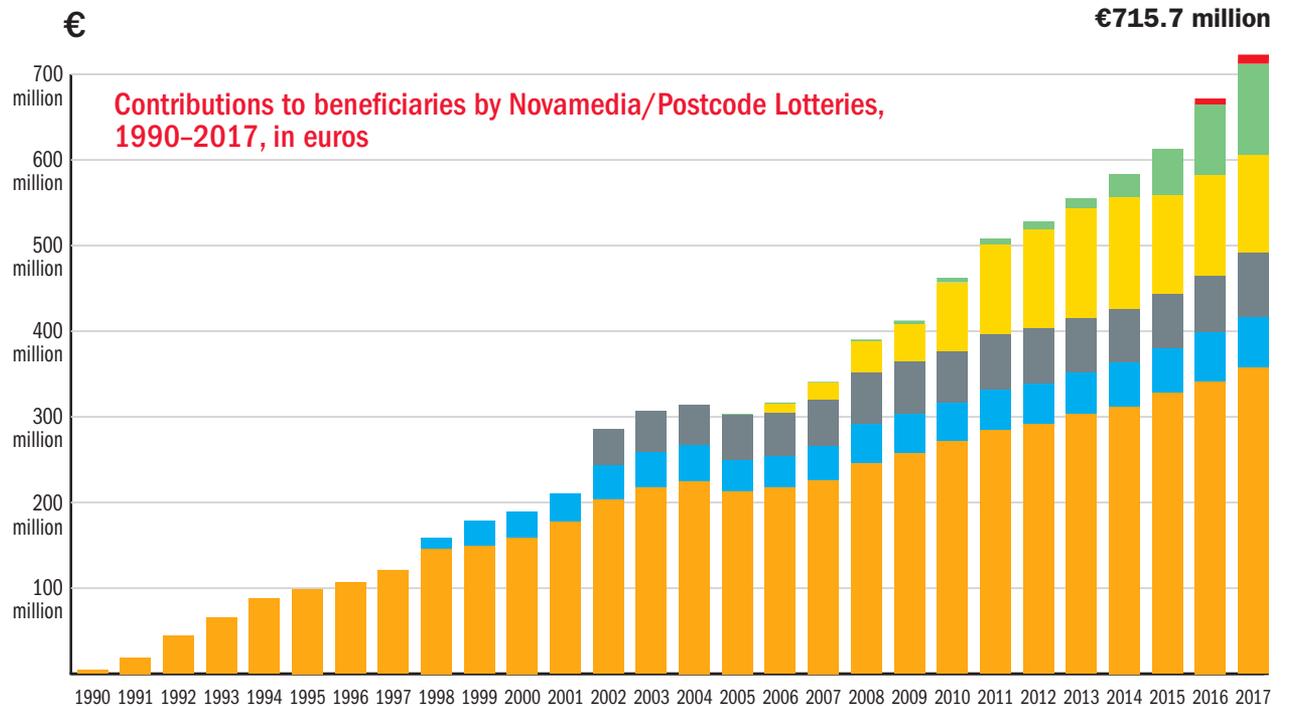
* Figures for 2016 now include the German Postcode Lottery.

** The result after corporation tax includes the investment in the German Postcode Lottery.

Growth of Novamedia/Postcode Lotteries, 1990-2017



The Postcode Lotteries operate in the Netherlands, Sweden, Great Britain and (since 2016) Germany. The FriendsLottery and the BankGiro Lottery operate just in the Netherlands. By December, a total of 7,678,159 players were playing the Lotteries, with a total of 10,617,082 tickets. The Lotteries awarded over €715 million to charities in 2017.





Top 20 World's Private Charity Donors 2017

RANK	ORGANISATION (COUNTRY)	FOUNDED	£ 2016*	% CHANGE
1.	Bill and Melinda Gates Foundation (USA)	2000	£3.6bn	-11%
2.	Wellcome Trust (UK)	1936	£601m	-1%
3.	Novamedia /Postcode Lotteries (Netherlands)**	1989	£543m	8%
4.	La Caixa Foundation (Spain)	1990	£377m	4%
5.	Hong Kong Jockey Club (China)	1884	£372m	1%
6.	The Walton Family Foundation (USA)	1987	£336m	21%
7.	Ford Foundation (USA)	1936	£324m	-14%
8.	William and Flora Hewlett Foundation (USA)	1967	£308	18%
9.	W.K. Kellogg Foundation (USA)	1930	£285	44%
10.	The Robert Wood Johnson Foundation (USA)	1972	£272m	15%
11.	Lilly Endowment (USA)	1937	£266m	-36%
12.	David and Lucile Packard Foundation (USA)	1964	£263m	32%
13.	Church Commissioners (UK)	1948	£231m	6%
14.	Andrew W. Mellon Foundation (USA)	1969	£220m	6%
15.	Gordon and Betty Moore Foundation (USA)	2000	£210m	3%
16.	Margaret A. Cargill Foundation (USA)	2006	£195m	0%
17.	Mastercard Foundation (Canada)	2006	£190m	38%
18.	John D. and Catherine T. MacArthur Foundation (USA)	1970	£186m	-22%
19.	Helmsley Trust (USA)	2011	£185m	0%
20.	The Simons Foundation (USA)	1994	£172m	-1%

*Based on the figures in the annual reports 2016. Increase or decrease in grants funded compared to 2015, in original currency.

Novamedia/Postcode Lotteries is the world's third largest private charity donor, according to VU University Amsterdam and the UK business newspaper City A.M.

** The Netherlands, Sweden, Great Britain and Germany in 2016.

Our international ambassadors

Our international ambassadors support the mission of Novamedia/Postcode Lotteries worldwide. We are proud to have them working with us and helping to promote our aims.

This year, we're thrilled to welcome two new ambassadors, the Academy Award-winning actors Emma Thompson and Leonardo DiCaprio. You can meet the various Lotteries' national ambassadors on pages 23, 31, 39, 47, 53 and 59.

New ambassadors



2017

Emma Thompson
Great Britain
Actress and activist in human rights and environmentalism
"When it comes to protecting human rights or saving the planet, some civil disobedience is needed. It's fantastic that the Postcode Lottery enables people and social organisations to act this way!"



2018

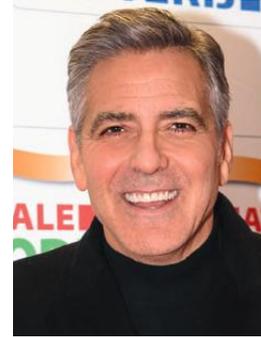
Leonardo DiCaprio
United States
Actor, film producer and environmental activist
"It's an honor to be partnering with an organisation that shares my foundation's values and sees the deep connection between protecting the environment and ensuring the well-being of people and our very future."



Desmond Tutu
South Africa
Anglican bishop and 1984 Nobel Peace Prize winner
"All the profits that the Lotteries help to distribute go to projects that aim at making our world a better place."



Muhammad Yunus
Bangladesh
Social entrepreneur and 2006 Nobel Peace Prize winner
"The Postcode Lottery has enormous potential. If you convert charity into social business, it doesn't need refilling. It fills itself. That's the power of social business."



George Clooney
United States
Human rights activist and actor
"I've never seen anything like the Postcode Lottery. It's saying: Let's all participate as a group and do good along the way. The fact that I can be involved in this is an honour."



Tony Blair
Great Britain
Former Prime Minister of the United Kingdom
"The great thing about the Postcode Lottery and the way it raises money is that this is one of the few things in life where you can have fun and do good at the same time."



Sarah Brown
Great Britain
Founder and president of Theirworld
"Thank you, Postcode Lotteries, for the support to Theirworld, enabling our charity projects to reach many vulnerable children with their own dreams for a brighter future."



Rafael Nadal
Spain
Tennis player with 16 Grand Slam titles
"I would like to thank the Postcode Lottery for lending its loyal support to all those good causes, including my own Rafa Nadal Foundation. Because of your help, many children will have a better future."



Bill Clinton
United States
42nd President of the United States
"The Postcode Lottery is the best thing I have ever seen to involve ordinary people in charitable work. A whole community can win, and it must be a great feeling to be a part of it."



Katarina Witt
Germany
Figure skating star and Olympic Gold medalist
"I couldn't think of a better way to use my popularity than to support charitable causes that help people. And being an ambassador of the German Postcode Lottery enables me to do just that."



Ruud Gullit
The Netherlands
Football legend
"The work of the Postcode Lotteries produces results for children everywhere in the world."



Richard Branson
Great Britain
Founder of the Virgin Group
"I think the Postcode Lottery is a force for good. It is using its profits to make an enormous difference."

Helping to build a better world

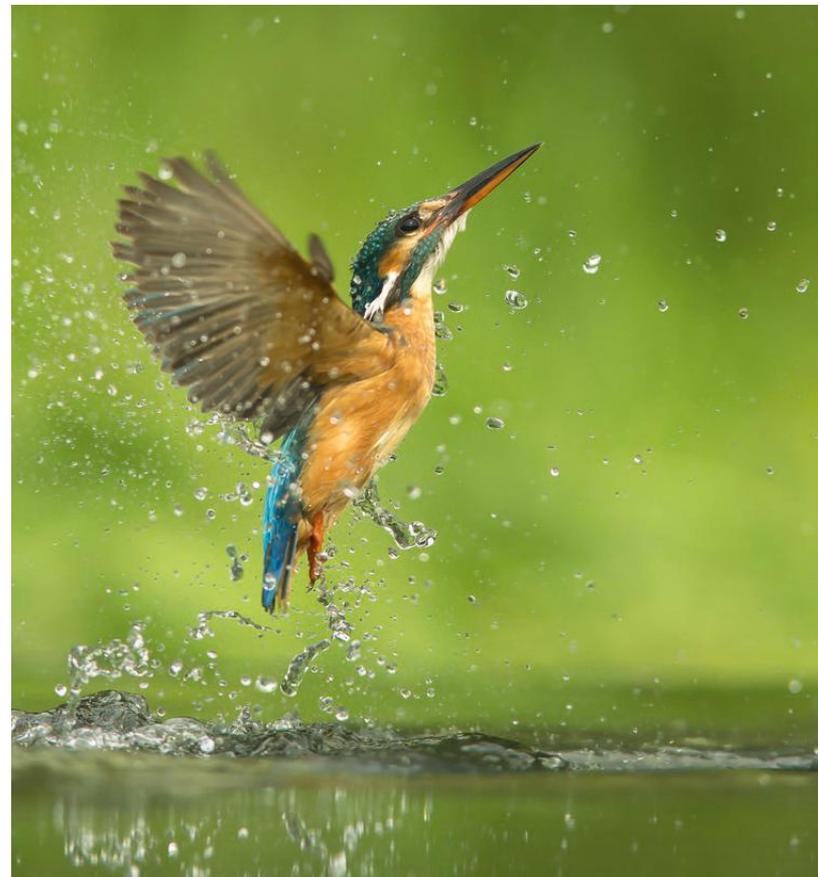
In 2017, the Postcode Lotteries introduced the living vision document “Planet & People”. It aligns the Lotteries’ vision and mission with recent global developments. We have formulated three priorities in each of the two categories, Planet and People. These priorities are drawn from the 17 Sustainable Development Goals in the UN’s 2030 Agenda.

Our aim

The earth is groaning under the pressure that an ever-growing world population is putting on its natural resources. Only if we operate within our planet’s natural limits can we build a fair, sustainable existence. The Postcode Lotteries support organisations that work within the narrow margin between respecting ecological limits on the one hand and meeting societal needs on the other.

The state of the earth

Despite the Paris Agreement on climate change in 2015, we appear unable to curb global warming. We notice its effects every day, and we are approaching the boundaries of what the earth can cope with. If we exceed those boundaries, we will enter an unstable phase in which we will have little further control over what happens.



The number of breeding pairs of kingfishers in the Netherlands has increased to about 1,000 today from 50 in 1997, partly with the aid of the Dutch Postcode Lottery’s support for nature conservancy organisations.

Our base

Vision

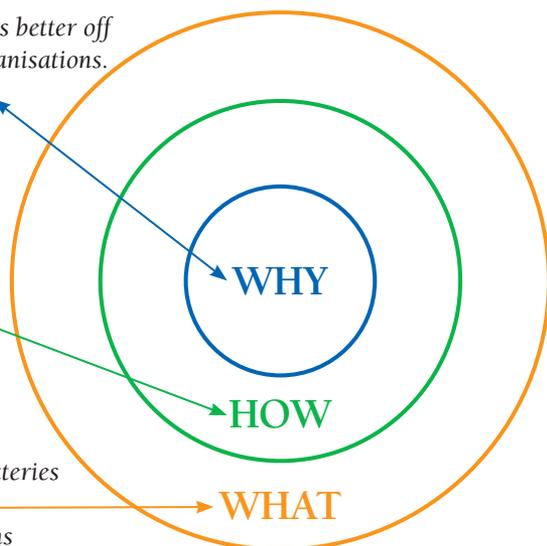
We believe the world is better off with strong social organisations. There can be no change without them.

Mission

To raise funds for social organisations worldwide, increase awareness of their work, and encourage new initiatives.

Strategy

We operate charity lotteries to raise funds for social organisations and good causes.



Source: Our why-how-what statement is based on Simon Sinek’s Golden Circle model.

At the same time, we live in a world in which prosperity continues to increase and more people have the chance of living longer, healthier lives. But things are not improving for everyone. Unfortunately, the poorest group is getting poorer. And girls and women all over the world do not enjoy the same opportunities and rights boys and men do.

Planet priorities

In the coming years, the Lotteries will focus their charitable support in the following areas in the Planet category:

1. Climate change

Counteracting and adapting to global warming.

2. Biosphere

Keeping it intact, restoring the functioning of ecosystems and biodiversity, and controlling biochem-

ical substance flows, especially phosphorous and nitrogen.

3. Land use

Promoting the responsible, efficient and sustainable use of space and land and counteracting damage to the physical environment.

Relevant themes:

- Green business innovation
- Ocean conservation
- Renewable energy
- Endangered species protection

People priorities

In the coming years, we will focus our charitable support in the following areas in the People category:

1. Physical needs

Providing human beings with food, water, energy, income and jobs.

2. Personal integrity and human rights

These must be respected, and that means ensuring equal rights, social equality and equal access to education, as well as fighting oppression.

3. Resilient communities

We must develop healthy, resilient communities with a socially responsible dynamic that gives every segment of society a voice.

Relevant themes:

- Social cohesion
- Women's rights
- Girls' education
- Refugees



Plastic waste pollution poses a growing threat to people and animals around the world. The Postcode Lotteries are helping to tackle the problem of the “plastic soup”.



Protecting and improving people's living conditions is a priority area for the Postcode Lotteries.

Our dream

Our goal is to use the funds our players supply to help to protect and develop the natural capital that the planet provides and the human capital that its people provide. In doing so, along with our players and the organisations we support, we will continue to build on our dream of a green and just world.



Thanks to the tickets purchased by our millions of players, the Postcode Lotteries can make a significant contribution to the fight against global warming.

For the complete “Planet & People” document, see:
publicaties.novamedia.nl/

Postcode Lottery Green Challenge 2017

With €1 million in prize money, the Postcode Lottery Green Challenge is one of the world's biggest competitions in the field of sustainable entrepreneurship.

Former US President Bill Clinton inspired its creation with his speech at the Postcode Lottery World Meeting in 2006, in which he called for green solutions to today's problems. This year, as in years past, progressive start-ups responded en masse to his appeal. No fewer than 515 companies from 89 countries submitted groundbreaking sustainable business plans.

The jury

In Amsterdam, the five finalists presented their sustainable plans to an enthusiastic audience and the jurors. Leila Janah chaired the jury. Her company, Samasource, combats poverty from a new perspective: give people work, not just money. This year's other jurors



EarthEnable floors are made from natural materials, providing healthier living conditions and local employment.



The 2017 finalists from left to right: Henri Nyakarundi, Lex Hoefsloot, Sandra Rey, Gayatri Datar and Thomas Pedersen. Datar, an American, won the trophy and €500,000 for EarthEnable.

were Marty Pickett, Marieke van Schaik, Jim Walker, Eben Bayer and Stientje van Veldhoven.

A clean floor wins

Gayatri Datar of EarthEnable won the top prize of €500,000 to make her dream come true: a world where no one has to sleep on an unhygienic floor. Today, more than a billion people live with dirt floors, which are breeding grounds for parasites and diseases. EarthEnable floors, made from local, natural materials and sealed with vegetable oil, reduce the risk of disease significantly. They're



Through a mix of bioresin and natural fibres, Pond offers a biodegradable alternative to plastic for making products such as surfboards.



The jurors sat at a table at the front of the full auditorium. From left: Eben Bayer (founder of Ecovative and 2008 Postcode Lottery Green Challenge winner), Marty Pickett (executive director of the Rocky Mountain Institute), Jim Walker (co-founder of the Climate Group), Marieke van Schaik (managing director of the Dutch Postcode Lottery) and chair Leila Janah (founder and CEO of Samasource and LXMI).

also 75% cheaper than concrete floors and emit 90% less CO₂ during production. And they improve living conditions and increase local employment.

Bioresin

Runner-up **Thomas Pedersen**, from Denmark, received €200,000. His start-up, **Pond**, has developed a method for making bioresin from agricultural waste. Mixing it with natural fibres such as flax or hemp results in a biodegradable composite material that's a viable, sustainable alternative to plastic in objects like nappies, furniture and windmill sails.

More great green ideas

The other three finalists received €100,000 each.

Henri Nyakarundi represented the Rwandan start-up **ARED**. Its

Shiriki Hub mobile kiosk runs solely on solar panels and provides customers with Wi-Fi and phone charging stations. **ARED** is bringing renewable energy and cheap Wi-Fi to remote locations in the African countryside. The hub provides a clean alternative to diesel generators and increases employment.

Sandra Rey's French start-up, **Glowee**, has developed a technology for isolating bioluminescence and concentrating it to make a viable light source. This clean illumination can be widely used and would reduce energy consumption and light pollution in cities.

Lex Hoefsloot, competed on behalf of the Dutch start-up **Lightyear**, a spin-off of the successful Solar Team at Eindhoven University of Technology. The company has devised the **Lightyear One**, a four-wheel-drive car powered entirely by solar energy. The integration of

solar cells in the car's roof means it can be used in areas without charging stations.

Green Challenge Fund

The Postcode Lottery Green Challenge Fund was launched in 2016 to invest in promising win-

ners and former finalists of the Postcode Lottery Green Challenge, to help them grow successful companies that will make a difference in the world. Extra capital is often needed for a company to scale up after its market launch. The fund is managed by the DOEN Foundation, which also provides guidance for the winners.



Lex Hoefsloot presented the Lightyear One, a four-wheel-drive car that runs entirely on solar energy.

Germany: German Postcode Lottery



Statement of income and expenditure for 2017 (EUR * 1,000)

	2017		2016	
	€	%	€	%
Income	11,600	100.0%	381	100.0%
Other income	0	0.0%	149	39.1%
Total income	11,600	100.0%	530	139.1%
Contribution to beneficiaries	3,480	30.0%	263	69.0%
Prizes	7,618	65.7%	1,869	490.6%
Expenses				
Marketing and organisational costs	18,856	162.6%	7,025	1,843.9%
Financial income and expenses (-)	30	0.3%	0	0.0%
Corporation tax	0	0.0%	0	0.0%
Result after corporation tax	<u>-18,324</u>	<u>-158.0%</u>	<u>-8,628</u>	<u>-2,264.4%</u>

286 charity projects

The German Postcode Lottery (Deutsche Postcode Lotterie), the world's fourth lottery of its kind, launched in October 2016. It has enjoyed notable success, showing a steady monthly growth in the number of players. Like its older siblings in the Postcode Lottery family, it aims to raise funds and awareness for good causes while acting as an innovator within its market. In 2017, players raised € 3.5 million for charity.

The German Postcode Lottery allocates 30% of the ticket price to charitable causes that focus on equal opportunities, the protection of natural resources and the environment, and social cohesion. The money is distributed to beneficiaries based in the players' federal states. In accordance with the motto of "Winning together, helping together", players sign up using their postcodes and win jointly with participating neighbours while supporting nearby charity projects. 2017 was a suc-

cessful year for the Lottery in many ways: ticket sales rose every month, and the Lottery had its biggest winner group to date, in Geestland, where 64 winners were photographed beaming next to our ambassador Katarina Witt. Most importantly, the number of charities supported by our players is steadily increasing. In 2016 we supported 33 charitable projects; in 2017 the number shot up to an impressive 286.

Helping the helpers

The German Postcode Lottery supports charities on a not-for-profit basis. We are working to increase our grants and to offer more long-term support. The funds our players provided to 286 charity projects last year are being used to make as much of a difference as possible. With our sister Postcode Lotteries awarding such large grants easily we could forget the impact €5,000 has on a community. It's not only about the size of a grant, however, but about the people it helps bring together.

Our net proceeds are distributed according to the number of tickets sold in each federal state. Smaller organisations, in particular, can benefit significantly. We also back



Steig Auf offers socially disadvantaged children riding lessons and boosts their confidence through the special bonds they form with the horses.

regional projects from national charitable organisations. The most important factor in our funding is: the more people play, the more projects we can support.

Below is a selection of recent projects and beneficiaries.

Steig Auf

North Rhine-Westphalia
Awarded: €10,000

Steig Auf is a non-profit association that provides lessons in horseback riding and animal care for children between 3 and 17 years of age. The participants often face social disadvantages and/or come from migrant backgrounds. Through the riding programme, children who lack access to different social contexts discover rural areas and establish bonds with horses and ponies. On the ranch, they learn about animal care and treatment. Children build

up a positive self-image, and many learn about responsibility for the first time. Lottery players' support helps to provide them with new opportunities. For more information see www.steigauf-ev.de

Institut für innovative Bildung

Bavaria
Awarded: €7,880

Longboards are a huge trend. Now teenagers in Bavaria can benefit from the Institut für innovative Bildung's longboard building and repair workshops. Since autumn 2017, young people have been able to design and build their own boards with guidance from professionals. Teenagers from various social and regional backgrounds, some with disabilities, learn and work together. They discover their own creative and manual talents while establishing friendships. Thanks to the support of our players in Bavaria, the workshops



Germany is the most populous country in Europe and has a large lottery market.



With the help of the German Postcode Lottery, Bavaria's Institut für innovative Bildung runs longboard building and repair workshops for young people from a range of social backgrounds.

will be expanded to a number of locations throughout the region. For more information visit: www.innovative-bildung.de

Pfotenpiloten

Baden-Württemberg
Awarded: €20,000

The Pfotenpiloten organisation provides disabled people with mobility assistance dogs. A well-trained assistance dog not only increases mobility and self-esteem but can also help to ease worries. The association aims to bring together 100 client-trainer pairs all over Germany. Our players support one of these teams in Stuttgart, Baden-Württemberg. The most important factor for successful companionship between a dog and a client is that they can live and work in harmony. Therefore, they are carefully matched, and then the dog receives special training. The dog spends six months

learning tasks and must pass an exam at the end. On top of added mobility, the dog gives his or her client a feeling of security, closeness and warmth which frequently helps the person to overcome a fear of contact. Find out more at www.pfotenpiloten.org



Pfotenpiloten provides disabled people with mobility assistance dogs, enabling them to live life with more freedom and self-determination and fewer worries.

LitCam, Cologne

North Rhine-Westphalia
Awarded: €10,000

People from all walks of life love football. The sport brings people together regardless of age or origins. Partnering with schools

all over Germany, the LitCam organisation and its Fußball trifft Kultur ("Football Meets Culture") programme use the German enthusiasm for football to help children living in difficult circumstances to improve their grades as well as get football training. After establishing LitCam as a long-term partner in 2016, the German Postcode Lottery now sponsors the Fußball trifft Kultur programme at a socially disadvantaged school in Cologne. Pupils, most of whom come from households with low education levels and have learning disabilities, meet in classrooms twice a week for an hour of remedial teaching plus physical training given by a youth coach from a Bundesliga team. The pupils also take part in cultural workshops and visit museums. The highlight of each school year is the Fußball trifft Kultur tournament, held in a different city every time. For more information visit: www.litcam.de/en



LitCam's Fußball trifft Kultur programme gives kids with learning disabilities an hour of remedial teaching plus football training twice a week.



Freundeskreis der Auricher Pfadfinder educates young people about environmental protection and conservation. Here a group explores the North Sea mudflats.

Freundeskreis der Auricher Pfadfinder

Lower Saxony
Awarded: €10,000

Freundeskreis der Auricher Pfadfinder aims to help children and teenagers understand the importance of protecting and preserving the environment – a central part of the work of the youth association and its more than 30,000 members. The Lottery-supported project *Die Umwelt erleben – Das Klima verstehen* gave around 5,000 scouts a chance to exchange ideas, learn from each other and experience togetherness at the Guide & Scout Union's national camp. Then the participating Scout groups met in Aurich for excursions that allowed them to pursue the central goals of experiencing the environment and understanding the climate via direct contact with nature. For more information see www.pfadfinder-aurich.de

BUND Landesverband Sachsen

Saxony
Awarded: €5,821

BUND (Friends of the Earth Germany) is the country's biggest nature and environmental conservation charity. Cargo bikes are a climate-friendly alternative to cars and other motorised



BUND's idea in Saxony is beautifully simple: make cargo bikes available for sharing. Our support has paid for two vehicles.

vehicles, especially for carrying bulky goods. But they're expensive and may not be used often. BUND's Saxony branch *Lastenrad-Sharing* lends out cargo bikes free of charge. Repair costs are covered by voluntary funding of the bicycle

rental, but the organisation needs other funding to buy the bikes, and the players of the German Postcode Lottery have stepped in. For more information see www.bund-sachsen.de/mitmachen/lastenrad

Charities Board

The German Postcode Lottery's Charities Board approves the allocation and awarding of charity proceeds, advised by the Lottery management. Its constituent meeting took place in December 2016. In 2017, two meetings were held in June and November. The Charities Board decides which projects and organisations will receive Lottery support. Its chair is Professor Dr Rita Süßmuth. A special team visits a steadily growing number of projects, communicates the charities' accomplishments directly to the players and reports back to the board.



Back row, left to right: Nadja Schwarz (charity team, German Postcode Lottery), Tobias Kohl (compliance officer, German Postcode Lottery), Julia Kloiber (project leader, Open Knowledge Foundation Germany), Peter Clever (executive board member, Confederation of German Employers' Associations), Charlotte Platzer (charity department, German Postcode Lottery).

Front row, left to right: Eva Struving (managing director, German Postcode Lottery), Professor Dr Rita Süßmuth (chair), Annemiek Hoogenboom (managing director, German Postcode Lottery), Esra Küçük (board member, Maxim Gorki Theatre).

You can find a list of all our charities at the back of this report, or visit www.postcode-lotterie.de for descriptions in German.

Players and winners

Since its launch in October 2016, the German Postcode Lottery has evolved in several positive directions. In 2017, we gave away more than 33,000 prizes and thanks to all our players, 286 projects received funding. Another highlight came in April as TV celebrity Kai Pflaume joined the Postcode Lottery family as a new ambassador.

The Lottery's great progress was visible in the increasingly large groups winning the Monatsgewinn. It was a remarkable, emotional moment when we presented the cheques to the

winners in the northern town of Geestland. The 64 delighted winners celebrated with friends and neighbours on the town square – even the mayor joined the festivities.



Our new ambassador Kai Pflaume surprised Monatsgewinn winners in Mülheim, in North Rhine-Westphalia, in May.



German Postcode Lottery ambassador Katarina Witt (sixth from left) handed over the famous cheques to the Monatsgewinn winners in Munich in April.



A highlight for the German Postcode Lottery in 2017 was the awarding of a prize to its biggest-ever winning group. Ambassador Katarina Witt is pictured in July with the 64 winners of the Monatsgewinn in Geestland.

Kati Witt überrascht Dresdner Lottogewinner

Dresden – Sachsen-Eisprinzessin Katarina Witt (51) ist jetzt als Glücksfee unterwegs – für die Düsseldorfer „Postcode-Lotterie“ als nationale Botschafterin. Und einer der

10 000 Euro bei der Verlosung, wurden auf dem Neumarkt von der Eisprinzessin mit dem Gewinnscheck überrascht. Die „Postcode-Lotterie“ ist nach



Harry (71) und Rita Weidner (69) aus Dresden gewannen 10 000 Euro. Kati Witt (51) war die Glückstele



Wirtschaft

Lotterien bekommen niederländische Konkurrenz

In den Niederlanden und Großbritannien ist Novameda schon erfolgreich. Doch der deutsche Markt ist ungemein komplizierter.

BRONNEN/BRÜCKE. Die niederländische Lotteriefirma Novameda hat sich in Deutschland einen Namen gemacht. Die niederländische Lotteriefirma Novameda hat sich in Deutschland einen Namen gemacht. Die niederländische Lotteriefirma Novameda hat sich in Deutschland einen Namen gemacht.



The prizes

Players can sign up for just €12.50, which enters them in five draws; they then continue to pay monthly in advance. Only players' postcodes are entered in the draws; this means there are guaranteed winners every day. The value of prizes awarded ranges from €10 to €1,000 per day – and, once a month, €250,000 for the postcode that wins the Monatsgewinn. Every prize above €10,000 is brought to the winner's doorstep by our Street Prize ambassadors. We awarded more than 33,000 prizes in 2017.

Media coverage

It wasn't just the numbers of winners and supported projects that saw a steady rise – online, print and radio coverage of the German Postcode Lottery also grew sharply.

The Lottery received ample print coverage in 2017.



At the 2018 Charity Gala in Düsseldorf, from left: Novamedia/Postcode Lotteries CEO Boudewijn Poelmann; Lottery managing director Eva Struving; Lottery deputy managing director Sascha O. Maas; Lottery managing director Annemiek Hoogenboom; Ulrich Stöcker, head of nature conservation for Environmental Action Germany; actor, author and environmental activist Hannes Jaenicke; Lottery ambassador Katarina Witt; and Frans Schepers, managing director of Rewilding Europe.



During the Charity Gala, Street Prize Presenter Felix Uhlig (right) and Petra Supplie (left) surprised Sabine Uhl from the organisation Handwerkerinnen Haus Köln with a cheque.



The German Postcode Lottery on Facebook.



Our best-performing social media post appeared in July 2017.

Die neue Soziallotterie für Deutschland

Förderverein Westerland, Naturschutz Arche Noah e.V.

Wir sind die neue Soziallotterie in Deutschland. Unser Ziel ist es, innovative, grüne und soziale Projekte in der Nähe unserer Teilnehmer zu unterstützen. Von jedem Los fließen 30 Prozent in gemeinnützige Projekte. Dank unserer vielen Teilnehmer konnten wir in unserem ersten Jahr bereits 124 Projekte fördern.

Mit einem Los können Sie täglich Geldpreise gewinnen. Wird Ihr Postcode gezogen, dann gewinnen alle Teilnehmer in Ihrer Straße, die ein Los besitzen. Ein Postcode ist Ihre Postleitzahl plus eine Buchstabenkombination für Ihre Straße. Mehr Informationen über unsere Projekte finden Sie auf unserer Website.

www.postcode-lotterie.de

This advert appeared in a supplement published in November with national newspapers including Süddeutsche Zeitung, Frankfurter Allgemeine Zeitung, Die Welt and Handelsblatt, with a total circulation of 375,000.

The announcement that the TV presenter Kai Pflaume would be our new ambassador led to interviews on more than 50 radio stations nationwide. During 2017, the Lottery featured in hundreds of articles and items in newspapers and magazines, on websites and on the radio; outlets included Süddeutsche Zeitung, Frankfurter Allgemeine Zeitung, Handelsblatt, Rheinische Post, Westdeutsche Allgemeine Zeitung and Focus Online. The equivalent advertising value of this publicity totaled more than €1,000,000.

Social media

In 2017, the German Postcode Lottery saw rapid growth in its numbers of YouTube and Facebook followers in response to an increase in posts and actions. During the year, there were more than 34,000 likes and comments on content concerning our supported projects and lucky winners. One message about the winners of the January Monatsgewinn in Wesel in North Rhine-Westphalia reached over 750,000 people and generated 4,000 likes. Our best-performing story, about the July Monatsgewinn winners' group in Geestland, got 3,600 likes and was seen by almost 280,000 Facebook users. The German Postcode Lottery reached an average of two million users monthly on Facebook in 2017.

Marketing

To reach as many people as possible and inform them about the prizes they can win and the charities they can support, the Lottery sponsors newspaper inserts. It is also active online and runs direct-response campaigns online and on TV.

Our ambassadors

Ambassador Katarina Witt

From the start of the Lottery in 2016, Olympic figure-skating legend Katarina Witt has been an ambassador for the German Postcode Lottery. She set up her own foundation 11 years ago to help children and young people with disabilities to be more mobile. Katarina is happy to be part of the Postcode Lotteries family. "I really want to use my popularity to help others," she says. "The combination of winning and doing good is a win-win situation. What could be better?"



Eva Struving, managing director of the German Postcode Lottery, presents a cheque to ambassador Katarina Witt in support of her foundation.

New ambassador Kai Pflaume

Kai Pflaume joined the Postcode Lottery family in April as a German national ambassador. The popular TV presenter and game show host has supported projects aimed at preventing drug use and helping young people. For him, the desire to help the German Postcode Lottery comes straight from the heart. "The more players with the same postcode take part in this Lottery, the more people win when their postcode is drawn. I like this idea very much, because joy doubles when you share it."



New ambassador Kai Pflaume surprised the Monatsgewinn winners in Mülheim an der Ruhr in May.

Street Prize presenter Felix Uhlig

"I absolutely support the idea of working for an organisation where our players and our beneficiaries win," says Street Prize ambassador Felix Uhlig. "This is an amazing concept that brings joy to many German people!"



Street Prize presenter Felix Uhlig.

Street Prize presenter Giuliano Lenz

"It is a great honour working for the third biggest private donor in the world," says Street Prize presenter Giuliano Lenz. "I love the idea that players support projects near where they live, because I believe that giving back locally is just as important as global giving."



Street Prize presenter Giuliano Lenz.

Great Britain: People's Postcode Lottery



Statement of income and expenditure for 2017 (EUR * 1,000)

	2017		2016	
	€	%	€	%
Income	349,910	100.0%	281,735	100.0%
Contribution to beneficiaries	106,814	30.5%	81,315	28.9%
Prizes	139,964	40.0%	112,694	40.0%
Expenses				
Marketing and organisational costs	103,132	29.5%	87,726	31.1%
Result	<u>0</u>	<u>0.0%</u>	<u>0</u>	<u>0.0%</u>

Players and charities winning together

Launching at the end of 2005, People's Postcode Lottery set out to raise funds for people and planet and increase awareness of their needs. So far our players have raised a total of £255 million, £93 million of it in 2017 alone – a 40% increase on the previous year.

Our players sign up and play using their postcodes. This means they win together with their neighbours and communities. The Lottery is subscription-based; players pay monthly in advance and are entered into each of the monthly draws. We promise them the chance to win prizes daily.

By taking part in People's Postcode Lottery, our players contribute to a better world by supporting charities and realising positive change in their own communities. In July 2017, the percentage of each subscription awarded to charities increased to 31%, a 1% rise on 2016. That means an additional £1.6 million went to good causes in the second half of 2017 alone.

Distribution of funds

People's Postcode Lottery is regulated under the Gambling Act 2005 and operates lotteries on behalf of 18 charitable trusts and 20 well-known national charities. As a not-for-commercial-gain organisation, we raise funds to create lasting societal change at a local, national and international level. Our trusts and charities engage Postcode Lottery Ltd to manage their operation as an external lottery manager.



Each Trust awards funds to a range of good causes.



Representatives from our supported charities and good causes.

Of each ticket, 31% goes to good causes; this percentage will increase to 32% in January 2018. Another 40% goes toward prizes, and the remaining 29% covers operational costs. Each of the 18 Postcode Trusts has its own independent board, the trustees of which are responsible for deciding on the allocation of funds. Each trust is financially audited independently.

Supporting communities



People with dementia can keep doing the things they love with Alzheimer Society's new service Side by Side.

Alzheimer's Society and Alzheimer Scotland

Awarded to date: £1,450,000

Alzheimer's Society and Alzheimer Scotland work to support the 850,000 people currently living with dementia in the UK and the 670,000 people who care for them. "We are incredibly grateful to the players of People's Postcode Lottery for your support of our new volunteer-led service, Side by Side," says Jeremy Hughes CBE, chief executive of Alzheimer's Society. "This flagship service empowers people to get out and about in their communities, take part in new activities and build their own social networks so they can have a better life with dementia."

Maggie's

Awarded to date: £9,066,742

Maggie's provides practical and emotional support to people with cancer and their families and friends through a growing net-



Through Maggie's, women with cancer learn how to feel more confident during treatment.

work of centres across the UK and abroad. "The continued generosity of players of People's Postcode Lottery is transformational in allowing Maggie's to continue providing our support to people with cancer when they are facing what can be the hardest time of their lives," says chief executive Laura Lee. "By 2020, one in two people will face a cancer diagnosis in their lifetime, so the essential support Maggie's provides is becoming more vital than ever before."

Royal Botanic Gardens, Kew

Awarded to date: £1,575,000

Kew Gardens is one of the world's best-loved botanic gardens and a world leader in plant science and conservation. "We are delighted that players have continued to support the Royal Botanic Gardens, Kew, so generously," says director Richard Deverell. "Kew's mission to study and conserve plant life is truly global in nature – we have

active partnerships with over 400 organisations in 110 countries. Funding from players of People's Postcode Lottery is helping us to conserve seeds from some of the UK's most cherished tree species. Further afield, we are working to safeguard rare and threatened wild plants in Madagascar, including many species which rural communities depend on as a source of food or medicine."

Lord's Taverners

Awarded to date: £1,700,000

Lord's Taverners give disadvantaged and disabled young people a sporting chance. The charity believes sport and recreation are essential for all young people, regardless of ability or background. "Support from players of People's Postcode Lottery has been vital in helping more young people across the UK," says chief executive Paul Robin. "More than 7,000 disabled young people took part in this year's National Table Cricket programme, 600 disadvantaged young people now participate in our Wicketz programme every week, and thousands have benefited from the 43 minibuses we



Communities in Madagascar learn to collect seeds from endangered plants with Royal Botanic Gardens, Kew.

have donated to youth community groups and schools this year as a result of player funding.”

Riding for the Disabled Association

Awarded to date: £2,025,000

The Riding for the Disabled Association (RDA) provides 25,000 disabled children and adults all over the UK with therapy and enjoyment through horses.



The Riding for the Disabled Association offers therapy, achievement and fun for people with disabilities across the UK.

Players' support is vital in helping RDA to deliver its life-changing experiences and to enable even more people to take part.

“Players of People’s Postcode Lottery have made a difference at every level, whether that’s helping us train our volunteers and coaches or funding vital equipment, including horses and



Young people take part in a Wicketz match organised by the Lord’s Taverners.

ponies,” says RDA chief executive Ed Bracher. “We can do more and do it even better. Support from players makes a real and lasting impact on the lives of disabled people who come to RDA each week for therapy and to have fun.”

Local charities and good causes

In 2017, People’s Postcode Lottery commissioned the agency Opinion Matters to conduct research on the impact of its funding. The study found that 61% of respondents valued the contribution local charities make to society, with 27% reporting that they’d like to do more to support good causes on their doorsteps.

Three trusts award Lottery funding to community projects and campaigns that foster engagement

at the local level. They are People’s Postcode Trust, Postcode Local Trust and Postcode Community

Trust. Since 2009, more than 4,000 local projects have benefited from £31 million in Lottery funding.



We support Local Charities Day, which highlights the work small charities do in their communities.

You can find a list of our supported charities at the back of this report and at www.postcodelottery.co.uk

Charity Gala 2018

At our 2018 Charity Gala, we announced the winners of our annual Dream Fund, which enables organisations across Britain to bring their dream projects to life. This unique funding source encourages the development of collaborative, aspirational ideas and the realisation of ambitious, society-changing concepts.



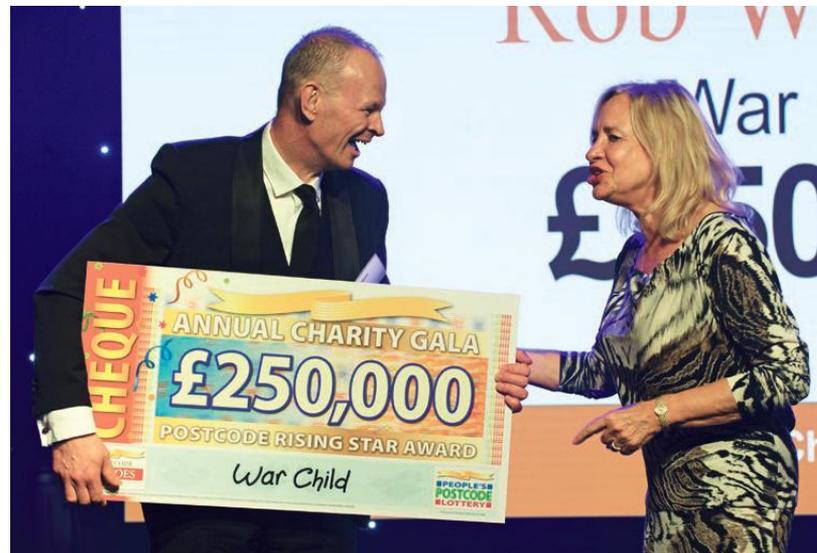
Wheels of Change was awarded £1 million to create the wheelchair of the future for young people.

Wheels of Change

Wheels of Change, a joint project of Whizz-Kidz, Duchenne UK and Edinburgh University, received £1 million from the Dream Fund. It aims to radically improve both the quality of life and life chances of young wheelchair users by developing a wheelchair for disabled children that is technologically groundbreaking, modular and affordable. Until now, no attempts have been made to design such a wheelchair. The adaptable chair will grow with the child and meet the needs of 21st-century living.

Search Dog Heroes

Search Dog Heroes, a joint project of Missing People and Lowland Rescue, was awarded a £1 million Dream Fund grant. Every year 250,000 people go missing in the UK. Among the most vulnerable are children with special educational needs and adults with dementia. New specialist search dogs and scent bottle kits containing the scents of individuals at high risk of going missing will save lives.



Rob Williams, the winner of the Postcode Rising Star Award in the People category, accepts a cheque for War Child UK from Annemiek Hooogenboom.

Postcode Rising Star Award

The winners of the inaugural Postcode Rising Star Award, which recognises and celebrates individuals as leaders for people and planet, were also announced at the Charity Gala. African Parks chief executive Peter Fearnhead received the accolade in the Planet category

for his work helping communities to understand the value of nature and the importance of protecting it. War Child UK chief executive Rob Williams was named the winner in the People category for his efforts to ensure that children receive support in conflict zones. Each winner collected £250,000 for their charity.



Search Dog Heroes received £1 million to find vulnerable missing people and save lives.

Players and winners

Guaranteed winners every day!

- ✓ We **never have rollovers** as only playing postcodes are entered
- ✓ It just costs **£10** for your monthly ticket and you will be **entered into all draws to win prizes every day**
- ✓ A **minimum of 32%** of your subscription goes directly to charity

MONTHLY
£3 MILLION
shared by one lucky postcode area in the **Postcode Millions Prize**

MONTHLY
£5,000 HOLIDAY VOUCHERS
+ £2,000 SPENDING MONEY
for every ticket in the **winning postcode**

MONTHLY
£25,000 for every ticket in **1 winning postcode**
+ BMW 1 SERIES
for one **lucky winner**

SATURDAY
£30,000
for every ticket in **1 winning postcode**

SUNDAY
£30,000
for every ticket in **1 winning postcode**

MONDAY
£1,000
for every ticket in **10 winning postcodes**

TUESDAY
£1,000
for every ticket in **10 winning postcodes**

WEDNESDAY
£1,000
for every ticket in **10 winning postcodes**

THURSDAY
£1,000
for every ticket in **10 winning postcodes**

FRIDAY
£1,000
for every ticket in **10 winning postcodes**

Plus thousands of £10 and £15 cash prizes to be won every weekend!

Weekday winners have been DOUBLED!

The People's Postcode Lottery prize plan as of November 2017.

Across Scotland, England and Wales, more than 2.4 million people play the People's Postcode Lottery. With more than half of all British postcodes playing, the Lottery has firmly established itself as a trusted household name.

The prizes

Winning postcodes are guaranteed every day, as only playing postcodes are entered into the draws. After signing up, players pay £10 in advance for 10 draws each month. Prizes range from £10 to a share of our monthly £3 million Postcode Millions prize pot. More than 20,000 postcodes win every week, and 22% of players win every month.

Our players won £123 million in prizes in 2017, with 89% of them celebrating a win during the year.

New players

In 2017, People's Postcode Lottery continued to enjoy growth in its player base. In July, a record number of new players in a single day signed up, thanks to our overall focus on player retention and experience.

By creating relevant, channel-specific, engaging and targeted content from our television commercials, direct mail and print marketing campaigns, through to digital content activity, we maximised a variety of channels to increase brand awareness and effectively communicate People's

Postcode Lottery messaging. We also tested other means of reaching and engaging new players through a new broadcast radio and outdoor campaign.

During the second half of the year the campaigns featured our well-known ambassadors – Jeff Brazier, Matt Johnson, Danyl Johnson and Judie McCourt – with a new television commercial airing. The television campaign 'Someone's Knockin' at the door' is soundtracked by Billy Paul's 1977 hit 'Let 'Em In' and highlights an iconic element of People's Postcode Lottery, visiting winners at their home.

In the news

Our communications team generated more than £13.5 million worth of media coverage highlighting our winners and the

good causes our players support. Through broadcast, print and online outlets at the national, regional and local levels, we created thousands of opportunities for people to read, hear and see stories of People's Postcode Lottery players, their wins, and the work charities accomplish with their support.





In the Oxfordshire town of Didcot, more than 400 Postcode Millions winners shared September's £3 million prize pot.

Social media

Through increasing our use of channel-specific video, imagery and written content in 2017, we achieved significant growth across social media channels, increased our total audience reach and experienced a higher level of audience engagement compared to 2016.

During the past 12-month period, our Facebook, Instagram and Twitter audiences increased by 40%, 22% and 10% respectively. A total of more than 51,000 new people actively decided to follow us and discover more about People's Postcode Lottery, our winners and the charities our players support.

Also last year, we incorporated Facebook's Live function into our activities. This enabled us to engage with audiences like never before. We revealed our November Postcode Millions winning sector via Facebook and were able to respond to reactions and comments as they came in. The video

generated 60,525 views, reached 172,408 people and received 7,917 likes, comments and shares. Following November's success, four People's Postcode Lottery ambassadors helped us to reveal December's Postcode Millions winning sector.



People's Postcode Lottery ambassadors hosted a Facebook Live event to reveal the winning postcode sector in December's Postcode Millions.

People's Postcode Lottery ambassadors



Fiona Phillips
TV presenter and journalist
"I continue to be amazed by how the extraordinary support of players of People's Postcode Lottery is helping to change lives at home and around the globe."



Judie McCourt
Radio DJ
"Over the past 12 years, it's been a pleasure to witness the important difference our fantastic players make to People's Postcode Lottery's network of supported charities."



Danyl Johnson
Singer
"My favourite part of this job is hearing from winners how their prize will change their lives for the better, while also being able to support so many great local causes that are close to their hearts."



Jeff Brazier
TV presenter and life coach
"My first year as part of People's Postcode Lottery's team has been unbelievable, travelling all over the county meeting lots of winners, and I can't wait to do it all again in 2018."



Matt Johnson
TV Presenter
"I've been blown away by the work that players of People's Postcode Lottery are doing to help so many deserving causes. It's truly inspirational."

Celebrity ambassadors

Our celebrity ambassadors play an integral role in raising the profiles of the charities we support.



Dame Esther Rantzen
Founder of the Silver Line, a helpline offering information, friendship and advice to older people around the clock throughout the UK
"Loneliness imprisons older people in silence. As one Silver Line caller told us, 'There were times when I forgot I even had a voice before the Silver Line. Talking is so important. Without it, there's nothing.' Over 1.6 million desperately lonely and vulnerable older people have called the Silver Line helpline over the past four years. The players of People's Postcode Lottery are helping the Silver Line to break the silence for literally thousands of older people throughout the UK. Thank you all."



Sarah Brown
President of Theirworld, an innovative charity that helps give children in the UK and around the world the best possible start in life
"The tremendous support from players of People's Postcode Lottery has enabled more refugee children to access school and a daily nutritious snack. It has also helped us to create 'code clubs' for the most marginalised girls in countries across Africa, which teach them new skills in technology and coding and support them in developing new life skills and remaining in school."



Janet Ellis MBE
Honorary patron of Maggie's, an organisation that provides free practical, emotional and social support to people with cancer and their families and friends
"People's Postcode Lottery holds a special place in my heart because I know how vital player giving is in allowing Maggie's to provide its essential, free, evidence-based programme of support to people with cancer as well as their families and friends."

Sweden: Swedish Postcode Lottery



Statement of income and expenditure for 2017 (EUR * 1,000)

	2017		2016	
	€	%	€	%
Income	359,507	100.0%	366,421	100.0%
Other income	2,835	0.8%	1,895	0.5%
Total income	362,342	100.8%	368,316	100.5%
Contribution to beneficiaries	114,180	31.8%	117,321	32.0%
Prizes	144,567	40.2%	147,591	40.3%
Expenses				
Marketing and organisational costs	102,819	28.6%	103,173	28.2%
Financial income and expenses (-)	-776	-0.2%	-231	-0.1%
Corporation tax	0	0.0%	0	0.0%
Result after corporation tax	<u>0</u>	<u>0.0%</u>	<u>0</u>	<u>0.0%</u>

Charities always win

The Swedish Postcode Lottery contributed another 1.1 billion Swedish kronor to charitable organisations in 2017. The “Postcode effect” is literally visible in the work our beneficiaries carry out in Sweden and around the globe.

55 beneficiaries

Most contributions to beneficiaries take the form of non-earmarked funds, to be used at the beneficiaries’ discretion as long as they act within their predefined field of work. The Swedish Postcode Lottery provides long-term support to organisations working in the areas of children’s rights, welfare, human rights, development aid and environment. As well as human health and medi-



Volunteers answer calls on Mind’s crisis hotline. Mind receives approximately 25,000 calls a year from people with mental health issues who need someone to talk to.



Every year, the Raoul Wallenberg Academy sends 30 cubes to selected schools in Sweden. Students then make a creative interpretation inside the cube representing one of the 30 human rights from the UN Declaration of Human Rights. This can take the form of writing, imagery, film, theatre or an installation.

cal research. In 2017, two new charities, Mind and the Raoul Wallenberg Academy, were added, and our three foundations, Svenska Postkodstiftelsen, Postkodlotteriets Kulturstiftelse and Postkodlotteriets Idrottstiftelse, were merged into one, the Swedish Postcode Foundation, bringing the total to 55 beneficiaries.

New beneficiaries

Raoul Wallenberg Academy

The Raoul Wallenberg Academy acts in the spirit of Raoul Wallenberg, a Swedish diplomat and businessman who led an extensive and successful mission to save the lives of nearly 100,000 Hungarian Jews during the Second World War. The organisation encourages young people to find the courage to make a difference and to focus on human rights. It

provides tools, awards and leadership training for young people and educators and carries out long-term school projects.

Mind

Mind provides advice and support to empower people experiencing mental health problems. It campaigns to improve services, raise awareness and promote understanding. The organisation also provides telephone and chat support services.



Over eight days last summer, 20,000 children and young people came together at Jamboree17 to experience fun and adventure. To meet new and old friends. The participants completed big and small challenges designed around the themes of openness, self-confidence and co-creation.

Children's rights charities

The Swedish Postcode Lottery supports organisations working to promote children's rights. They are the World's Children's Prize Foundation, Friends, Eriks Development Partner, Mentor Sweden, My Special Day, Operation Smile Sweden, Plan International Sweden, ECPAT Sweden, Star for Life, Save the Children Sweden, SOS Children's Villages Sweden, World Childhood Foundation Sweden, UNICEF Sweden and BRIS.

BRIS is a children's rights organisation that offers counselling for children and young people. It also advocates for the rights of the child and works to mobilise society around the issue. BRIS is part of Child Helpline International, a global network of 181 helplines for children in 145 countries.

Welfare charities

Beneficiaries working to increase welfare include Friluftsrämjandet (the Outdoor Association), Fryshuset, the Swedish Association of City Missions, the Swedish Sailing Federation, the Swedish

Sea Rescue Society, the Swedish Ski Association, the Swedish Olympic Committee, FUB – the Swedish National Association for Persons with Intellectual Disabilities, and the Guides and Scouts of Sweden.



BRIS counsellors including Karine and Stina support children online every day via email, chat and phone.

The Guides and Scouts of Sweden prepares young people for life. Scouting means experiencing adventure as part of a large international community while growing as a person. There are about 68,000 scouts in Sweden.

Human rights and development aid charities

Supported organisations working in the areas of human rights and development aid were the Swedish Red Cross, Diakonia, the Kvinna till Kvinna Foundation, Médecins



Nasira Haqjou had polio as a child and now uses a wheelchair. After receiving vocational training and a microloan from the Swedish Committee for Afghanistan, Nasira can now support herself and her family financially.

sans Frontières, the Hunger Project Sweden, Hand in Hand Sweden, WaterAid Sweden, Civil Rights Defenders, Amnesty International Sweden, Sverige för UNHCR, We Effect and the Swedish Committee for Afghanistan.

The Swedish Committee for Afghanistan has been working in Afghanistan for more than

35 years. Its 5,000-plus employees work to improve health care, community governance, rural livelihoods and education across the country.

Environmental charities

Beneficiaries working for the environment include Fairtrade Sweden, Greenpeace Sweden, Nordens Ark Foundation, Peace Parks Foundation Sweden, the Swedish Society for Nature Conservation, Vi Agroforestry, the Keep Sweden Tidy Foundation and World Wide Fund for Nature.

The World Wide Fund for Nature's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature. It works to conserve the world's biological diversity, ensure that the use of renewable natural resources is sustainable, and promote the reduction of pollution and wasteful consumption.



The World Wide Fund for Nature has been working for decades to identify solutions for restoring the Baltic Sea to a healthy and biologically rich state.

Health care and medical research charities

Supported organisations promoting health care and medical research are the Swedish Heart-Lung Foundation, the Swedish

Childhood Cancer Foundation, The Swedish Brain Foundation, the Swedish Asthma and Allergy Association, the Swedish Alzheimer Foundation, the Swedish Rheumatism Association, the Swedish Cancer Society and Neuro Sweden.

Neuro Sweden aims to improve the lives of people with neurological diseases and injuries and their families and friends through research and development, activities, advice and lobbying.

The Swedish Postcode Foundation

To further increase effectiveness and flexibility, the allocations to the three foundations were merged, forming one foundation: the Swedish Postcode Foundation.

Unlike the Lottery's beneficiaries, the foundation is not the final recipient of the funds provided; instead, it allocates financial support to a variety of innovative and courageous projects related to quality of life, nature and environment, culture and sport.

Special Project Funds

In 2017 a 160 million SEK Special Project Fund was launched to promote four of the UN's Sustainable Development Goals (SDGs): reduced inequalities; climate action; life below water; and peace, justice and strong institutions. We also announced a Special Project Fund of 140 million SEK to support three other SDGs: gender equality, responsible consumption and production, and life on land.



David Löhr suffers from Parkinson's disease and boxing training eases his symptoms significantly. The importance of physical rehabilitation for people with neurological diseases is seldom acknowledged.

You can find a list of all our charities at the back of this report, or visit www.postkodlotteriet.se for descriptions in Swedish.

Our players

The Swedish Postcode Lottery is the most popular lottery in Sweden. By December 2017, 947,000 players took part with 1.7 million tickets. Since the Lottery's start in 2005, more than 1,000 people have become Postcode Lottery millionaires – 152 of them last year. For the past six years, the Swedish Postcode Lottery has generated more than 1 billion SEK annually for charities.



Many of our winners in Malmberget will have to move because of the expansion of the mining industry, so the prize money will come in especially handy. The third Grannyra had a pot of 103 million SEK and was shared amongst 39 winners; 25 became millionaires.

How to play

The Swedish Postcode Lottery uses the same format as the other Postcode Lotteries: each ticket number is based on the player's postcode. In 2017, the price of a

monthly ticket was 165 SEK, about €17. Players pay by direct debit and enter all the draws for that month. Winners are announced daily.

New players

Players join us in a variety of ways. They might notice one of our six integrated marketing campaigns, see us on TV, or read an article about our winners or beneficiaries.

Prizes

Forty per cent of Lottery revenues goes toward prizes. The biggest cash prizes are awarded at weekends, with one player winning 1 million SEK and a Volvo. Many winners are able to choose their prizes from a selection of merchandise. In June, 145 players won an all-inclusive holiday for themselves and four friends. A group of 683 people took a joyful holiday in sunny Mallorca in October with our Lottery ambassadors and TV host. In December, we celebrated our thousandth millionaire winner. The Postcode Jackpot kept growing every month, culminating in a total prize pot of 77 million SEK. In December, the Jackpot was awarded to 19 winners in a postcode in the small town of Kisa, making them all millionaires.



In the small town of Listerby, 159 happy winners shared 50 million SEK in 2017's first Grannyra; 13 of them became millionaires.



In January 2018, 2017's fourth and largest Grannyra went to Mullsjö in southern Sweden. The 189 winners shared 175 million SEK; 17 became millionaires.

The Grannyra

The Grannyra is the Swedish Postcode Lottery's main prize. The pot for the four Grannyras in 2017 totalled 358 million SEK, making it our biggest pot ever. In 2017, 613 players won the Grannyra; 67 of them became millionaires. The Grannyras were broadcast on TV4 during prime time.

Online gaming

Online Postcode bingo was a highly popular social gaming experience in 2017. Skrapyra, our scratch-card jackpot draw, took place three times in 2017, creating new winners and fun for players all over Sweden. All scratch cards are playable on mobile devices, and in December mobile bingo was launched.

Postkodmiljonären

'Postkodmiljonären' continued to be one of Sweden's most popular TV shows and aired its thousandth episode in December. Nearly 800,000 viewers watched every Friday and Saturday on Sweden's



The popular game show 'Postkodmiljonären' follows the format of the UK's Who Wants to Be a Millionaire? The player on the left was awarded 100,000 SEK.

largest commercial channel, TV4. The weekly draw results were presented on the show by the Lottery ambassadors, who handed out golden envelopes to the winners.

Drömpyramiden

The new game show and TV format 'Drömpyramiden' (Pyramid of Dreams), hosted by Rickard Sjöberg, makes wishes come true. Six episodes were broadcast on TV4 in January and February,

and 10 more in October and November. In each show, a couple answers questions to climb a pyramid of shipping containers filled with prizes. For every correct answer, they ascend a level. In each row, inside one container is a prize selected especially for the contestants; the rest are empty. The one at the top contains the contestants' biggest dream.

At the beginning of the second season, we launched an app to allow viewers to compete for cash prizes by answering questions during commercial breaks. By December 2017, the app had been downloaded 52,000 times.

En ska bort (Odd One Out)

On the game show 'En ska bort' (Odd One Out), contestants can win up to 1 million SEK. A two-player team views four pictures



In March, 226 players in the town of Norrköping shared 30 million SEK in winnings; 12 became millionaires.



The new game show 'Drömpyramiden' (Pyramid of Dreams), was hosted by the well-known presenter Rickard Sjöberg. In the second season, five couples played for the chance to see their dreams come true.



On the game show 'En ska bort' (Odd One Out), contestants can win up to 1 million SEK.

and an accompanying headline. One picture doesn't match the title, and the contestants must eliminate the right one. In the third season, 10 episodes aired between March and June on TV4.

Through an app, viewers could play along in real time as the questions appeared in the programme.

By December 2017, the app had been downloaded 341,000 times.

Media coverage

Every day of the year, we work to attract media coverage for the Lottery, its winners, its players, and the work of the beneficiaries. We held the 'Sveriges bästa gata'

(Sweden's Best Street) competition in 2017 for the third consecutive year with huge success. People all over Sweden nominated their streets, and the contest engaged our followers on social media. It generated a significant amount of publicity in traditional media, too, with more than 100 articles published.

Social media

The Swedish Postcode Lottery bolstered its already strong social media presence by introducing a Postcode Lottery winner Snapchat filter. The hashtag #postkodeffekten trended as number one on Twitter in Sweden during the Charity Gala in March, as it had in 2016.

The Swedish Postcode Lottery's Facebook page was the brightest star in its constellation of successful social media activities in 2017. Our page ranked as one of Sweden's five most engaging, outclassing H&M, Happy Socks, McDonald's and Spotify. Our 190,000 followers responded enthusiastically to our broad variety of content – including competitions, winners' stories, beneficiary projects, behind-the-scenes footage, fun conversation starters, viral videos and live streaming – and got in touch to ask questions about winning and sharing the win.



In December the Swedish Postcode Lottery's thousandth millionaire was celebrated.



In June, 145 players won an all-inclusive holiday to sunny Mallorca with the Postcode Lottery for themselves and four friends. A total of 683 people left Sweden for a joyful vacation with our Lottery ambassadors and TV hosts.

The Swedish gambling market

The Swedish gambling market is clearly divided between actors with and without licences to operate in Sweden. These are issued by the Swedish Gambling Authority. In 2017, the market grew by 3.2%. A poll commissioned by the Swedish Gambling Authority showed that the number of players was decreasing, leading to the conclusion that average spending per player was increasing.

The Swedish regulated market – made up of licensed operators – didn't grow, however, and had a total turnover of 17.1 billion SEK. The market of unlicensed actors continued to expand at a steady pace, with a total turnover in 2017 of 5.5 billion SEK, mainly from online casinos and sports betting.

In recent years, Sweden has seen a dramatic increase in gambling

advertising, representing 5.5 billion SEK in 2017, up from 2.4 billion SEK in 2013.

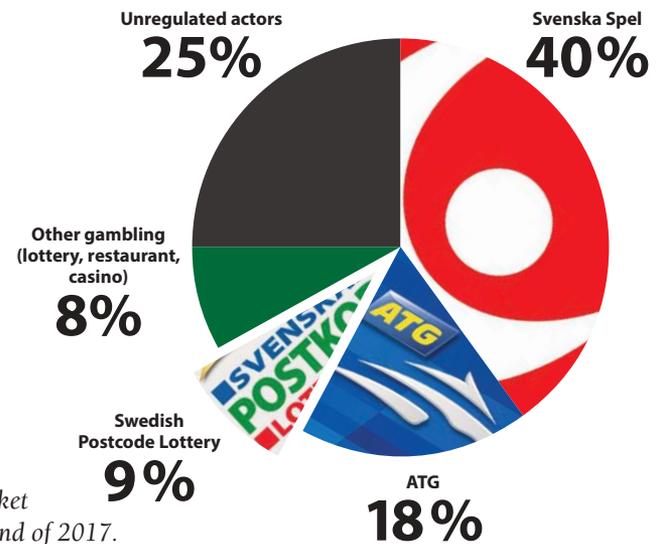
Unlicensed operators were responsible for 80% of this. The growth of the unlicensed market threatens revenues for the Swedish state and support for the non-profit sector.

Re-regulation of the Swedish gambling market

With the goal of adapting the law to changing conditions in the industry, the Swedish government commissioned a study on re-regulating the gambling market on the basis of a licensing system.

After two years of work, the investigation committee presented its proposal for re-regulation in March 2017. Novamedia Sverige AB seeks to underline the importance of securing revenues for a strong, independent non-profit

Swedish gambling market shares at the end of 2017.



sector by asking government to exempt charity lotteries from tax. Permission to run traditional lotteries should be reserved for public non-profit organisations, without delimitation of operations as either offline or online. The Swedish charity lotteries stand united and have agreed on the committee's

proposal for future gambling legislation.

The government will submit the bill based on the proposal to Parliament in March 2018. A decision in Parliament is expected in May 2018, with a new law to take effect on 1 January 2019.

Our Lottery ambassadors

The Swedish Postcode Lottery has a strong team of ambassadors. They are all well-known public faces of the Lottery.



Rickard Sjöberg
Host of 'Postkodmiljonären', 'Drömpyramiden' and 'En ska bort'
"It's an enormous privilege to host so many interesting and fun shows when I go to work. And at the same time being able to contribute to organisations that really change the world for the better... Wow!"



Sandra Dahlberg
TV presenter, artist and singer
"To be the one handing out life-changing prizes to our winners makes me feel like Santa Claus. I feel privileged to be able to do that on a daily basis."



Christian "Kicken" Lundqvist
TV presenter, artist and drummer
"I love surprising happy winners all over Sweden. It's a fun job, and it makes me feel like a winner too."



Magdalena Graaf
TV presenter, author and founder of Graaf Sisters Children Centre in India
"For 10 years I've had the privilege to work for the Lottery. I love my job and the people I've met during these years. It's heart-warming to experience the joy of handing out the prizes to our players."



Putte Nelsson
TV presenter, artist and choir leader
"I truly feel blessed – I have the greatest job, handing out prizes and meeting winners all over Sweden every week. I enjoy every trip. Being a part of something as great as the Postcode Lottery makes me very proud."

The Netherlands: Dutch Postcode Lottery



Consolidated statement of income and expenditure for 2017
(EUR * 1,000)

	2017		2016	
	€	%	€	%
Income				
Dutch Postcode Lottery	715,026	72.8%	682,827	73.4%
BankGiro Lottery and FriendsLottery	267,509	27.2%	247,130	26.6%
	<u>982,535</u>	<u>100.0%</u>	<u>929,957</u>	<u>100.0%</u>
Contribution to beneficiaries				
Dutch Postcode Lottery	357,513	50.0%	341,413	50.0%
BankGiro Lottery and FriendsLottery	133,755	50.0%	123,565	50.0%
	<u>491,268</u>	<u>50.0%</u>	<u>464,978</u>	<u>50.0%</u>
Distribution to players of Dutch Postcode Lottery				
Prizes and gifts	366,947	51.3%	332,428	48.7%
Charity prizes and gifts	24,258	3.4%	13,304	1.9%
	<u>391,205</u>	<u>54.7%</u>	<u>345,732</u>	<u>50.6%</u>
Discounts received on prizes in kind and gifts	-145,926	-20.4%	-116,863	-17.1%
Charity prizes and gifts within the contribution to beneficiaries	-17,878	-2.5%	-11,429	-1.7%
	<u>227,401</u>	<u>31.8%</u>	<u>217,440</u>	<u>31.8%</u>
Distribution to players of BankGiro Lottery and FriendsLottery				
Prizes and gifts	73,497	27.5%	67,697	27.4%
Expenses				
Marketing and organisational costs	193,059	19.7%	179,068	19.3%
Financial income and expenses (-)	-1,257	-0.1%	-773	-0.1%
Corporation tax	3,507	0.4%	1,450	0.2%
	<u>-440</u>	<u>0.0%</u>	<u>1,451</u>	<u>0.2%</u>

Charities always win

Since it began 28 years ago, the Dutch Postcode Lottery has contributed over €5.5 billion to charities dedicated to planet and people. It now supports 112 charities worldwide and plays a pioneering role in the quest for a fair and enterprising, green and responsible world. At the Dutch Postcode Lottery, a single organisation recruits players, raises funds and allocates them to charities. This unity inspires trust and is one of the reasons for the Lottery's success in the Netherlands.

The Lottery's licence stipulates that 50% of its revenue be donated to charity. Since its inception, revenue has grown every year. In 2017, we took in a record sum of more than €715 million, representing a total contribution of over €357.5 million to charity. We were able to add five new beneficiaries. The total number of charitable organisations we supported in 2017 was 112, of which nine received one-off contributions. The Lottery conducts 14 draws a year and divides a share of the proceeds among its beneficiaries.

Institutional support

The Dutch Postcode Lottery provides long-term institutional support to organisations working in the areas of poverty alleviation, human rights, nature conservation, the environment, and social cohesion in the Netherlands. The Supervisory Board of Holding Nationale Goede Doelen Loterijen NV, the holding company of the three Dutch Charity Lotteries, decides how funds will be allocated and admits new charitable organisations to the group of beneficiaries. We fund organisations working on behalf of the planet and its people in the Netherlands

and abroad. In 2017, approximately 30% went to causes in the Planet category and the rest to People.

Long-term support

The Dutch Postcode Lottery has contractual relationships with its beneficiaries. The annual donations they receive depend on the proceeds of the Lottery. Five-year contracts are in place with most beneficiaries that have joined since 1994. During the fifth year, each



The Rutgers project She Makes Her Safe Choice will provide women in Kenya and Ethiopia with information about contraception and safe abortions. Rutgers' aim is to prevent 160,000 unwanted pregnancies and 2.6 million unsafe abortions.



Ton Coenen, executive director of Rutgers, receives a cheque for €11.9 million from Dutch Postcode Lottery director Sigrid van Aken (left) for the Dream Fund project She Makes Her Safe Choice.

beneficiary and the Lottery evaluate their relationship on the basis of the results the organisation has achieved for planet and people. A criterion for initial and ongoing support is that the organisation receives a substantial proportion of its income from sources other than the Lottery.

Dream Fund

A Dream Fund grant enables a charity to complete a project that makes a big difference. We introduced the fund in 2009 with the aim of enabling one or more beneficiaries a year to fulfil a cherished dream. By supporting these projects, the Lottery aims to achieve major changes for people and planet inside and outside the Netherlands. We selected one dream in 2017.

Rutgers

Every year, between 22,500 and 44,000 women die worldwide as a result of unsafe abortions. Five million more face serious complications and lifelong health problems. Our beneficiary Rutgers, working with the renowned US organisation DKT International, is going to make its dream come true: over the next four years, it will provide information about birth control and safe abortion methods to women in Kenya and Ethiopia. This service should prevent 160,000 unwanted pregnancies



Working with schools and companies, new beneficiary JINC implements programmes to give Dutch children who grow up in poverty a chance to develop their talents.

cies and 2.6 million unsafe abortions. To accomplish this, Rutgers has received almost €12 million from the Dream Fund.

New People beneficiaries

The continuing growth of the Dutch Postcode Lottery in 2017 made it possible for us to add three new beneficiaries working on behalf of the world's people.

Global Witness

Global Witness investigates corruption that perpetuates human rights violations and illegal use of forests and land around the world. It publicises abuses and fights for change in an effort to protect humanity and nature. Our contribution will enable Global Witness to invest in long-term investigations.

JINC

The Netherlands has its share of children growing up in poverty.

These kids lack sufficient opportunities to develop their talents. Working with schools and business, JINC implements development programmes to help them. JINC currently works with 43,000 children in 13 cities. Thanks to the Lottery's contribution, JINC can expand its programmes geographically. Now even more young people will get help choosing the right schools and career.

KNCV Tuberculosis Foundation

Tuberculosis is still the deadliest infectious disease in the world. In the Netherlands, it has almost disappeared, and for this reason, KNCV Tuberculosis Foundation focuses its work on affected countries in Africa and Asia. Until 2016, the foundation received support from our sister organisation the FriendsLottery. In view of its international status, the Dutch Postcode Lottery is pleased to add KNCV to its impressive list of beneficiaries.

New Planet beneficiaries

Thanks to the Lottery's growth in 2017, we were able to welcome two new permanent beneficiaries that have demonstrated their power to do good for the health of the planet.

Leonardo DiCaprio Foundation

The American actor Leonardo DiCaprio set up his environmental foundation in 1998. Through innovative partnerships, it works to protect endangered species and



The Leonardo DiCaprio Foundation works with partners to protect endangered species and restore and strengthen threatened ecosystems.

restore and strengthen ecosystems that are under pressure. Human beings and nature must ultimately coexist in harmony. DiCaprio was appointed a United Nations Messenger of Peace in the area of climate change in 2014.

The North Sea Foundation

The North Sea is the Netherlands' largest nature reserve. It is also one of the most travelled seas in the world and of great importance for the energy supply of the surrounding countries. The North Sea Foundation does its utmost to ensure sustainable use of the North Sea. To accomplish this, it needs the support of stakeholders, policymakers and the Dutch public. We are proud to be able to help.

One-time contributions

In 2017, we also had the financial latitude to give nine organisations one-time special grants to allow them to make an even bigger



In the Netherlands, tuberculosis is well under control thanks to the KNCV Tuberculosis Foundation. Today, the organisation uses its know-how to combat this deadly infectious disease elsewhere, particularly in Africa and Asia.

difference. We will mention four of them below.

BRAC

BRAC started in Bangladesh in 1972 and has since grown into the largest NGO in the world. The organisation draws out the dormant potential of men and women living in poverty to help them become self-reliant. With our contribution, BRAC has introduced its Transition out of Poverty programme in Liberia. Initially, 750 women living in extreme poverty will be supported; the goal is to scale up to 8,000 women.

Institute for War & Peace Reporting

The Institute for War & Peace Reporting (IWPR) trains and



The Dutch organisation Wetlands International is dedicated to the conservation and restoration of vital wetlands around the world.



The worldwide citizens' movement 350.org organises public actions and campaigns to halt the fossil fuel industry and accelerate the transition to sustainable energy.

supports journalists and human-rights activists in conflict zones and fragile states. Through reporting, they can help to bring about positive change, hold governments accountable, and promote open, healthy debate. The IWPR will use its one-time contribution mainly to strengthen its network of women journalists and activists in the Middle East and Asia.

Wetlands International

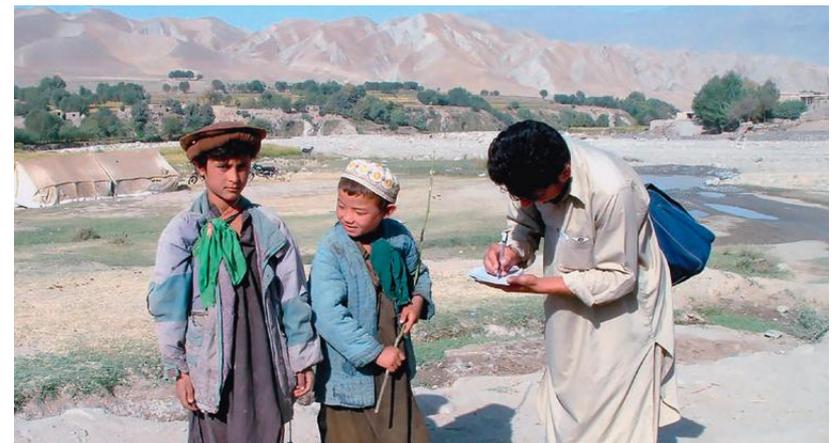
Wetlands occur where water meets land. They play an important role in combating climate change, preventing natural disasters, and ensuring a healthy future for local residents. The Dutch-based global organisation Wetlands International specialises in protecting and preserving the most

important wetlands worldwide. Our contribution will enable it to set up pilot projects and innovative partnerships.

350.org/Fossilvrij NL

350.org is an effective global citizens' movement that works to halt

the fossil fuels industry through projects and campaigns. Fossilvrij NL is the Dutch branch of the organisation. Our contribution will allow it to strengthen its activist citizens' movement over the next three years.



The Institute for War & Peace Reporting plans to use its one-off contribution from the Dutch Postcode Lottery to raise public awareness about freedom of the press.

You can find a list of our charities at the back of this report, or visit www.postcodeloterij.nl for descriptions in Dutch.

Players and winners

By the end of 2017, the Dutch Postcode Lottery had 2,918,611 players playing with a total of 4,334,870 tickets. Turnover increased by 4.7% in 2017 to a record €715 million.

Each person plays the Lottery with a ticket number based on his or her postcode. So winners of the Postcode Street Prize or the PostcodeKanjers are usually neighbours. This is what makes playing the Postcode Lottery so unique: everybody playing in the winning street or neighbourhood wins together.

On TV

Our own TV shows continue to be an invaluable medium for the Dutch Postcode Lottery. As well



Ambassador Caroline Tensen has been the face of our beloved game show 'Eén tegen 100' (One against 100) since 2000.

as the awarding of prizes, they always feature one or more of our charities. To make the Lottery more recognisable, major prizes are presented by our ambassadors. Two series of 'Postcode Loterij Miljoenenjacht' (Postcode Lottery Hunt for Millions) featuring star presenter Linda de Mol were broadcast on RTL4 in spring and autumn. During each episode, viewers could play and win at home. This exciting game show is regularly watched by more than 2 million people.

'Postcode Loterij Eén tegen 100' (Postcode Lottery One Against 100), presented by Caroline Tensen, has remained high in the viewer ratings since it started in 2000. A permanent feature of the programme is the Postcode Street Prize, awarded by Gaston Starreveld.



Dutch Prime Minister Mark Rutte was a guest on the morning TV programme 'Koffietijd' (Coffee Time).



Finalist Krijn won more than €1 million in our popular game show *Miljoenenjacht*, presented by Linda de Mol.

The Netherlands' most popular morning TV show, 'Koffietijd' (Coffee Time), provides our beneficiaries with a platform for publicising their work. The show has a different theme every day and airs Monday through Friday.

'5 Uur Live' (5 O'Clock Live) is the successor to RTL Live. Broadcast daily at 5pm on the commercial channel RTL4, the

programme informs, inspires and surprises viewers with fascinating interviews, up-to-date information and, of course, segments highlighting the work of our charities.

Campaigns

We encourage new players to join us via national campaigns, such as those for the PostcodeKanjers, the Postcode Street Prize and Postcode Loterij Miljoenenjacht. Last autumn we celebrated the 25th anniversary of the Postcode Street Prize by giving away a prize every weekday and a BMW in every postcode area.

We introduce various special themes during the year. June was 'Zorgeloze Zomer' (Carefree Summer) in which we give away €100,000 worth of prizes. Also in summer, we took the 'Camping Bingotoer' (Camping Bingo Tour) around the Netherlands. The Lottery visited 12 campsites, bringing an entertainment programme and a wellstocked prize pot.



We used various media to inform people about the biggest ever PostcodeKanjers, worth €53.9 million.

Mailings and publicity

TV is an important channel for reaching the Dutch public, since tickets aren't for sale in shops. We aim to recruit players by using the right mix of content and advertisements in different media. Our campaign for the PostcodeKanjers New Year's Day draw started in December. We broadcast live on TV throughout the day of the draw in Koffietijd and 5 Uur Live, reporting from the small Frisian village of Eastermar.



The village of Eastermar in the northern Netherlands was two multimillionaires richer after the PostcodeKanjers draw on 1 January 2018.

As usual, in 2017 we made documentaries, special websites and reports that focused on conveying information about our charities. We also featured regularly in Dutch newspapers. The national and regional media devote a lot

of space to the Dutch Postcode Lottery, our winners, our support for charities, and our other projects. Last quarter of the year, we sent our players a gift, the 'Voordeelagenda' (Benefits Diary), containing deals and discounts worth thousands of euros.

players in three postcodes around the country shared €1 million, and 25 €100,000 Buurt-Ton prizes were awarded. The payouts made the front pages of national newspapers and featured heavily on Dutch TV news.



Every Saturday, one of our ambassadors – such as Nicolette van Dam, pictured – announced the winners of the Buurt-Ton prize.

Our biggest prize: the PostcodeKanjers

On 1 January 2018, the Lottery announced where the latest PostcodeKanjers, worth a massive €53.9 million, had been won: the village of Eastermar in the northern Netherlands. Half the prize – almost €27 million – was shared between two players in one postcode, and the other half among the 273 players in Eastermar's other postcodes, which cover the whole village. Also on New Year's Day

Millions of euros in winnings

More than €269 million in prizes were up for grabs in the Dutch Postcode Lottery in 2017. We awarded the Postcode Street Prize once a week and every working day in November. Each winner got €25,000 per ticket thanks to the 'StraatprijzVerdubbelaar' (Street Prize Doubler). One winner also received a BMW.

We also distributed prizes on 11 episodes of our game show Miljoenenjacht. Winners at home



The 25 winners in Sneek were delighted when ambassador Gaston Starreveld presented them with the Street Prize.

received the same amount as the studio winners, as did their neighbours with the same postcode. In 2017, we held four draws for the €2 million Miljoenenprijzen. It was won twice in the southern province of Noord-Brabant, once

in neighbouring Limburg, and once in the northern province of Friesland. And every Saturday, we threw a party in the neighbourhood that won the €100,000 Buurt-Ton prize.

Non-cash goodies

In 2017, thousands of winners enjoyed unforgettable evenings out at concerts and musicals, most of them specially organised for our players. As well as money and

events we awarded more than €6 million worth of other winnings, such as pancake kits, Postcode Lottery bicycles and gift cards. Many of these prizes related to sustainability as well as food. In



In the southern Netherlands, one family played with nine tickets. There was a huge party in the neighbourhood after they won €225,000 and a brand-new BMW in the Street Prize draw.



Winners of the Willem&Drees organic food boxes picked up their prizes in person and got to sample the local produce inside.

June we sent every player a copy of Jamie Oliver's cookbook 'Koken met Kanjers', full of delicious recipes using organic ingredients. We gave away free Ben & Jerry's ice cream. In May, 775 winners in Maasdijk received Willem&Drees organic produce boxes. We also gave away vouchers for our online prize shop, which features all sorts of great green products.

Internet and social media

Social media and the internet play an increasingly important role in our contact with players. In 2017, we staged various campaigns on Facebook, Twitter, Instagram and YouTube. Through Instagram, we conducted a search for a new

"golden girl" for our game show Miljoenenjacht. On Facebook, numerous candidates applied to replace Gaston Starreveld during his holiday as a presenter of the Street Prize.

DOE MAAR LEKKER DUURZAAM (Be Sustainable)

For the fourth successive year, we sent each of our 2.8 million players a €12.50 gift card they could use to buy sustainable products at Albert Heijn, the Netherlands' biggest supermarket chain. The cards are designed to inspire people to buy more eco-friendly goods.



Celebrity chef Jamie Oliver showed how easy it is to cook with organic ingredients in the TV show Koffietijd. Every Lottery player got a free copy of his cookbook Koken met Kanjers.

Dutch Postcode Lottery ambassadors

The Dutch Postcode Lottery has a strong team of ambassadors who spread the word about the importance of the Lottery and the good work of its beneficiaries.



Gaston Starreveld
TV presenter
"I see happiness when we give out prizes in the street. And I see happiness at the charities about what we've achieved together. There have been so many riches in the last 25-plus years – in every sense."



Nicolette van Dam
TV presenter
"I've been an ambassador for this beautiful, warm-hearted organisation for three years now. I've been able to make many winners happy with the €100,000 Buurt-Ton prize, and I've seen with my own eyes some of the fine work that's been done thanks to the support of the Postcode Lottery."



Caroline Tensen
TV presenter
"So much is happening in the world at the moment that's having a powerful impact on both people and planet. By committing to the Postcode Lottery, I feel that I'm helping to make the world a better place. Fantastic!"



Humberto Tan
TV presenter
"I'm happy that being an ambassador enables me to do even more for all the organisations that are working towards a greener, fairer world."



Quinty Trustfull
TV presenter
"Thanks to the Postcode Lottery's players, almost 100 charities in the Netherlands and abroad can make an even bigger difference. I'm hugely proud to be a part of this as an ambassador."



Martijn Krabbé
TV presenter
"For me, 1 January means the Postcode-Kanjer. In the morning, I have no idea where I'll be going, and by the evening, I'm somewhere in the Netherlands surrounded by happy prizewinners. That never gets boring! Knowing that the Lottery is helping almost 100 charities to do their important work makes me incredibly proud."



Winston Gerschtanowitz
TV presenter
"Last year, I saw for myself what Terre des Hommes is doing in Nepal to combat child sex tourism. I was astonished at the impact. I feel immensely privileged to be part of this organisation."

The Netherlands: BankGiro Lottery



Consolidated statement of income and expenditure for 2017
(EUR * 1,000)

	2017		2016	
	€	%	€	%
Income				
BankGiro Lottery	149,623	15.2%	133,864	14.4%
Dutch Postcode Lottery and FriendsLottery	832,912	84.8%	796,093	85.6%
	<u>982,535</u>	<u>100.0%</u>	<u>929,957</u>	<u>100.0%</u>
Contribution to beneficiaries				
BankGiro Lottery	74,812	50.0%	66,932	50.0%
Dutch Postcode Lottery and FriendsLottery	416,456	50.0%	398,046	50.0%
	<u>491,268</u>	<u>50.0%</u>	<u>464,978</u>	<u>50.0%</u>
Distribution to players of BankGiro Lottery				
Prizes and gifts	63,178	42.2%	56,034	41.9%
Charity prizes and gifts	13,638	9.1%	7,118	5.3%
	<u>76,816</u>	<u>51.3%</u>	<u>63,152</u>	<u>47.2%</u>
Discounts received on prizes in kind and gifts	-24,215	-16.2%	-19,069	-14.3%
Charity prizes and gifts within contribution to beneficiaries	-9,763	-6.5%	-5,814	-4.3%
	<u>42,838</u>	<u>28.6%</u>	<u>38,269</u>	<u>28.6%</u>
Distribution to players of Dutch Postcode Lottery and FriendsLottery				
Prizes and gifts	258,060	31.0%	246,868	31.0%
Expenses				
Marketing and organisational costs	193,059	19.7%	179,068	19.3%
Financial income and expenses (-)	-1,257	-0.1%	-773	-0.1%
Corporation tax	3,507	0.4%	1,450	0.2%
	<u>195,309</u>	<u>19.9%</u>	<u>180,745</u>	<u>19.4%</u>
Result after corporation tax	<u>-440</u>	<u>0.0%</u>	<u>1,451</u>	<u>0.2%</u>

Partners for culture

The BankGiro Lottery's partner organisations work in the field of the arts, culture and heritage preservation. We are the Netherlands' only lottery devoted to funding cultural causes. In 2017, we provided institutional support for 59 partners and one-off grants for eight more. Half the price of every ticket goes to cultural organisations. In 2017, the amount we donated grew by more than 11%.



The Maritime Museum Rotterdam is our new partner and one of the world's oldest maritime museums. Rotterdam is home to one of the largest ports on the planet.

Distribution of funds

Each partner institution receives an annual contribution from the

Lottery for a period of three or five years. The money goes towards the purchase, restoration and presentation of works in permanent

collections and the purchase and restoration of historic buildings and sites. Partners may also use the funds for marketing, programming and communications. They are free to establish their own priorities within these parameters and report back to the Lottery on these every year.

The remaining funds are allocated to new long-term partners and/or one-off grants. Large-scale, innovative or high-profile projects may qualify for one-time funding.

Players increasingly choose a specific cultural institution to receive half the price of their ticket, which means a considerable amount of extra money for our partners.

A few of our partner institutions are described below.

A partner at the port

For the first time in many years, we have added a new partner to our family of leading cultural institutions. The Maritime Museum Rotterdam is one of the oldest museums of its kind, located in one of the largest ports in the world. Here, every year, more than 200,000 visitors, many of them young Dutch people, discover how the world of shipping affects daily life on land.

Flood and water safety

Sixty-five years ago, a disastrous flood struck the south-western Netherlands. On 1 February 1953, the dikes broke in the provinces of Zeeland, North Brabant and South Holland, and more



On 1 February 2018, the 65th anniversary of the Dutch flood disaster, BankGiro Lottery ambassador Albert Verlinde (right) surprised the Watersnoodmuseum with a cheque for €600,000.

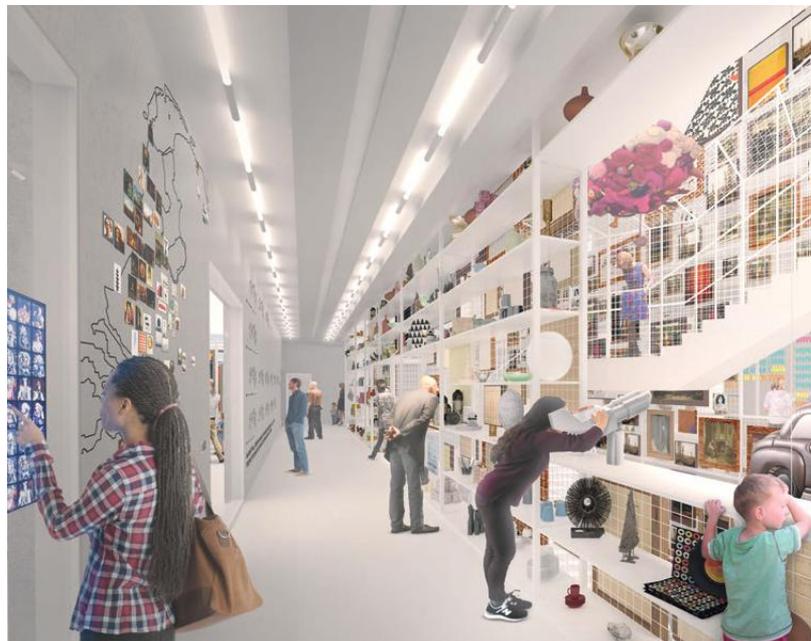


On 4 October, HM Queen Máxima opened the exhibition 'Top Ten on Tour: Masterpieces acquired for the Netherlands thanks to the BankGiro Lottery' in the Mauritshuis.

than 1,800 people drowned. With our support, Zeeland's Watersnoodmuseum, dedicated to the disaster, will devote part of its permanent exhibition to the subject of flood protection. The display will link past and present dangers posed by rising sea levels.

An open storage facility

One of our oldest partners, the Museum Boijmans Van Beuningen in Rotterdam, lacks sufficient space to display its entire collection of art. For this reason, it is building the world's first museum storage facility where the public will be able to access works. Our special grant will go toward the construction of a central staircase, from which visitors will be able to view others using the collection through glass walls.



2019 will see the opening of a unique depot of Museum Boijmans Van Beuningen in Rotterdam.

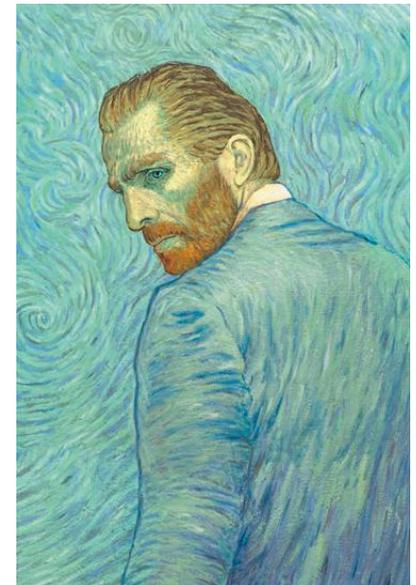
You can find a list of our partners at the back of this report, or visit www.bankgiroloterij.nl for descriptions in Dutch.

Conserving masterpieces

The Rembrandt Association has been helping Dutch museums to purchase important works of art for 135 years. An extra contribution from the BankGiro Lottery will enable it to help smaller regional museums to restore key items over the next five years. Making these works exhibitable once more will bring in additional visitors.

Masterworks on tour

On October 4, HM Queen Máxima opened Top Ten on Tour in the Mauritshuis in The Hague. This pop-up exhibition featured 10 masterpieces acquired for the Netherlands with the help of the BankGiro Lottery. Initiated by the beneficiary museums, it went on to tour the country, giving members of the public an opportunity to admire these extraordinary works closer to home.



The Noordbrabants Museum staged an exhibition about the making of the Oscar-nominated film *Loving Vincent*.

Focusing on our players

To the BankGiro Lottery, every player is important, because his or her participation supports cultural organisations. Half of our revenues directly fund museums, historic windmills and listed buildings and also the Prins Bernhard Cultuurfonds (Prince Bernhard Cultural Fund) and BankGiro Lottery Fund, which in turn support the performing and visual arts, cultural projects and concerts.



The BankGiro Lottery VIP Card lets players enjoy a range of benefits.

BankGiro Lottery VIP Card

The BankGiro Lottery treats its players like VIPs. A special card gives them unique benefits, such as free admission to more than 50 leading museums in the Netherlands, discounts on days and evenings out, and a chance to win a VIP package. Players are also eligible to win extra prizes, including tickets to an average of two special events a week. Privileges enjoyed by BankGiro Lottery VIP Card holders in 2017 included a special evening opening for the exhibition *The American Dream* at the Drents Museum.

Our partners

Our cultural partners play an important role in attracting new players. People visiting a partner museum often decide to play the

Lottery for it on the spot. They get free admission to that museum and a BankGiro Lottery VIP Card for as long as they keep playing. Partner museums get a Lottery contribution every time a player with a VIP Card visits. This greatly increases their annual income – by up to €2.4 million.

Player's choice

In 2017, even more players chose a specific cultural institution to sup-



On open days at the Groninger Museum, our players were especially interested in Auguste Rodin's sculptures.



Recruiting new players in museums gives a face to the Lottery and attracts people who join specifically to support a particular museum.

port. Being able to choose where 50% of their money goes increases

players' engagement. And that means extra income for our partners. A total of 210,000 museum-goers played with earmarked tickets last year.

Recruitment channels

We kept our players informed about our work and that of our beneficiaries through online and offline campaigns, social media activity and TV programmes. We also welcomed new players through these channels. We can't ascribe the Lottery's success to a single campaign – it's the unique mix of media and messages, national campaigns, in-person recruitment at museums, and daily prizes that gives the BankGiro Lottery its appeal.



The popular TV programme *Maestro* is a conducting contest in which eight Dutch celebrities compete for the Golden Baton.

TV shows

Autumn 2017 saw the start of the fourth season of the popular TV show *Maestro*, in which Dutch celebrities compete in a musical contest. Millions watched the Sunday evening show, with a peak of more than 2.3 million viewers tuning in for the final episode. Presenter Leontine Borsato surprised the winners with large cash prizes. In partnership with the channel SBS6, we broadcast the new series 'Verzamelkoorts!' (Collecting Fever!). Presenter Kim-Lian van der Meij visited the owners of unusual collections and bombarded them with questions.

Thanking players

On special BankGiro Lottery open weekends, players got free admission to one of our partner museums for themselves and a guest. They also received a special welcome and a guided tour. It was the Lottery's and museums' way of thanking our players for their involvement. Almost 25,000 players and their guests took advantage of the 10 open days in 2017.

Prizes

This year, the BankGiro Lottery's total announced prize pot amounted to €52.8 million. Our players won more than 2 million prizes, including cash, city trips with museum visits, cars, tickets to musicals, and body care pack-



At the start of 2017, our ambassador Chantal Janzen revealed the huge prize package for the year and its total value. Every weekday, we announced a winner of €10,000 (including the weekly prize doubler) on our website. Every Saturday saw a lucky winner of €100,000 (including the weekly prize doubler). And each Sunday we gave away a brand new Opel Corsa. There was a €1 million draw every month; the winnings were shared in even months and exclusive in odd months.

ages. One of the special prizes this year was an e-bike. Two bikes were awarded every hour for 30 days.

Concerts and packages

The BankGiro Lottery held its seventh series of New Year concerts in 2017, this time at the Royal Theater Carré in Amsterdam. Well-known Dutch musicians, including our ambassador Ilse DeLange, gave five concerts for a total of 3,500 winners with guest.

Fifty winners of special packages in 2017 enjoyed a cruise through the Amsterdam canals and then saw the musical *Ciske de Rat* from VIP seats. We also treated them to drinks and delicacies.

Publicity highlights

Several events particularly captured the media's interest in 2017. The association The Dutch Mill once again organised the annual BankGiro Lottery 'Molenprijz' (Wind- and Watermill Prize), whose winner is chosen by public vote. We contributed €50,000, which went to the winning mill, 'De Traanroeier' on Texel island. The TextielMuseum in Tilburg won the €100,000 BankGiro Lottery 'Museumprijz' (Museum Prize), a joint effort with the Prins Bernhard Cultuurfonds and the Museums Association. Despite the bad weather, more than 1 million Dutch people visited the historic sites that were opened to the public for BankGiro Lottery 'Open Monumentendag' in September. In October, HM Queen Máxima formally opened the travelling exhibi-



Ten players with guest got VIP treatment at the National Film Festival in Utrecht, including champagne, a chauffeur, and a night in a luxury hotel.



Our ambassador Leontine Borsato made a winner millionaire at the National Museum of Antiquities in Leiden.



As the winner of the 2017 BankGiro Lottery Museumprijs, the TextielMuseum in Tilburg received a cheque for €100,000, which it used to purchase a loom.



Helga de Kok won an exclusive dinner for six in the Van Gogh Museum in Amsterdam.

tion Top Ten on Tour: Masterpieces Acquired for the Netherlands thanks to the BankGiro Lottery, generating national coverage.

The Internet and social media

Social media and the Internet play an increasingly important role in

our communication with players. Our partners help by providing tips for nights out, exhibitions and shows and by holding competitions. We now have more than

70,000 Facebook friends. In March, we started the online VIP Card cities campaign, in which new players received a welcome package containing all kinds of benefits.

Our ambassadors

We're proud to introduce our five ambassadors. They help to bring the people of the Netherlands in contact with art and culture in a low-key way and draw attention to work being done in the field.



Albert Verlinde, musical and theatre producer
"I think it's important to help as many people as possible to enjoy theatre, museums and historic buildings, and I've found a partner in the BankGiro Lottery. Art and culture are vulnerable, so I'm happy to do what I can to make the BankGiro Lottery and its partners even better known."



Chantal Janzen, actress, musical star and TV presenter
"The word 'culture' can sound pompous, but in fact culture is everywhere! At my son's school they do a lot of cultural assignments, which are extremely important for their development. And with the VIP Card the Lottery gives out, you can discover so many beautiful things for free or at a big discount. I love being part of an organisation that does that!"



Leontine Borsato, TV presenter
"Winning the Lottery? Almost no one thinks it will ever happen to them! But every month I get to meet lots of Lottery winners, because there are prizes every day. I think it's great to see first-hand just how happy everyone is. And at the same time, as an ambassador, I can help as many people as possible to experience the beautiful things that the Netherlands has to offer."



Ilse DeLange, singer
"As a performing artist, I think it's very important to preserve our culture. When I was a child, I used to visit museums regularly, and I was very impressed every time. That's why I want to tell people about the BankGiro Lottery. I do that by performing at special cultural venues like museums. I hope that this will kindle people's enthusiasm for culture even more."



Robert ten Brink, TV presenter
"I go to museums and the theatre regularly – it just adds to quality of life. The BankGiro Lottery wants as many Dutch people as possible to do the same, and I'm happy to support that. It's become much easier to attend cultural events thanks to the BankGiro Lottery VIP Card that all players now receive as standard."

The Netherlands: FriendsLottery



Consolidated statement of income and expenditure for 2017
(EUR * 1,000)

	2017		2016	
	€	%	€	%
Income				
FriendsLottery	117,886	12.0%	113,266	12.2%
Dutch Postcode Lottery and BankGiro Lottery	864,649	88.0%	816,691	87.8%
	<u>982,535</u>	<u>100.0%</u>	<u>929,957</u>	<u>100.0%</u>
Contribution to beneficiaries				
FriendsLottery	58,943	50.0%	56,633	50.0%
Dutch Postcode Lottery and BankGiro Lottery	432,325	50.0%	408,345	50.0%
	<u>491,268</u>	<u>50.0%</u>	<u>464,978</u>	<u>50.0%</u>
Distribution to players of FriendsLottery				
Prizes and gifts	51,946	44.0%	49,530	43.7%
Charity prizes and gifts	1,612	1.4%	1,196	1.1%
	<u>53,558</u>	<u>45.4%</u>	<u>50,726</u>	<u>44.8%</u>
Discounts received on prizes in kind and gifts	-21,479	-18.2%	-20,206	-17.8%
Charity prizes and gifts within contribution to beneficiaries	-1,420	-1.2%	-1,092	-1.0%
	<u>30,659</u>	<u>26.0%</u>	<u>29,428</u>	<u>26.0%</u>
Distribution to players of Dutch Postcode Lottery and BankGiro Lottery				
Prizes and gifts	270,239	31.3%	255,709	31.3%
Expenses				
Marketing and organisational costs	193,059	19.7%	179,068	19.3%
Financial income and expenses (-)	-1,257	-0.1%	-773	-0.1%
Corporation tax	3,507	0.4%	1,450	0.2%
	<u>-440</u>	<u>0.0%</u>	<u>1,451</u>	<u>0.2%</u>
Result after corporation tax	<u>-440</u>	<u>0.0%</u>	<u>1,451</u>	<u>0.2%</u>

A helping hand

In 2017, the FriendsLottery contributed €58.9 million to charities that work to increase human health and well-being. These organisations help people in various ways so that they can fully participate in society.

Distribution of funds

A percentage of the Lottery's revenues goes to our long-term beneficiaries. These 45 organisations receive funding every year to continue their important work promoting human health and well-being. They include the Dutch Heart



Dutch Prime Minister Mark Rutte crowned the winner of Mis(s) Verkiezing, a televised beauty pageant for women with a physical disability. The competition was organised by the Lucille Werner Foundation.



Talented young athletes unable to fund their careers in professional sport can turn to the Yvonne van Gennip Talent Fonds, a new FriendsFoundation of the FriendsLottery.

Foundation, Revalidatiefonds (the Rehabilitation Fund) and the National Foundation for the Elderly.

Sixty-five per cent of our players play for charities they've chosen themselves. This means more than 3,000 charitable organisations, clubs and associations receive funding from the FriendsLottery. They vary from small local clubs to large organisations like Alzheimer Nederland, which this year received €38.4 million in earmarked revenues in addition to regular funding.

New beneficiaries

Thanks to a rise in the number of Lottery players, in 2017 we welcomed four new organisations that will receive ongoing fund-

ing for the next five years. One is Stichting Life Goals Nederland, which works to motivate people who have become dependent on social organisations. They include homeless people, refugees and teenage mothers. The foundation helps them to regain control of their lives by means of sports programmes. Thanks to the Lottery's support, the foundation will be able to help more than 5,000 vulnerable people every year. Our other new beneficiaries are the assistance-dog organisation Hulphond Nederland, the muscle-disease foundation Spieren voor Spieren, and Stichting Vier het Leven, a social organisation for the elderly.



The Edwin van der Sar Foundation applied to the FriendsLottery for funding for riding lessons for actor Romijn Conen, who suffered a stroke in 2015.

Taking part in society

In addition to supporting its long-term beneficiaries, this year the Lottery made one-off donations to several organisations that help young people with a disability or disadvantage to play an active role in society. For example, Emma at Work helps talented, motivated young people with a physical disability or chronic illness to find work. The Lottery's contribution will enable the organisation to continue to professionalise and reach more young people.

Special projects

In 2014, the FriendsLottery conducted a major campaign for the construction of the Princess Máxima Center, which will be Europe's largest pediatric oncology institute. Partly thanks to Lottery

funding, the centre will open in early 2018. Our beneficiary Make-a-Wish Nederland received an extra grant to develop an innovative, interactive, imaginative activity space for children at the centre. It will allow young patients to

escape their intensive treatments for a while and lose themselves in play.

FriendsFoundations

The FriendsLottery supports a number of organisations founded



Ruud van Nistelrooy's foundation gives children the opportunity to discover and develop their talents, whatever they may be.

by Dutch celebrities, including sports personalities such as tennis player Richard Krajicek and footballers Ruud van Nistelrooy, Edwin van der Sar and Dirk Kuyt. Through their foundations, these stars help people who often find themselves on the sidelines of society. These charities inspire people to take charge of their lives.

New this year is our support for the Yvonne van Gennip Talent Fonds. The three-time Olympic speed-skating champion's foundation gives talented young athletes a chance to reach the top by providing funding and helping youngsters to generate additional income through crowdfunding. This allows them to do things like take part in international competitions and training camps.

Making wishes come true

In 2017, 136 special people saw their heartfelt wishes fulfilled thanks to contributions from the Lottery's 'VriendenFonds' (FriendsFund). We created the fund to assist individuals who need a helping hand or are committed to working for the good of society. Beneficiaries, foundations, clubs and associations in the Netherlands can apply for a small grant to fulfil a volunteer or member's long-cherished wish. Last year, Nationaal Fonds Kinderhulp, which helps kids living in poverty, requested help for Amy and her mother, Lena, who have to make ends meet on €70 a week. They were surprised with an all-inclusive weekend at a Centre Parcs holiday park, and Amy got a new bike to ride to school.

You can find a list of our charities at the back of this report, or visit www.vriendenloterij.nl for descriptions in Dutch.

Every player counts

2017 was a series of highlights for the FriendsLottery, with hundreds of thousands of prizes awarded, new TV shows, countless telephone campaigns by local clubs, and a successful prize marathon benefiting Het Vergeten Kind, an organisation that supports vulnerable children. At the end of 2017, the FriendsLottery had 607,954 players playing with a total of 799,027 tickets, generating funds for charities supporting human health and well-being.

A unique concept

The FriendsLottery is one-of-a-kind in that players can decide which charity they want to play for. Half of their ticket price goes directly to that organisation – whether it's one of our 50 regular beneficiaries or one of more than 3,000 local foundations, clubs and associations.

Winning with your phone

In the FriendsLottery, your mobile number is your ticket number. That means players always

have their ticket with them. The FriendsLottery app lets them see right away whether they've won a prize, which happens often – the chance of winning is one in four.

Millions in prizes

The total communicated prize pot for 2017 was €42.7 million. We distributed 1,180,990 prizes to players, including three €1 million awards, plus a €2 million one in January. Every month, we also gave away €25,000 and €100,000 prizes as well as treats such as iPads, scooters, HDTVs, luxury travel vouchers and our popular



Our ambassador Gerard Joling surprised winners in Huizen with prizes totalling €2 million.

FriendsLottery bicycles. In the AutoJackpot draws, 79 lucky winners got Volkswagen Polos.

A wealth of experiences

FriendsLottery prizes are fun for winners and their loved ones. You might win a hotel stay, zoo tickets, a musical package, or an outing of your choice for four people. In May and September,

91 lucky winners and 91 guests flew to the Greek island of Kos on a special FriendsLottery plane. Accompanied by Dutch celebrities Gerard Joling and Irene Moors, they enjoyed an unforgettable week-long holiday in the sun. Another highlight in 2017 was the 'Altijd Prijs' (Always a Prize) Show in Amsterdam: 3,400 players and their guests enjoyed spectacular live performances, and everyone went home with a prize.



A winner in Dieren was totally overwhelmed when ambassador Dennis van der Geest showed up at his door with a €10,000 cheque and a new car.



Ambassadors Gerard Joling and Irene Moors were the stars of the special FriendsLottery plane that flew winners to Kos.

Prize marathon for Het Vergeten Kind

2017's biggest campaign, the PrijzenMarathon, was dedicated to Het Vergeten Kind, an organisation that supports children who are neglected or abused or live in sheltered accommodation. More than 20 Dutch celebrities took part in the national multimedia campaign. The proceeds from ticket sales went toward construction of the Huis van het Vergeten Kind in Almere, a safe and loving centre where kids will get the attention they deserve. The PrijzenMarathon



We rolled out the red carpet to kick off the FriendsLottery prize marathon – actually a huge picture coloured by kids from Almere.

had the largest pot of the year, with 375,000 awards including a top prize of €1 million.

On TV

The FriendsLottery's partnership with seven television programmes ensures our charities and winners get plenty of publicity. Our beneficiaries' work features in the daily chat shows 'Koffietijd' (Coffee Time) and '5 Uur Live'

(5 O'Clock Live). Our winners can be seen every Sunday evening in 'VriendenLoterij: De Winnaars' (FriendsLottery: The Winners)

Celebrities compete for charity

In some of our TV quiz shows, Dutch celebrities play to raise money for charities supporting human health and well-being. Top

football players like Arjen Robben, Ruud van Nistelrooy and Ronald de Boer rack their brains to answer questions in Matchwinner Pro and win funds for their chosen causes. In the exciting new show Keep It Cool, Dutch celebrities battle their own nerves to win as much money as possible for FriendsLottery beneficiaries.

New online formats

To reach younger target groups, the FriendsLottery launched six unique YouTube formats in 2017 that reveal the world of prizes and charities. For example, the Make it Happen video series celebrates volunteers and makes their dreams come true.

Eredivisie partner

The FriendsLottery has been a social partner of the Eredivisie, the Dutch football premier division, for 12 years in a row, longer than any other organisation. The relationship demonstrates the importance we attach to the social aspect of sports and club activities. The Lottery is visible at all Eredivisie matches and in all TV broadcasts.

FriendsLottery players can win great football prizes like special meet-and-greets and pitchside seats at their favourite clubs.

Every year, we reward the Eredivisie player who shows the greatest commitment to building a better society with a €50,000 prize to be spent on social causes of his choice. In 2017, the honour went to Tom Beugelsdijk of ADO Den Haag. He donated the money to organisations including the Juliana Kinderziekenhuis children's hospital in The Hague.

Playing for the club

In 2017, a record amount of FriendsLottery funding went to help finance several thousand local clubs and associations. These revenues were collected through activities such as telephone campaigns in which clubs call on their supporters to play the Lottery for their benefit. Half the price of every ticket goes directly to the club, and players get a chance to win great prizes. The associations spend the proceeds on musical instruments, sports equipment and clubhouse renovations.



In the TV programme VriendenLoterij: De Winnaars, ambassador Wolter Kroes could be seen touring the Netherlands to surprise winners with prizes.



The FriendsLottery app is among the top 10 free apps in the Dutch App Store and Dutch Google Play.



Thanks to telephone campaigns at clubs and associations, including the ZVVS swimming club in Vlaardingens-Schiedam, this year saw an increase in the numbers of players playing for local organisations.

Our ambassadors and friends

We are proud of our large group of ambassadors and friends, who are committed to helping society and inspiring others. They champion the FriendsLottery's support for people in need of a helping hand. Ambassadors surprise our players with fantastic prizes and share

stories of the amazing work carried out by our charities. Friends work through their own foundations to help people who are facing health problems or have been marginalised by mainstream society.

Ambassadors



Dennis van der Geest

"It's great to see how the FriendsLottery helps organisations that promote sport and a healthy society.

As a former professional athlete, I'm proud that I can contribute to this."



Wolter Kroes

"I'm grateful that as an ambassador of the FriendsLottery I've been able to surprise so many winners with great prizes and

thank them for supporting our charities. It never gets old."



Esther Vergeer

"Being able to play sport, even if you have a disability, is important for your self-confidence. The Join the Club project lets children with physical disabilities play sport close to home. It's a great thing!"



Gerard Joling

"Good health and friendship are the most important things in life. But I love making players happy with amazing cash prizes!"



Irene Moors

"I think it's very important that people with fewer opportunities are not sidelined but can fully take part in society. And it's great that

I can contribute to this as an ambassador."



Richard Krajicek

"Sometimes a helping hand is all a child needs to grow in a positive way. With Lottery support, we build play-

grounds to encourage and guide children in sports and social life."



Lucille Werner

"For people with a disability, self-confidence and a healthy attitude are vital to social success. Thanks to Lottery players, my founda-

tion can help them to keep building a positive self-image."

Friends



Yvonne van Gennip

"My goal is to help every talented child to develop further and get the best out of themselves. Thanks to the

FriendsLottery players, we can support them financially so that no ambitious, talented athlete is lost to us."



Giovanni van Bronckhorst

"Thanks to the support of the FriendsLottery, we can make a difference for disadvantaged primary school

children, enabling them to head on to secondary school with the right tools."



Bas van de Goor

"Thanks to Lottery funding, we're able to give people with diabetes inspiring, positive experiences. This helps them to take a

more relaxed attitude to their diabetes and makes them more self-confident."



Dirk Kuijt

"Thanks to the support of the FriendsLottery, my foundation organises around 80 sports events for people with physical disabili-

ties. I'd like to thank all the players for this opportunity."



Ruud van Nistelrooij

"With our foundation, we help children to rediscover their belief in themselves and encourage them to make

their dreams come true. Thanks to the FriendsLottery, we've already helped more than 600 children."



Edwin van der Sar

"We run sport and exercise programmes so people with acquired brain disorders can pick up their lives again. I'm

happy to commit myself to this project as a friend of the Lottery."



Herman van Veen

"Thanks in part to the players of the FriendsLottery, we get to help disadvantaged children forget

their problems for a day and enjoy music and games in the countryside."

How we are organised

All the Postcode Lotteries were set up by Novamedia, a Dutch company based in Amsterdam. Novamedia was founded in 1983 by Boudewijn Poelmann, the current chairman, and his partner, Annemiek Hoogenboom, to raise funds for local and international charities using innovative marketing techniques. By the end of 2017, Novamedia/Postcode Lotteries had grown to a total of 1,147 people working in four countries.

Novamedia

In 1989, Novamedia founded its first Lottery, the Dutch Postcode Lottery. In 1998, the FriendsLottery became the second of the Dutch Charity Lotteries. It was followed in 2002 by the BankGiro Lottery. The Swedish Postcode Lottery was launched in 2005. The same year, People's Postcode Lottery was unveiled in Great Britain as a pilot project, before its official launch three years later. In 2016, Novamedia started the German Postcode Lottery. Last year, a license was obtained to establish a Postcode Lottery in Norway, which we will launch in 2018. The structure of each Lottery organisation varies from country to country, depending on its size and on local licence conditions.

Print media companies

Novamedia uses its media expertise to help create a society of well-informed citizens. It works towards this goal through three subsidiary companies: the publishing house Nieuw Amsterdam (with the imprints Nieuw Amsterdam, Wereldbibliotheek, Bas Lubberhuizen and Fontaine

Uitgevers), the online bookseller ECI (known as BookSpot from March 2018), and Scheltema, Amsterdam's largest bookshop.

The three members of the Executive Board and the four company directors shown in the chart at right all work for Novamedia. Company directors Annemiek Hoogenboom and Eva Struving also jointly head the German Postcode Lottery with deputy managing director Sascha Maas. In total, Novamedia employed 45 people on 31 December 2017.

Supervisory Board

Novamedia's Supervisory Board oversees the implementation of policies set by the Executive Board and the daily management of the Novamedia holding company and its affiliated companies.

Its members in 2017 were:

- Ms GA Verbeet (Chair)
- Mr RF van den Bergh
- Mr JA van den Ende
- Mr GP Prein
- Mr RM Schutte (until 12 December)

Corporate governance

Novamedia created and owns the Postcode Lottery format and brand. All shares in Novamedia are owned by the Novamedia Foundation. In December 2017, Novamedia implemented a new

governance structure that maintains our entrepreneurial spirit and protects against both the misuse of and the sale of shares in either Novamedia or intellectual property rights related to the Postcode Lottery format. Neither can be sold without the prior approval of Novamedia's Executive Board and Supervisory Board, the Board of Stichting de Novamedia Fundatie (the Novamedia Foundation), and the Appointment Board and Board of Stichting Continuïteit (the Continuity Foundation).

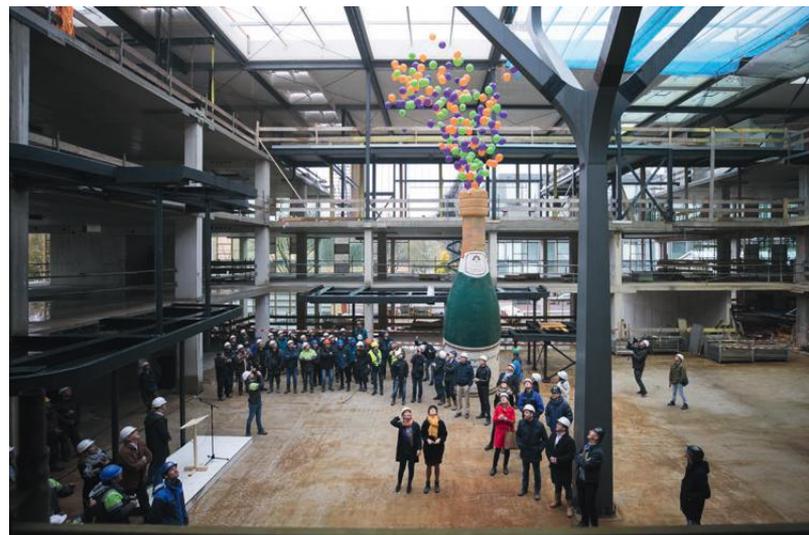
Dutch Charity Lotteries

The Dutch Postcode Lottery, the FriendsLottery and the BankGiro Lottery together make up Holding Nationale Goede Doelen Loterijen NV. They have licensing and management agreements with Novamedia BV.

The holding company's Supervisory Board supervises the Executive Board, who handle the day-to-day running of the three Dutch Charity Lotteries. The board also decides how revenues are distributed among the charities and which new beneficiaries are admitted. The joint organisation of the three Dutch Charity Lotteries employs a total of 620 people.

External auditing

Licences required to run a lottery in the Netherlands are issued by the Netherlands Gaming Authority. It and the Ministry of Justice and Security supervise compliance with Dutch law on



The Dutch Charity Lotteries and Novamedia's new offices in Amsterdam will be ready to move into in 2018. Our approach to sustainable construction was highly commended at the international BREEAM Awards 2018 in London.



The executive management of the United Postcode Lotteries and the Dutch Charity Lotteries.

games of chance and issue lottery licences. The financial statements of Holding Nationale Goede Doelen Loterijen are audited by PricewaterhouseCoopers (PwC). Computer experts from PwC and NMI audit the mechanical, electrical and electronic processes used in playing the Lotteries, establishing the prizes and determining the winners. The civil-law notary JP van Harseler of Amsterdam supervises all draws by the three Lotteries. The Lotteries' Good Operations data report adheres to the GRI G4 Sustainability Reporting Standards.

People's Postcode Lottery

Novamedia BV has established Postcode Lottery Ltd in Great Britain. People's Postcode Lottery (a trading name of Postcode Lottery Ltd) is an external manager that runs a lottery on behalf of 38 promoting societies, which are all registered charities. It is regulated by the Gambling Commission under licences



Beneficiary the Marine Conservation Society played host to People's Postcode Lottery team members for a beach clean-up as part of World Oceans Day.

000-000829-N-102511 and 000-000829-R-102513.

Under current UK gambling law, each individual licence held by a promoting society is legally limited to £10 million of lottery

sales per annum and £4 million of sales for any one draw. As these limits complicate the fundraising structure and reduce the funds available for charities supported by People's Postcode Lottery players, we advocate changes to the UK Gambling Act. The UK government is considering proposals to increase the annual sales limit for society lotteries to £100 million and the single draw limit to £10 million. These are supported by the Lotteries Council, the Hospice Lotteries Association and the Institute of Fundraising.

Ensuring our data is secure and managed in line with international best practice is of the utmost importance to us. As part of this commitment, People's Postcode Lottery attained ISO 27001 accreditation in 2017. This means we subscribe to a programme of continual improvement in order to remain accredited to the best-known standard of information security management.

Swedish Postcode Lottery

The Swedish Postcode Association holds a licence to run a lottery in Sweden. The Swedish Postcode Lottery's beneficiaries are members of this association. Novamedia Sverige AB operates the Lottery under an agreement with the association. The agreement has been approved by the Swedish Gambling Authority.

External auditing

UK draws are supervised by an independent adjudicator from Thorntons Solicitors in accordance with the Gambling Act 2005. The draw engine is NMI-certified. PwC LLP Certification BV performs the annual IT audit. Financial auditing of Postcode Lottery Ltd is carried out by PwC LLP.



Members of the Dutch Charity Lotteries team can now borrow one of three electric commuter bikes for a year.

The Swedish Postcode Association's Board is composed of leading representatives of society and currently has five members. It decides on the addition of new beneficiaries and determines how proceeds are distributed among the charities.

Novamedia Sverige AB has operated the Swedish Postcode Lottery since 2005 and employs 170 people at its office in Stockholm as of 31 December 2017. One of the managing directors, Cecilia Bergendahl, is also the Swedish Gambling Authority-approved lottery manager. In this role, she attends all Swedish Postcode Association board meetings.



In 2017 we welcomed TV presenter Kai Pflaume (left) as an ambassador for the German Postcode Lottery. He is pictured with the Lottery's managing director, Annemiek Hoogenboom, and Novamedia CEO Boudewijn Poelmann.

External auditing

The Lottery is supervised by the Swedish Gambling Authority, which also grants lottery licences. Auditing for Novamedia Sverige AB, the operator, is carried out by PwC, while KPMG audits the Swedish Postcode Association.

German Postcode Lottery

Novamedia established Postcode Lotterie DT gGmbH in Düsseldorf to set up the German Postcode Lottery. The first draw took place on 6 October 2016. Of revenues raised by the Lottery, 30% goes to local and regional projects across Germany that deliver a social benefit. The Lottery's structure meets German licensing requirements for non-profit organisations. This means no dividend payments are made and all Lottery income is distributed over charitable contributions, prizes, lottery taxes, and organisational costs. The independent Charities Board, led by former Bundestag President Professor Rita Süßmuth, decides which organisations will receive support.

External auditing

In accordance with German law, a share of the German Postcode Lottery's proceeds goes to charities across all 16 federal states. Financial auditing is carried out by PwC. Draws are supervised by a civil-law notary.

How we live our mission

Our charity lotteries are social enterprises in heart and soul. We support more than 673 charities across the globe, providing them



Staff peruse the Postcode Lotteries' new DNA Book at the international management meeting in Düsseldorf.

with flexible and often long-term funding. Sustainability and social responsibility are built into the DNA of our business.

On the basis of our vision, mission and core values and our ongoing dialogue with stakeholders, the international family of Postcode Lotteries has developed the Good Operations agenda. This sets out

our ambitions and directs our efforts. The agenda focuses on three areas: Planet, People and Openness. We have formulated specific, ambitious objectives for each of these.

Objectives

We aim to create a better future for people and planet by raising funds



International ambassador Emma Thompson addressed People's Postcode Lottery's Charity Gala in January 2018.



People's Postcode Lottery team members wore blue to mark World Water Day in support of WaterAid.



Karin, Mikael and Anton from our Swedish team took a field trip to Ghana with Operation Smile.

for social organisations worldwide and increasing awareness of their work. We recognise that moving towards a better future for everyone depends on resilient societies and people. Only by conserving and protecting the earth's resources and ecosystems can we ensure a sustainable and fair use of our natural resources. Our charity Lotteries are organised around these objectives.

Good Operations

We are open about how we allocate funds and do our work. The Good Operations agenda provides a framework for our business. Its core aims are to:

Work with sustainable, socially responsible partners.

- We purchase non-cash prizes from suppliers who run sustainable, socially responsible operations.
- We work with local suppliers.
- We ask our suppliers to commit to our Code of Conduct.

Create a positive impact on the planet through our operations.

- We strive to reduce our CO₂ emissions.
- We purchase green electricity produced locally.
- We generate our own renewable energy.

Keep our operations responsible.

- We tolerate zero errors in draws and payment of prizes.
- We tolerate zero errors in player privacy and data management and monitor pertinent technological innovations and developments.
- We train our team in relevant laws and regulations.
- We communicate openly in the event of incidents.
- We ensure fair and safe participation to protect players from adverse consequences of online gaming.

Campaign responsibly.

- We aim for zero upheld complaints regarding our commercial communications.

- We transparently disclose any upheld complaints.

Engage in good employment practices.

- Our goal is to maintain gender balance at the top.
- We aim for a diverse workforce throughout the organisation.
- We advocate equal treatment regardless of age, ethnicity,

gender, sexual orientation or disability.

- We consult our team on how they perceive our organisation as an employer.

All our Lotteries commit themselves to these central objectives but are free to interpret them in their own way depending on the local context. The Lotteries in



Our ambassador Gaston Starreveld urged our 2.8 million players to buy free sustainable groceries at the Netherlands' biggest supermarket chain using their Lottery gift cards.

the various countries report individually on their annual progress toward sustainability in accordance with the guidelines of the Global Reporting Initiative (GRI).

International GO Week

Our family of Lotteries takes the opportunity to showcase its core values each year during international Good Operations awareness week (GO Week). For 2017's GO Week, the Swedish Postcode Lottery took the opportunity to discuss the wide scope of sustainability. The Dutch Charity Lotteries focused on their energy-efficient, sustainable new offices. They also looked for more ways to make their daily practices more sustainable.

Opting for renovation

In 2017, the Lotteries in Germany and Great Britain moved into larger working spaces to accommodate their growing

teams. In 2018, the Dutch Charity Lotteries will also get a new home – one that will set an example for others in the arena of sustainability. The Lotteries deliberately chose to renovate an existing office building to make it “Paris-proof”. Innovative techniques and materials ensure that the new premises will qualify for an Outstanding rating from BREEAM, the world's longest-established building sustainability certification body. The Dutch Charity Lotteries will also welcome local residents in their sustainable company restaurant.

Voluntary work

The Lotteries regularly hold lectures and organise visits to beneficiaries' projects in order to motivate and inspire their teams. We also offer volunteering opportunities so team members can do hands-on work for some of the good causes our players support. In September, the German team visited their beneficiary Hallo Nachbar, which promotes neighbourhood voluntary work. As part of World Oceans Day, our



The German Postcode Lottery team visited their beneficiary Hallo Nachbar in Düsseldorf in September.

British team helped their beneficiary the Marine Conservation Society to clean beaches. In 2017, they clocked up 975 hours of volunteering assistance for player-supported charities.

Planet

All our Lotteries do their utmost to minimise their negative impact on the planet. That means more than just opting for green electricity, FSC paper, solar energy and electric vehicles. In the Netherlands, for example, the Dutch Postcode Lottery sent each of its 2.8 million players a €12.50 gift card for the fourth year running in 2017. They could use it to buy sustainable products at Albert Heijn supermarkets.

The Dutch Charity Lotteries' new home used to be known as Amsterdam's ugliest building. But the jury of the international BREEAM Awards 2018 has com-

mended our overhaul of the building. “The project successfully demonstrates sustainability of a derelict structure and in the broader community and surroundings,” the jurors wrote. “It is a people-centric solution, providing high performance and widespread benefits across wide-ranging aspects.”

As part of good employment practice, we invest an amount equal to up to 4% of salary expenditure in team training, learning and development. We also set up important industry discussions and foster sharing of expertise. People's Postcode Lottery facilitates monthly forums where data protection and privacy professionals come together to discuss relevant industry topics and challenges in an open, collaborative setting.



The Swedish Postcode Lottery held a “hackathon” for all team members during GO Week, reflecting our core values of fun, courageousness, sustainability and sharing.

Where the millions go

German Postcode Lottery Germany

Lottery contributions in euros

Baden-Württemberg total 339,833

Arbeitskreis Haus der Gesundheit e.V.	8,154
BruderhausDiakonie Stiftung Gustav Werner + Haus am Berg	9,300
Bürgerstiftung Heidelberg	9,500
CVJM Karlsruhe e.V.	10,000
DRK Mannheim	5,520
Fair in die Zukunft e.V.	15,000
Impulso für kids e.V.	16,000
Jugendhilfen Deggingen der BruderhausDiakonie	8,200
Laureus Sport for Good Stiftung / Move & Do	20,000
Lebensweg gGmbH Familienherberge	10,000
NABU LV BW e.V. / Schwalbenfreundliches Haus	10,000
NABU LV BW e.V. / Volierenanierung	10,000
Pferde bewegen Menschen e.V.	20,000
Pfotenpiloten e.V. / Assistenzhunde	20,000
Rollstuhlgemeinschaft Heidelberg-Schlierbach e.V.	10,000
St. Josefshaus Hertzen gGmbH – Seniorenzentrum Zell	4,539
Stadtpiraten Freiburg e.V. / Ausbildungsvorbereitung	10,000
Stadtpiraten Freiburg e.V. / Stadtpiraten-Hood	19,240
Tierschutzverein ARCA e.V.	9,000
Ulmer Initiativkreis nachhaltige Wirtschaftsentwicklung e.V.	20,000
Verein Freie Waldorfschule Heidenheim e.V.	16,880
VRD Stiftung für Erneuerbare Energien	20,000
WWF Deutschland / Waldrapps	48,500
Zentrum für Verbindungskultur e.V.	10,000

Bavaria total 382,350

AURA-HOTEL Kur- und Begegnungszentrum Saulgrub gGmbH	10,000
Bergwaldprojekt e.V.	10,000
BRK KV Deggendorf	10,000
BUND Bayern e.V.	20,000
Bürgerstiftung Landkreis Fürstentfeldbruck	15,000
Condrops e.V. / easy Contact House	4,400
Condrops e.V. / Integrationsprojekts Kistlerhofstraße	20,000
Diakonisches Werk Weiden e.V.	10,000
DIE KITA gGmbH	8,500
Erdlingshof e.V.	20,000
Förderverein Perlacher Herz e.V.	3,000
Fränkisches Bildungswerk für Friedensarbeit e.V.	12,000
Franziskuswerk Schönbrunn gGmbH	9,700
Gemeinnützige Schul-GmbH der Aktion Sonnenschein	9,840
Institut für innovative Bildung e.V.	7,880
Internationaler Bund e.V.	20,000
Junge Frauen und Beruf e.V.	19,130
KulturVerstrickungen e.V.	20,000

2017

Landesbund für Vogelschutz in Bayern e.V.	50,000
Laureus Sport for Good Stiftung / High Five	20,000
Lifeguide Region Augsburg e.V.	20,000
Malteser Hilfsdienst e.V. / Therapiehundestaffel	9,850
McDonald's Kinderhilfe Stiftung / Erlangen	4,000
Miteinander Trudering e.V. / Balu und Du	17,000
oekom e.V. / Forum Nachhaltigkeit	9,720
oekom e.V. / Klimamonopoly	9,450
SEFRA e.V.	2,880
Wunsch am Horizont e.V.	10,000

Berlin total 170,047

Aurelia Stiftung	18,500
Bühne für Menschenrechte e.V.	20,000
Human Rights Watch e.V.	10,000
Internationaler Bund Berlin-Brandenburg gGmbH	15,280
Kinderhilfe – Hilfe für krebs- und schwerkranke Kinder e.V.	3,790
Kleinkindpädagogik e.V.	6,473
Linie 94 e.V.	10,000
Malteser Werke gGmbH / Gemeinsam in der Werkstatt	9,410
Netzwerk Spiel/Kultur Prenzlauer Berg e.V.	11,350
Pass the Crayon e.V.	6,360
SchulePLUS Forum gUG	18,900
Visioners e.V.	3,988
wortlaut projekte gUG	15,996
Yesil Cember – ökologisch interkulturell gGmbH	20,000

Brandenburg total 213,011

Brandenburger Tafel e.V.	5,626
Bürgerstiftung Barnim Uckermark	16,000
Katarina Witt Stiftung gGmbH	154,245
Stadtteilnetzwerk Potsdam-West e.V.	17,140
Deutsche Umwelthilfe / Brückenbau zum Schutz des Fischotters	20,000

Bremen total 48,750

AFS Interkulturelle Begegnungen e.V.	9,000
BUND LV Bremen e.V.	19,750
Laureus Sport for Good Stiftung / Kicking Girls	20,000

Hamburg total 58,600

alterNation e.V.	9,850
BUND LV Hamburg e.V.	8,600
Circusschule Die Rotznasen e.V.	13,350
Der Hafen hilft e.V.	10,000
leetHub St. Pauli e.V.	16,800

Hessen total 237,560

Arbeitskreis Gemeindenahe Gesundheitsversorgung gGmbH	9,945
AWO Fulda e.V.	9,500
Bürgerstiftung Breuberg	18,250
Caritasverband Bezirk Limburg e.V.	20,000
DRK Darmstadt Stadt e.V.	20,000
FINE e.V. / Bienenretter-Aktion Teil 1	10,000
FINE e.V. / Bienenretter-Aktion Teil 2	10,000
Frankenberger Tafel e.V.	1,150
Gemeinnützige Aktiv Stiftung	10,000

2017

Klückskinder gemeinnützige UG	9,950
KuBuS e.V.	5,670
Lust auf besser leben gGmbH	10,000
Päd. Therap. Wohngruppen Schumann-Held gGmbH / Biken statt Boxen	11,895
Päd. Therap. Wohngruppen Schumann-Held gGmbH / Hand in Hand-werken	3,300
Päd. Therap. Wohngruppen Schumann-Held gGmbH / Kinderhaus	10,000
Pfotenpiloten e.V. / Prüfungen	20,000
Stiftung Aktive Bürgerschaft / Blühende Schulen – Blühende Stadt	2,000
Stiftung Aktive Bürgerschaft / Brücken bauen	8,400
Tann Aktiv e.V.	20,000
Tischlein Deck Dich e.V.	10,000
Wildtierhilfe Rödermark e.V.	7,500
Zoologische Gesellschaft Frankfurt von 1858 e.V.	10,000

Lower Saxony total 384,889

Agenda 21 – Stiftung in Diepholz	11,760
Aktion Fischotterschutz e. V.	10,000
Alzheimer Gesellschaft Lüneburg e.V.	10,000
Amikeco-Willkommensinitiative e.V.	1,759
Bundesarbeitsgemeinschaft Mädchenpolitik e.V.	8,000
Bürgerstiftung Braunschweig	5,000
Bürgerstiftung Göttingen	6,000
Bürgerstiftung Hannover	11,320
Bürgerstiftung Lilienthal	3,230
Bürgerstiftung Region Bergen	11,800
Deutscher Kinderschutzbund OV Norden e.V.	4,399
Förderverein der Freiwilligen Feuerwehr Bokel-Augustfehn e.V.	6,955
Freundeskreis der Auricher Pfadfinder e.V.	10,000
Handballjugendförderkreis Empelde e.V.	800
Haus am Bernsteinsee gGmbH	8,500
Kleingartenverein Am Oesterlinge e.V.	20,000
Lebensraum Diakonie e.V.	18,746
LitCam gGmbH / Braunschweig	20,000
LV Braunschweig der Gartenfreunde e.V.	5,500
Malteser Hilfsdienst e.V. / Herzenswunsch	5,200
NABU Verden e.V.	10,000
Nachbarschaftsverein Leineberg e.V.	20,000
oekom e.V. / Klimaspargbuch Hildesheim	20,000
oekom e.V. / Klimaspargbuch Lüneburg	20,000
Regionales Umweltbildungszentrum Hollen e.V.	8,000
SOS-Kinderdorf e.V. / Place to go	20,000
Sozialdienst Katholischer Frauen e.V.	9,720
Sportverein 06 Lehrte e.V.	10,000
Stiftung Katholische Kinder- und Jugendhilfe im Bistum Hildesheim	10,000
Stiftung Lindenhof	10,000
terre des hommes Deutschland e.V.	8,000
VAMV OV Seesen e.V.	6,200
Verein zur Förderung der Berufsbildenden Schulen Osterholz-Scharmbeck	19,000
Waisenstift Varell	10,000
Werkstatt-Schule e.V.	20,000
Wildtier- und Artenschutzstation e.V.	5,000

2017

	2017		2017		2017
Mecklenburg-Vorpommern total	92,842	NABU Naturschutzstation Niederrhein e.V.	7,240	Saxony total	154,411
ASB Regionalverband Nord-Ost e.V.	8,292	Nachbarschaftsheim Wuppertal e.V.	10,000	Balu und Du e.V.	20,000
Associata-Assistenzhunde e.V.	10,000	NaturAktiv e.V.	18,684	BUND LV Sachsen e. V. / BUNDspechte	1,500
Deutsche Umwelthilfe e.V. / Stettiner Haff	50,000	oekom e.V. / Klimasparsbuch Essen	20,000	BUND LV Sachsen / Essbare Stadt	1,500
Deutscher Kinderschutzbund KV Schwerin e.V.	1,800	SC Bayer 05 Uerdingen e.V.	9,958	BUND LV Sachsen e.V. / Lastenrad-Sharing	5,821
Ecosphäre e.V.	19,150	SOS-Kinderdorf e.V. / Sportangebot	15,000	BUND LV Sachsen e.V. / Naturlehrpfad	1,687
Schützenverein "Blau-Gelb" Vielank e.V.	3,600	Soziale Brennpunkte e.V.	720	BUND LV Sachsen e.V. / Schauimkerei	4,800
		Sozialmanufaktur Niederrhein e.V.	1,500	BUND LV Sachsen e.V. / Wildnispädagogik	13,159
North Rhine-Westphalia total	858,385	SteigAuf e.V.	10,000	Deutscher Paritätischer Wohlfahrtsverband LV	
ABA Fachverband e.V.	7,760	Stiftung KalkGestalten	10,000	Sachsen e.V.	11,680
Ackerdemia e.V. / GemüseAckerdemie	5,821	Stiftung Partnerschaft mit Afrika e.V.	10,000	Dresdner Tafel e.V.	6,000
Ackerdemia e.V. / Tools for Schools	6,784	Talentfabrik gGmbH	20,000	Impuls e.V.	10,000
agisra e.V.	20,000	Tausche Bildung für Wohnen e.V.	19,970	Irrsinnig Menschlich e.V.	20,000
Alternative Lebensräume e.V.	10,000	Theater ImPuls e.V.	3,680	Kinderhaus Langes Gässchen gGmbH	19,069
Ausbildung statt Abschiebung e.V. /		Tiernotruf e.V.	7,000	LV AD(H)S-Sachsen e.V.	2,955
Bonn entdecken	3,960	Tierschutzverein Velbert-Heiligenhaus e.V.	12,000	McDonald's Kinderhilfe Stiftung / Leipzig	3,150
Ausbildung statt Abschiebung e.V. /		Toni Kroos Stiftung	5,880	Momelino e.V. / Sachsen	10,000
Deutsch plus!	14,400	Trägerverein Biologische Station Solingen e.V.	6,218	Ökolöwe - Umweltbund Leipzig e.V.	8,090
BUND LV NRW e.V.	50,000	TSV Hochdahl 64 Kinder- und Jugendzentren e.V.	20,000	Regenbogen e.V.	5,000
Caritasverband Stadt Köln e.V.	20,000	Turnverein Jahn-Rheine 1885 e.V.	4,111	Verband der Gartenfreunde Riesa e.V.	10,000
Chancenwerk e.V.	20,000	Turnverein Schiefbahn 1899 e.V.	2,500		
Coach e.V. Initiative für Bildung und		TV 1875 Paderborn e.V.	4,800	Saxony-Anhalt total	110,140
Integration junger Migranten	8,100	Übach-Palenberger Tafel e. V.	6,400	Deutsche Umwelthilfe e.V. /	
Deutscher Kinderschutzbund OV Wuppertal e.V.	6,400	Verein der Freunde und Förderer der katholischen		Otter-Verkehrs-Labyrinth	8,500
Diakonisches Werk Bonn und Region /		Grundschule Horn e.V.	7,400	Diakonieverein Bitterfeld-Wolfen-	
MamaMia	20,000	Verein der Freunde und Förderer des Gymnasiums		Gräfenhainichen e.V.	2,500
Diakonisches Werk Bonn und Region gGmbH /		Adolfinum e.V.	7,500	Kaltstart e.V.	7,840
Starthilfe 2018	10,000	Verein für interkulturelle Bildung		LandWerkStadt e.V.	19,800
Diakonisches Werk des Ev. Kirchenkreises		und Austausch e.V.	16,000	Momelino e.V. / Sachsen-Anhalt	20,000
Steinfurt-Coesfeld-Borken e.V.	4,560	Vestische Caritas-Kliniken GmbH		Pfeiffersche Stiftungen zu Magdeburg-Cracau	1,500
Die Multivision e.V.	9,100	Kinderheilstätte	20,000	Stendaler Fernsehen Offener Kanal e.V.	20,000
DORV-Quartier gGmbH	20,000	vision: teilen e.V. / Hallo Nachbar!	10,000	Wald 1.1 gGmbH	10,000
DRK KV Heinsberg e.V.	11,182	Zartbitter e.V.	20,000	WWF Deutschland / Wildkatzen	20,000
DRK KV Herford-Stadt e.V.	10,000	Zukunftskinder-Stiftung für ev.			
DRK Nordrhein gGmbH	10,000	Kinder- und Jugendarbeit	7,600	Schleswig-Holstein total	105,460
Elterninitiative Voiswinkeler Wichtel e.V.	3,360			BUND Inselgruppe Föhr-Amrum e.V.	20,000
Evangelische Stiftung Rödgen-Wiinsdorf	7,250	Rheinland-Pfalz total	186,913	BUND LV Schleswig-Holstein e.V.	14,300
Förderverein der Conrad-von-Ense-Schule e.V.	5,000	Bürgerstiftung Hayna	20,000	DRK Betreuungsdienste Segeberg gGmbH	20,000
Förderverein Goldenberg Europakolleg e.V.	10,000	Bürgerstiftung Pfalz	17,361	Lebenshilfe Schleswig-Holstein e.V.	10,000
Förderverein Kinder- und Jugendhospiz		Deutsche Wildtier Stiftung	20,000	Loop Kinder- und Jugendhilfe gGmbH /	
Düsseldorf e.V.	15,450	DRK Ortsverein Enkenbach-Alsenborn e.V.	15,000	Hof Tarpfeld	10,000
Förderverein Naturkunde-Museum der Stadt		Fidibus e.V.	10,000	SonntagsDialoge e.V.	10,000
Bielefeld e.V.	9,600	Förderverein Kita St. Peter und		Villekula e.V.	10,000
Förderverein Wasser und		Paul Pfaffendorf e.V.	4,676	Whale & Dolphin Conservation gGmbH	11,160
Naturschutz Arche Noah e.V.	3,218	Koblenzer Tafel e.V.	10,000		
GarageLab Düsseldorf e.V.	3,582	Kuseler Tafel e.V.	4,800	Thuringia total	100,587
Gesellschaft zur Förderung der Integrationsarbeit		LitCam gGmbH / Mainz	20,000	BUND OV Bad Langensalza e.V.	10,000
in Herne e.V.	5,776	Malteser Hilfsdienst e.V. / Alt trifft Jung	3,240	Buntergrund e.V.	1,600
Gesundheit durch Tiere e.V.	2,000	Malteser Hilfsdienst e.V. /		Bürgerstiftung Jena	3,000
Gospelhouse Siegen e.V.	7,960	Seniorenbegnungsstätte Villa Malta	7,840	Diakoniewerk Gotha gGmbH	7,820
Gütersloher Tafel e.V.	10,635	Trägerverein "keiner darf verloren gehen" e.V.	18,100	Förderverein der Gemeinschaftsschule	
Handwerkerinnenhaus Köln e.V.	14,600	Wildvogel-Pflegestation Kirchwald e.V.	15,896	Grabfeld e.V.	3,540
Interkulturelle Begegnung und Bildung e.V.	10,000	WWF Deutschland / Luchswaisen	20,000	Förderverein des Tierparks Suhl e.V.	20,000
Jugendzentren Köln gGmbH	9,752			Hackspace Jena e.V.	10,000
Kindernöte e.V.	9,984	Saarland total	36,357	Jesus-Projekt Erfurt e.V.	17,150
Köln bewegt e.V.	10,000	AWO Landesversand Saarland e. V.	5,000	LachfALTen gUG	8,410
Körbe für Köln e.V.	12,000	Deutscher Kinderschutzbund		Mühlhäuser Werkstätten für Behinderte e.V.	3,400
Laureus Sport for Good Stiftung / Unite People	20,000	OV Saarbrücken e.V.	3,500	NABU KV Wartburgkreis e.V.	2,967
LitCam gGmbH / Gelsenkirchen	20,000	Malteser Hilfsdienst e.V. Homburg Saar /		Nordthüringer Lebenshilfe gGmbH	5,000
LitCam gGmbH / Köln	10,000	Demenzdienst	3,200	OURCHILD e.V.	7,700
LOOP Kinder- und Jugendhilfe gGmbH /		Malteser Hilfsdienst e.V. Homburg Saar /			
Jugendwohnen	10,000	Rettungshundestaffel	6,000		
Malteser Hilfsdienst e.V. / Migranten Medizin	10,000	Malteser Hilfsdienst e.V. Region H-R-S	3,000		
Malteser Werke gGmbH / Denkma(h)l	15,990	SOS-Kinderdorf e.V. / Spielen zu Hause	15,657		
NABU LV NRW e.V.	40,000				

Where the millions go

	2017	To 2017 inclusive		2017	To 2017 inclusive
People's Postcode Lottery Great Britain			Prince of Wales's Charitable Foundation The Reader		
Lottery contributions in millions of euros			Postcode Children Trust:	3.1	11.8
People's Postcode Trust:	2.6	20.2	Children 1st		
Small Grants Programme			Children North-East		
Postcode Green Trust:	3.3	16.9	Daisy Chain		
Bumblebee Conservation Trust (one-off)			Girlguiding		
ClientEarth (one-off)			Magic Breakfast		
Ellen MacArthur Foundation			Place2Be		
Keep Britain Tidy			Whizz-Kidz		
Plantlife - Back from the brink (one-off)			Hunter Foundation (one-off)		
Surfers Against Sewage (one-off)			Postcode Community Trust:	3.3	11.9
The Conservation Volunteers			Small Grants Programme		
The Royal Parks			Postcode African Trust	2.9	9.7
Trees for Cities (one-off)			Action Against Hunger (one-off)		
Postcode Culture Trust:	3.4	16.4	AfriKids		
Edinburgh International Book Festival			Book Aid International		
MAC Birmingham			British Red Cross		
National Galleries of Scotland			Mary's Meals		
National Museum Wales/Amgueddfa Cymru			Ndlovu Care Group		
National Museums of Scotland			Save the Children (one-off)		
Sistema Scotland			Postcode Planet Trust:	3.4	12.3
V&A Dundee			African Parks		
Youth Music			Apopo		
Postcode Animal Trust:	3.2	13.5	Cool Earth (one-off)		
Battersea Dogs & Cats Home			Fauna & Flora International (one-off)		
Marine Conservation Society			Global Witness		
Riding for the Disabled Association			Hivos - Humanist Institute for Co-operation with Developing Countries (one-off)		
Traffic International (one-off)			Royal Zoological Society of Scotland		
Wildfowl & Wetlands Trust			Zoological Society of London		
Postcode Global Trust:	2.6	11.6	Postcode Dream Trust	2.8	12.2
Children & Youth Finance International			Postcode Sport Trust:	2.6	9.2
Médecins Sans Frontières			Cruyff Foundation		
Theirworld			Greenhouse Sports		
Postcode Heroes Trust:	3.2	12.7	Homeless World Cup (one-off)		
Dame Kelly Holmes Trust			Lord's Taverners		
Ellen MacArthur Cancer Trust			Street League		
Not On Our Watch			Postcode Earth Trust:	3.1	7.1
Tottenham Hotspur Foundation			National Trust		
Postcode Care Trust:	3.3	16.8	National Trust for Scotland		
Carers Trust			Royal Botanic Garden Edinburgh		
Missing People			Royal Botanic Gardens. Kew		
Music in Hospitals & Care (one-off)			Science Museum Group		
			Yorkshire Dales Millennium Trust		

	2017	To 2017 inclusive		2017	To 2017 inclusive
Postcode Local Trust: Small Grants Programme	3.2	9.9	Eriks Development Partner	1.7	9.8
			Nordens Ark Foundation	0.7	5.7
			Friends	0.7	6.1
Postcode Support Trust:	2.7	8.4	Friluftsförbundet	0.7	5.7
Alzheimer's Society (one-off)			Fryshuset	1.9	7.9
Contact The Elderly			FUB, The Swedish National Association for Persons with Intellectual Disability	0.7	4.2
Dementia Adventure			Greenpeace Nordic	2.1	19.9
Grandparents Plus			Hand in Hand Sweden	1.0	7.6
Magic Me (one-off)			The Swedish Brain Foundation	1.6	5.6
The Big Give (one-off)			The Keep Sweden Tidy Foundation	0.7	3.3
The Food Train (one-off)			Kvinna till Kvinna Foundation	1.2	7.5
The Silver Line			Médecins Sans Frontières Sweden	2.9	30.3
Volunteering Matters			Mentor Sweden	0.7	3.2
Postcode Innovation Trust:	2.8	2.8	My Special Day	0.7	5.5
			Neuro Sweden	0.7	6.1
Postcode Equality Trust:	2.8	2.8	Operation Smile Sweden	1.1	4.1
Hope & Homes for Children (one-off)			Peace Parks Foundation Sweden	0.7	2.3
Human Rights Watch			Plan International Sweden	2.3	16.1
Liberty (Civil Liberties Trust)			Save The Children Sweden	3.1	58.0
Peace Direct (one-off)			SOS Children's Villages Sweden	2.3	22.9
Womankind (one-off)			Star for Life	0.7	6.9
Women for Women International (one-off)			The Swedish Asthma and Allergy Association	0.7	6.1
Helen Bamber (one-off)			The Swedish Cancer Society	2.9	33.0
			The Swedish Childhood Cancer Foundation	2.2	51.1
World Wide Fund for Nature	2.8	9.0	Swedish Committee for Afghanistan	1.8	6.9
Dogs Trust	2.8	8.1	The Guide and Scouts of Sweden	1.0	6.8
Maggie's	2.6	5.7	The Swedish Heart-Lung Foundation	2.3	26.0
Woodland Trust	2.8	5.7	Swedish Postcode Foundation	20.8	134.4
Royal Voluntary Service	2.9	5.8	Swedish Red Cross	2.5	30.6
Water Aid	2.9	6.0	The Swedish Rheumatism Association	0.7	6.4
The Royal Society of Wildlife Trusts	2.7	5.7	Swedish Sea Rescue Society	1.7	24.1
PDSA	2.6	5.1	Swedish Society for Nature Conservation	1.8	10.8
War Child	2.8	6.0	The City Missions	2.5	21.4
Oxfam	2.6	4.3	The Hunger Project	0.5	3.7
CLIC Sargent	2.6	5.7	UNHCR for Sweden	2.5	13.2
Save the Children	2.9	2.9	UNICEF Sweden	2.9	27.3
ActionAid	2.9	2.9	Water Aid Sweden	1.1	5.4
Amnesty International	2.9	2.9	We Effect	2.1	12.0
Ramblers	2.9	2.9	World's Children's Prize Foundation	0.5	2.7
UNICEF	1.9	1.9	World Wide Fund For Nature	2.2	55.2
Canal & River Trust	2.0	2.0	Fairtrade Sweden	0.5	2.1
DePaul	2.9	2.9	Vi Agroforestry	1.1	3.8
Plan International	2.0	2.0	The Swedish Sailing Society	0.5	2.0
Friends of the Earth	2.0	2.0	Swedish Ski Association	1.6	4.7
			The Swedish Olympic Committee	1.2	3.8
			World Childhood Foundation	0.7	1.9
			Human Rights Watch Sweden	0.5	1.0
			Raoul Wallenberg Academy	0.5	0.5
			MIND	0.5	0.5
			Special Project 1-2017	13.8	20.1
			Special Project 2-2017	5.0	16.4
Swedish Postcode Lottery Sweden					
Lottery contributions in millions of euros					
The Swedish Alzheimer's Foundation	0.7	6.8			
Amnesty International	1.6	12.7			
BRIS – Children's Rights in Society	1.0	17.1			
Civil Rights Defenders	1.0	4.4			
Diakonia	2.2	11.6			
ECPAT Sweden	0.5	3.9			

Where the millions go

	2017	To 2017 inclusive		2017	To 2017 inclusive
Dutch Postcode Lottery The Netherlands					
Lottery contributions in millions of euros					
350.org / Fossielvrij NL	1.0	1.0	Krajicek Foundation	0.5	3.4
AAP	0.5	11.4	LandschappenNL	13.5	315.7
Aflatoun International	0.5	4.0	Leonardo DiCaprio Foundation	0.9	0.9
African Parks Network	3.9	13.4	Liliane Foundation	1.4	24.1
Aidsfonds	3.3	40.6	LINDA.foundation	0.5	1.9
Amnesty International	5.9	87.1	Lokale Fondsen Nederland	0.5	1.0
Amref Flying Doctors	2.9	35.1	Mama Cash	2.2	11.5
APOPO	1.5	1.5	Marine Stewardship Council	0.5	5.3
ARK Nature	3.1	24.0	Médecins du Monde Netherlands	1.1	6.1
Birdlife in the Netherlands	1.8	44.8	Médecins sans Frontières Netherlands	17.8	364.0
BRAC International	1.5	1.5	Missing Chapter Foundation	1.0	1.0
Carbon War Room	0.5	8.6	Natuur & Milieu	1.8	44.6
CARE Nederland	0.9	4.3	Natuurmonumenten	13.8	406.1
Children's Fund MAMAS	0.5	12.5	Netherlands Leprosy Relief	1.4	39.0
Clinton Foundation	1.8	27.7	Not On Our Watch	0.5	2.4
Commonland	1.9	2.4	Oranje Fonds	15.0	187.6
Cordaid	2.7	66.5	Oxfam Novib	16.0	390.8
Dance4Life	0.5	7.5	PAX	0.5	6.8
De Natuur en Milieufederaties	2.3	47.6	Peace Parks Foundation	1.4	36.8
Defence for Children - ECPAT Netherlands	2.1	6.1	PharmAccess	0.9	3.8
Dierenbescherming	1.8	41.2	Plan Netherlands	3.2	57.6
Dr. Denis Mukwege Foundation	1.5	2.5	Prince Claus Fund	0.5	11.4
Dutch Caribbean Nature Alliance	0.5	6.7	Rafa Nadal Foundation	0.5	3.5
Dutch Council for Refugees	10.0	285.2	Resto VanHarte	0.5	5.4
Edukans	0.5	2.0	Rewilding Europe	0.5	3.0
European Climate Foundation	0.9	6.2	Right To Play	0.5	5.5
Fairfood	0.5	5.6	RNW Media	1.0	1.0
Foundation for Refugee Students UAF	0.9	18.8	Rocky Mountain Institute	0.9	10.2
Free Press Unlimited	0.9	17.0	Rutgers	12.8	26.4
Friends of the Earth Netherlands	1.4	34.5	Save the Children Netherlands	3.3	19.9
Girls Not Brides	2.5	4.0	Scouting Netherlands	2.2	3.7
Global Witness	0.5	0.5	Sea Shepherd	0.9	17.4
Goois Natuurreservaat	0.9	24.5	Simavi	0.9	22.6
Greenpeace	4.7	66.4	Solidaridad	1.4	16.0
Habitat for Humanity Nederland	1.0	1.0	SOS Children's Villages Netherlands	3.7	29.7
Hivos	1.4	31.3	SPARK	1.0	1.0
Human Rights Watch	1.4	12.3	Stichting Kinderpostzegels Nederland	0.5	4.5
Humanitas	4.5	53.9	Stichting Vluchteling	7.0	69.5
ICCO	4.2	18.2	Terre des Hommes	2.3	56.2
IMC Weekendschool	0.5	5.0	The Center Against Child Trafficking and Trafficking	1.5	2.5
Institute for War & Peace Reporting (IWPR)	1.0	1.0	The Climate Group	0.9	11.4
IUCN NL	0.9	24.4	The DOEN Foundation	24.7	653.8
IVN Natuureducatie	3.2	34.1	The Dutch Urgenda Foundation	0.5	6.2
JINC	0.5	0.5	The Elders	0.5	4.0
Johan Cruyff Foundation	1.4	15.0	The Hunger Project	0.5	4.8
Kansfonds	10.0	122.8	The National Foundation for the Promotion of Happiness	0.5	8.1
KNCV Tuberculosis Foundation	0.9	0.9	The Netherlands Red Cross	9.7	100.3
			The North Sea Foundation	0.5	2.0
			Theirworld	0.5	2.0
			UNHCR	2.3	35.1
			UNICEF	15.0	361.3
			Vereniging Nederlands Cultuurlandschap	0.5	8.4
			vfonds	11.7	50.4

	2017	To 2017 inclusive
Voedselbanken Nederland	0.5	3.5
Waddenvereniging	5.6	24.9
Wakker Dier	1.9	3.4
War Child	1.4	32.0
Wetlands International	1.0	1.0
Wilde Ganzen	0.9	6.5
WOMEN Inc.	0.5	3.5
World Food Programme	1.4	20.4
World Press Photo	0.5	12.1
World Wide Fund for Nature Netherlands	14.3	372.4
YY Foundation	2.4	2.9
Special contributions	26.5	235.2

BankGiro Lottery The Netherlands

Lottery contributions in millions of euros

Amsterdam Museum	0.2	3.4
Anne Frank House	0.2	4.2
BankGiro Lottery Fund	4.3	58.5
BOEI	0.6	8.2
Bonnefantenmuseum	0.2	2.5
Centraal Museum Utrecht	0.3	4.2
Cobra Museum	0.3	8.8
Continium discovery center	0.5	0.5
Cruquius Museum	0.4	0.4
De Nieuwe Kerk Amsterdam	0.6	4.7
Drents Museum	0.4	4.1
Eusebius Church	0.5	0.5
EYE	0.4	2.3
Foam Fotografiemuseum Amsterdam	0.4	6.8
Frans Hals Museum De Hallen Haarlem	0.7	3.1
Gemeentemuseum Den Haag	1.0	7.4
Groninger Museum	0.6	4.2
Hendrick de Keyser, Historic Houses Association	1.2	18.7
Hermitage Amsterdam	0.6	18.3
Het Concertgebouw	1.8	13.6
Het Gevangenis­museum	0.6	0.6
Het Nieuwe Instituut	0.3	3.9
Het Noordbrabants Museum	0.6	3.9
Jewish Historical Museum	0.2	4.8
Kunsthall Rotterdam	0.7	4.2
Maritime Museum Rotterdam	0.2	0.2
Museon	0.6	0.6
Museum Arnhem	0.2	1.8
Museum Beelden aan Zee	0.2	2.6
Museum Boijmans Van Beuningen	2.0	8.4
Museum Catharijneconvent	0.3	2.2
Museum de Fundatie	0.7	3.1
Museum of Friesland	0.3	2.5
Museum Pass (of the Museums Association)	1.0	23.8
Museum Plus Bus	0.5	4.0
Museum Speelklok	0.3	4.1
Museum Steamtram Hoorn-Medemblik	0.3	3.4
Museum TwentseWelle	0.6	2.4
Nationaal Museum van Wereldculturen	0.8	7.3

	2017	To 2017 inclusive
Naturalis Biodiversity Center	0.7	7.7
Nederlands Fotomuseum	0.2	2.6
NEMO	1.8	5.0
Netherlands Open Air Museum	1.0	11.2
Paleis Het Loo	1.4	6.0
Prins Bernhard Cultuurfonds	16.3	219.1
Railway Museum Utrecht	1.2	5.6
Rembrandt Association	0.9	3.8
Rijksmuseum van Oudheden (the National Museum of Antiquities)	0.4	3.4
Singer Laren	0.3	5.1
Stedelijk Museum Amsterdam	0.6	2.8
Stichting Werelderfgoed Nederland	0.3	0.3
Storyworld, Groningen	0.5	0.5
Teylers Museum	0.3	3.1
The 4 State Museums (Kröller-Müller Museum, Mauritshuis, Rijksmuseum, Van Gogh Museum)	9.3	151.1
The Dutch Mill Society	0.4	9.4
The National Maritime Museum	0.5	7.3
The Netherlands Institute for Sound and Vision	0.5	4.7
Van Abbemuseum	0.2	2.8
Watersnoodmuseum, Ouwkerk	0.6	0.6
Youth Culture Fund	0.2	0.9
Zeeuws Museum	0.2	2.0
Zuiderzee Museum	0.8	7.7
Special contributions	10.5	209.8

FriendsLottery The Netherlands

Lottery contributions in millions of euros

Aidsfonds	0.9	20.7
Alzheimer Netherlands	1.8	9.7
Bas van de Goor Foundation	0.3	1.7
CliniClowns Foundation	0.2	5.6
Diabetes Fonds	1.3	17.8
Dirk Kuyt Foundation	0.2	0.9
Dutch Burns Foundation	1.1	12.3
Dutch Cancer Society	1.9	21.5
Dutch foundation for disabled children (NSGK)	0.3	4.7
Dutch Heart Foundation	1.4	19.7
Dutch Kidney Foundation	1.2	14.3
Edwin van der Sar Foundation	0.1	1.0
Emma at Work	0.4	0.4
Epilepsiefonds	0.8	10.2
Esther Vergeer Foundation	0.3	1.5
Fonds Gehandicaptensport	0.7	7.0
Fonds Slachtofferhulp	1.4	22.6
Fonds verstandelijk gehandicapten	0.7	2.9
Friendship Sports Centre	0.7	1.1
Giovanni van Bronckhorst Foundation	0.1	0.6
Golden Days Foundation Netherlands	0.5	0.7
Herman van Veen Arts Center Foundation	0.5	0.9
Hersenstichting	1.7	14.7
Het Vergeten Kind	2.1	8.5

Where the millions go

	2017	To 2017 inclusive		2017	To 2017 inclusive
Hulphond Nederland	0.2	0.4	Pink Ribbon	0.7	7.0
Humanitas	0.3	61.7	Princess Beatrix Spierfonds	1.1	12.9
Jantje Beton	1.5	19.5	Reumafonds	1.0	12.5
Jeugdsportfonds	0.2	1.7	Revalidatiefonds	1.1	12.8
Johan Cruyff Foundation	0.2	35.7	ruud van nistelrooy foundation	0.3	2.1
KiKa	1.1	5.9	Special Heroes	0.4	0.4
KNCV Tuberculosis Foundation	0.1	10.0	Spieren voor Spieren	2.2	3.8
Krajicek Foundation	0.1	6.5	Stichting De Ster	0.3	0.3
Lucille Werner Foundation	0.2	2.3	Stichting Kinderpostzegels Nederland	0.5	3.7
Lung Foundation Netherlands	1.2	16.4	Stichting Lezen & Schrijven	0.2	1.8
Maag Lever Darm Stichting	1.6	16.3	Stichting Life Goals Netherlands	0.2	0.2
Make-A-Wish Netherlands	0.9	6.7	Stichting Move	0.3	0.3
Metakids	0.2	1.3	Stichting MS Research	0.8	5.2
MIND (Fonds Psychische Gezondheid)	1.0	11.2	Emma Kinderziekenhuis, Sophia Kinderziekenhuis and Wilhelmina Kinderziekenhuis	0.4	0.4
Nationaal Fonds Kinderhulp	4.5	43.7	Vier het Leven	0.2	0.3
Nationaal Fonds tegen Kanker	0.1	0.1	The DOEN Foundation	3.0	79.7
Nationaal Monument Sint-Jan	0.3	4.0	The Netherlands Red Cross	0.3	7.7
National Foundation for the Elderly	1.8	17.0	VeiligheidNL (Hoorstichting)	0.2	2.8
Nationale Vereniging de Zonnebloem	0.7	8.2	VUmc Cancer Center Amsterdam	1.2	32.6
Natuurmonumenten	0.8	3.1	Yvonne van Gennip Talent Fonds	0.1	0.1
Nederlandse Vereniging voor Autisme Oogfonds	0.3 0.5	2.9 3.0	Other beneficiaries	6.5	181.5



German Postcode Lottery



People's Postcode Lottery



Swedish Postcode Lottery



Dutch Postcode Lottery



BankGiro Lottery



FriendsLottery

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