

Summary Table

MISSION

To responsibly manage games of chance in a controlled and measured fashion, in the interest of all Quebecers.

VISION

To become a recognized world leader in the responsible commercialization of games of chance.

POINTS OF FOCUS	TARGETED RESULTS	INDICATORS
CORPORATE ACTIVITIES		
Financial performance of corporate operations	Maintain the net profit margin ratio at the 2009-2010 level, i.e. 35.2%	Net profit margin ratio
Promotion of responsible gaming	Maintain a leading position worldwide with regard to responsible gaming and Level 4 World Lottery Association certification	Renewal of Level 4 certification by the World Lottery Association
Employee motivation	Improve employee motivation	<i>Indice de mobilisation de l'entreprise</i> – IME (employee motivation rating), derived from an annual employee survey
Management of online gaming offers	Implement an online platform to market games of chance by the end of 2010	Project progress report
Sustainable development	Structure an overall approach to sustainable development supported by an action plan and indicators	Presentation of the Corporation's annual follow-up to the 2008-2013 Sustainable Development Action Plan
Operational security	Ensure the security of lottery operational and computer systems by obtaining WLA – SCS-2006 certification from the World Lottery Association	Certification by March 31, 2011
LOTTERIES		
Clientele renewal	Develop new clienteles	Rate of purchase by total adult population and by adults under 35 years of age
Customer satisfaction	Maintain a high level of overall satisfaction with regard to the products marketed	Rate of overall satisfaction with regard to products
Operational expenses	Maintain operational profit margins above the average of the other Canadian lottery corporations	Operational profit margins

STRATEGIC ORIENTATIONS

1. Channelling the gaming offers towards regulated environments
2. Creating an effective framework for the consumption of games of chance
3. Improving the Corporation's efficiency and overall performance

POINTS OF FOCUS	TARGETED RESULTS	INDICATORS
CASINOS		
Customer satisfaction	Be recognized for the quality of services provided to customers	Rate of overall satisfaction with regard to the quality of service provided
Employee training	Give employees the tools to maximize their contribution to the new vision	Percentage of employees having received "Résolument client" training
Gaming offers	Renew gaming offers in order to better satisfy various clienteles	New certifications by the RACJ
New image for the Casino de Montréal	Achieve the modernization of the Casino de Montréal on schedule and within budget	Degree to which the schedule is respected Degree to which the budget is respected
VIDEO LOTTERIES		
Management of the video lottery terminal network	In the network of bars and brasseries, maintain the offer at SLVQ-controlled video lottery games to about 2,380 sites and 11,500 VLTs	Number of active gaming establishments in Québec Number of active VLTs in Québec
Responsible commercialization	Ensure the responsible operation of gaming offers within the retailer network Provide training to retailers and their employees regarding games of chance and responsible commercialization of VLTs	Retailer rating with regard to their respect of the Marketing Code Number of training sessions attended by retailers and employees
Satisfaction of gaming hall clientele	Maintain a high level of overall satisfaction with regard to customer experience	Rate of overall satisfaction with regard to customer experience
BINGOS		
Financial contributions to NPOs	Maintain annual contributions to NPOs at an average \$10 million	Annual contributions paid out to NPOs
Customer satisfaction	Maintain a high level of overall satisfaction with regard to products and customer service	Rate of overall satisfaction with regard to products and customer service
CASINO MUNDIAL		
Leverage the Corporation's expertise outside Québec, particularly in the casino sector	Ensure the estimated realizable amount of investment in JOAGroupe (from €44.3 million to €70 million) is achieved by March 31, 2015	Estimated realizable amount of the investment evaluated by an outside firm