



Lotteries

Mandate

- Loto-Québec is responsible for the sale and marketing of traditional, instant and terminal-based lotteries, as well as the sports lotteries known as Pari sportif. This public corporation manages a sales network of some 8,700 retailers operating lottery terminals located throughout the province.

Number of Employees

- The lotteries division has over 250 employees.

Revenues

- With sales of nearly \$1.787 billion in 2010-2011, this sector accounts for nearly 50% of Loto-Québec's total sales. Growth, however, has stabilized, signifying that this sector has reached maturity, a phenomenon already observed at other Canadian lottery corporations.

At March 31, 2011 – In thousands of dollars

Lotteries –Loto-Québec	Sales 2011	Sales 2010
Draw games	1,276,179	1,241,191
Instant lotteries	466,396	503,937
Sports betting	45,238	50,206
Total	1,787,813	1 795,334

The Law

- Québec law prohibits the sale of lottery products to anyone under the age of 18.

Partnership with NPOs

- More than 1,500 accredited organizations are licensed to sell Lotomatique subscriptions.
- 62 organizations operate 112 kiosks throughout Québec. Accredited organizations earn commissions on sales in the same manner as other Loto-Québec retailers.

Retailers

- Some 8,700 retailers operating lottery terminals.
- There is a network of more than 126 wholesalers province-wide.



Winners

- In 2010-2011, Loto-Québec paid \$918.9 million to lottery winners.
- In its 41-year history, Loto-Québec has paid out a total of 1,177 prize claims for \$1 million or more to winners of one of its various lotteries.

Where do the lottery dollars go?

[2010–2011 fiscal year]	
51.40%	to winners
26.49%	to the Government of Québec
10.53%	to cover administrative fees
6.97%	to retailers
1.79%	to ticket printing
2.82%	to cover taxes and special contributions

Lotteries

Terminal-based lotteries

This line of products, which includes Lotto 6/49, Lotto Max, Québec 49, La Quotidienne, Banco, Banco spécial, Lotto Poker, Jour de paye, Astro, Triplex and Extra, is sold through a network of terminals. Draw frequency varies from once to seven times a week.

Terminal-based lotteries

Lotto 6/49

First draw: June 12, 1982
 Draw frequency: Bi-weekly (every Wednesday and Saturday)

Lotto Max

First draw: September 25, 2009
 Draw frequency: Weekly (every Friday)

Québec 49

First draw: October 1, 1997
 Draw frequency: Bi-weekly (every Wednesday and Saturday)

La Quotidienne

First draw: September 10, 1979
 Draw frequency: Daily

Banco

First draw: September 15, 1989
 Draw frequency: Daily

Banco spécial

First draw: April 30, 2001
 Draw frequency: Draw frequency

Lotto Poker

First draw: May 2, 2011
 Draw frequency: Daily

Jour de paye

First draw: April 12, 2007
 Draw frequency: Weekly (every Thursday)

Astro

First draw: January 13, 2006
 Draw frequency: Daily

Triplex

First draw: September 4, 2007
 Draw frequency: Daily

Extra*

First draw: April 1, 1990
 Draw frequency: Daily

* Can be combined with Lotto 6/49, Québec 49, Lotto Max, La Quotidienne, Banco, Banco spécial, Triplex, Astro, Tango and Jour de paye.



Instant lotteries

- **Regular lotteries**
Weekly (every Friday)
These instant games are designed for consumers wishing to discover the outcome of their ticket quickly. Some 20 different games are launched in this category each year, in addition to the permanent editions of games such as Le 7 chanceux, Explosion and Gagnant à vie.
- **Entertainment lotteries**
This type of lottery offers a more elaborate and more extended game experience, placing greater emphasis on amusement value. Loto-bingo, Bingo +, Mots cachés and Jeu de mots are permanent editions within this category, and Loto-Québec offers some 10 new products of this type each year.
- **Televised lotteries**
Televised lotteries offer the possibility of winning large cash prizes on television. Roue de fortune chez vous and La Poule aux œufs d'or are examples of this type of game.

Traditional lotteries

This category combines all the pre-printed products which require the consumer to wait for a draw, either weekly, such as for La Mini, or sporadically, as during a special show such as Célébration.

- **La Mini**
La Mini's first draw was held on June 5, 1970. Loto-Québec is one of the few lottery corporations in North America still offering its clientele this type of product.
- **Teleactive lotteries**
Launched in 1993, La Poule aux œufs d'or is one of the most popular programs on television in Québec.
- **Special-edition lotteries**
Loto-Québec introduced the first premium lottery, known as "Édition spéciale," in 1998. Example: Célébration.

Sports betting

Sports games (Mise-o-jeu and Prédications) allows sports fans to wager on professional and college sports.

- **Mise-o-jeu:** Launched October 31, 1990. Cost per bet: from \$2.
- **Prédications:** Launched September 6, 2005. Cost of each selection: \$5.
- **Mise-o-jeu online and the mobile application:** Launched March 26, 2012.



- *Preventive Measures*

- Loto-Québec is constantly reminding its retailers of the fact that lotteries are for adults only. Since February 2000, when the *Law prohibiting the sale of lottery products to minors* was adopted, Loto-Québec has engaged in a sustained public communications and awareness campaign. Its "18+" logo has been featured in Loto-Québec brochures, as well as on lottery terminals, radio and television.
- Loto-Québec implemented a reinforcement program entitled "We ask for ID here" to ensure the application of the *Law prohibiting the sale of lottery products to minors*.
- For more than 20 years, Loto-Québec has been applying an advertising standard which bars ads during TV shows aimed at viewers under 18 years of age.
- Loto-Québec implemented administrative procedures to uphold the *Law prohibiting the sale of lottery products to minors*:
 - 1st visit from a mystery shopper: in case of an infraction, issuance of a letter advising the retailer of training to be provided in-store
 - 2nd visit from a mystery shopper: in case of an infraction, formal notice presented to the retailer
 - 3rd visit from a mystery shopper: in case of an infraction, suspension of sales privileges for a period of 15 days
 - 4th visit from a mystery shopper: in case of an infraction, suspension of sales privileges for a period of 30 days
 - 5th visit from mystery shopper: in case of an infraction, suspension of sales privileges for a period of one year