

The background features a series of flowing, wavy lines in various shades of green, creating a sense of movement and depth. A thin, pink circular outline is positioned in the upper right quadrant of the page.

Our Social Contribution

Loto-Québec fulfills its mission through **direct community participation**, especially in the area of social commitment. In 2010-2011, the Corporation's various contributions totalled **128.3 million dollars**.

Loto-Québec's social commitments are many. In addition to its contributions to the activities of government departments and agencies, the **Corporation supports more than 1,500 NPOs** through direct payments, as well as the Fonds d'aide à l'action communautaire autonome and the Fonds d'aide à l'action humanitaire internationale.

Moreover, all profits stemming from network bingo sales in 2010-2011 were paid to more than 600 NPOs.

Social Commitment (2010-2011)

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|--|-----------------|
| <ul style="list-style-type: none">• Amounts targeting compulsive gambling Ministère de la Santé et des Services sociaux (\$25 M) Mise sur toi (\$6.1 M) | \$31.1 M |
| <ul style="list-style-type: none">• Contributions to NPOs | \$17.7 M |
| <ul style="list-style-type: none">• Fonds d'aide à l'action communautaire autonome | \$14.8 M |
| <ul style="list-style-type: none">• Fonds d'aide à l'action communautaire autonome – action humanitaire internationale | \$3.0 M |
| <ul style="list-style-type: none">• Ministère de la Santé et des Services sociaux to assist seniors with reduced autonomy | \$30.0 M |
| <ul style="list-style-type: none">• Ministère de l'Agriculture, des Pêcheries et de l'Alimentation | \$7.1 M |
| <ul style="list-style-type: none">• Sponsorships | \$13.9 M |
| <ul style="list-style-type: none">• Collection Loto-Québec | \$0.4 M |
| <ul style="list-style-type: none">• Ministère de la Culture, des Communications et de la Condition féminine (OSM) | \$10.0 M |
| <ul style="list-style-type: none">• Ministère des Finances (online gaming follow-up committee) | \$0.3 M |



Our Pledge to aid NPOs

The mandate of the Société des bingos du Québec (SBQ) is to market network bingo products to support NPOs that rely on bingo as their main source of funding. During the last 13 years, the SBQ paid out **over 130 million dollars to more than 1,000 NPOs**.

However, bingo is in decline, and this impacts many non-profits that rely on network bingo revenue to fulfill their social and community missions.

In the fall of 2010, a new collective gaming concept called Kinzo was launched as a pilot project. One of its primary goals is to **come to the aid of NPOs** by maintaining the SBQ's average annual level of contributions at 10 million dollars.

Corporate Volunteerism

Loto-Québec **employees are encouraged to give back to the community** through a corporate volunteer program in which employee involvement with NPOs is supported.

Event Sponsorship



In 2010-2011, Loto-Québec devoted some **13 million dollars to the sponsorship of events** in addition to its support for organizations that work with handicapped athletes. Most of this money goes to the *Rendez-vous Loto-Québec* and *Sorties signées Casino* programs, which support no less than **136 events all across Québec**. These events draw more than 10 million visitors and have major tourism, economic, social and cultural spin-off benefits for their host communities.

The *Rendez-vous Loto-Québec* program mainly sponsors outdoor public events that are free or of minimal cost, and which provide significant economic and social benefits to the community. Recently, sustainable development criteria were added to the event sponsorship selection process.

Les entrées en scène Loto-Québec



Over and above its event sponsorship program, Loto-Québec initiated support in February 2008 for the new *Les entrées en scène Loto-Québec* program for funding cultural activities, in partnership with RIDEAU (Réseau indépendant des diffuseurs d'événements artistiques unis).

This program offers **funding and logistical support for emerging artists** in all disciplines and from every region in Québec. It also provides cross-the-board support for all stages of tours.

The very first and highly successful emerging artists tour supported by *Les entrées en scène Loto-Québec* took place in 2009. In 2011, five performing artists were chosen for the second tour of *Les entrées en scène*. At the tour's culmination, 65 shows will have been performed at 58 different venues and festivals in 54 cities and towns across Québec.



The Collection Loto-Québec

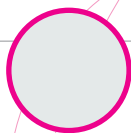
The Collection Loto-Québec celebrated its 30th anniversary in 2009. Since 1979, Loto-Québec has provided support to Québec creators in the visual arts by actively participating in the dissemination of contemporary art throughout Québec and by budgeting one hundredth of one percent of its total sales for the acquisition of works of art. In fiscal 2010-2011, the corporation invested 0.4 million dollars to acquire 154 new works by 37 artists. As of March 31, 2011, the Collection Loto-Québec held **4,363 works by 1,100 Québec creators**.

This year, more than 17,000 people visited the 4 exhibitions presented at Espace Création. The exhibition site, located at Loto-Québec's head office, has welcomed more than 75,000 visitors since it opened in 2005.

What's more, five regional exhibitions and four *Repérages* events (expo-sales events sponsored by the Corporation outside large urban centres) took place. In total, 28,000 people in Montréal and from a variety of regions were able to see works from the Collection.

Finally, the Collection is also present in cyberspace with its own web site: lotoquebec.com/collection.

Promoting Responsible Gaming, Preventing Compulsive Gambling



Social responsibility is a priority at Loto-Québec. This responsibility is incorporated into all of the Corporation's day-to-day activities in a way that maintains a balance with its economic mission.

For example, during the last eight years, Loto-Québec **spent more than 240 million dollars** in this area. *Mise sur toi* alone has received nearly 33 million dollars since it was established in 2002 to promote responsible habits and behaviour on the part of players, retailers and gaming operators.

But Loto-Québec did not stop there. The reconfiguration of the video lottery terminal (VLT) network was not only completed as announced in the *2004-2007 Development Plan*, its objectives were exceeded. As of March 31, 2010, 36.3% of VLT sites had been closed, compared to the initial objective of 31%. Moving forward, Loto-Québec intends to maintain its network at approximately 12,000 gaming positions distributed among close to 2,000 establishments, including the Trois-Rivières and Québec City gaming halls, thus lowering the ratio of VLTs per 1,000 inhabitants to 1.53. This is **the lowest ratio of units and establishments in Canada**, where the average is 3 VLTs per 1,000 inhabitants.

There are also responsible gaming **training programs** for our employees and preventive measures that are promoted to consumers, retailers and retail employees and visitors to all of our gaming establishments.

All of these actions have resulted in Québec's becoming **one of the areas of the world where the most resources are applied to the issue of compulsive gambling**. It is also worthwhile mentioning that a 2010 study by Concordia University researchers found that the rate of **compulsive gamblers among Québec's adult population is 0.7%**. So fewer than 1% of adults in Québec have experienced a gambling problem.

This is the context in which in 2009, the World Lottery Association (WLA) awarded **the highest available international level of certification in responsible gaming to Loto-Québec: Level 4**. This certification was granted by an independent international jury of experts in corporate social responsibility. It confirms the high quality of Loto-Québec's responsible gaming programs and the Corporation's ability to integrate them into its daily workflow.

Many of the measures that were implemented over the years in education, player protection, stakeholder collaboration, research, advertising, promotion of responsible gaming and control of gaming activities played a role in the Corporation's receiving this superior level of certification. As a result, Loto-Québec is now among **the leaders within the WLA**, whose members include 140 lottery corporations worldwide.

