



# **We're In for Atlantic Canada**

**Presenter: Molly Cormier, Director of Brand and Communications**



# Proud to support local communities

## OUR PURPOSE

To delight players and make a meaningful contribution to all Atlantic Canadians, with whom we share a common bond, the joy of play and our love of this place.

## OUR VISION

To be a world-leading, responsible, digital gaming experience company driven by the higher purpose to give back.



# Profits go back to our provinces



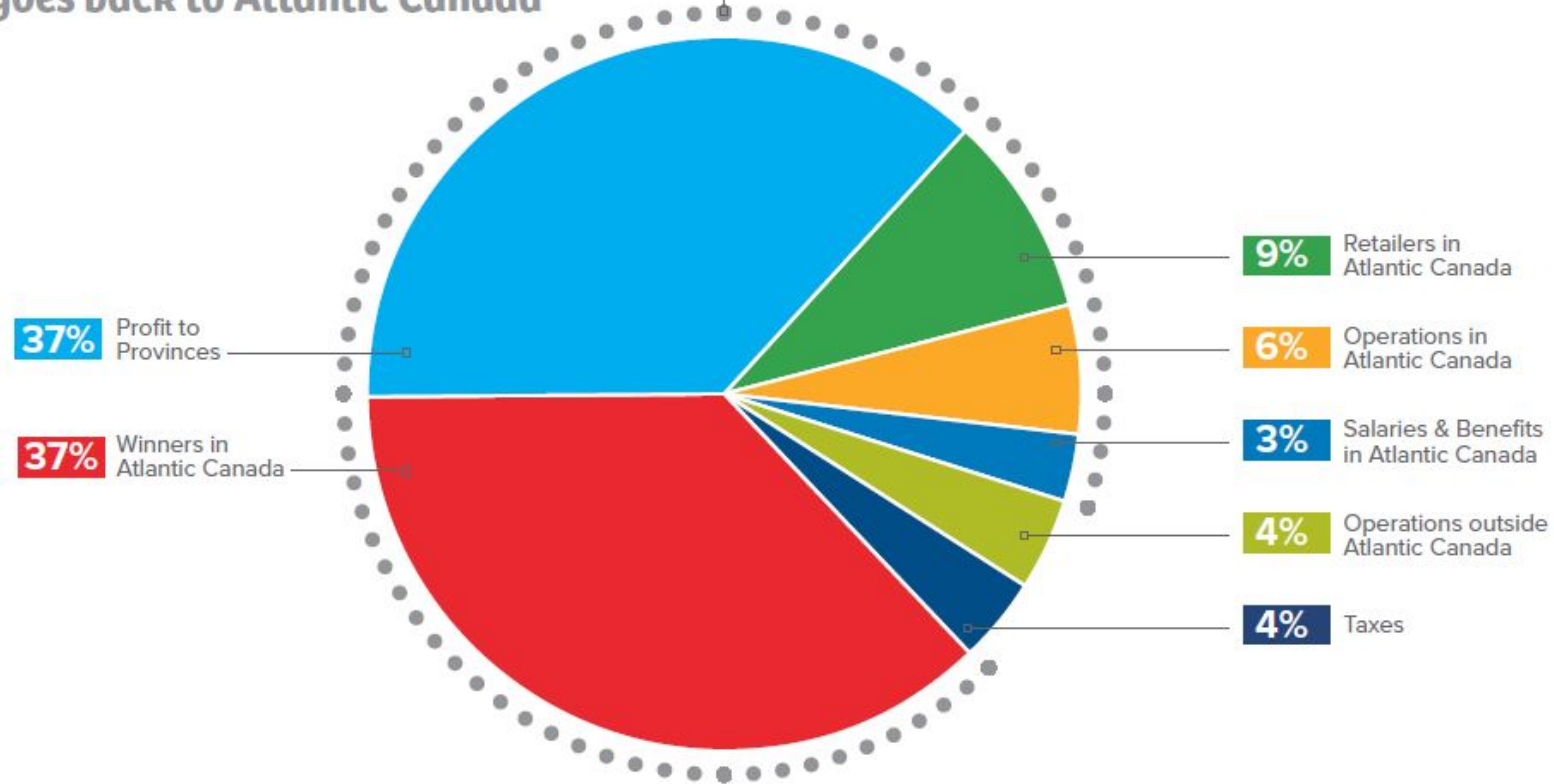
- 100% of profit stays in Atlantic Canada
- \$438.1 million returned to Atlantic Canadian provincial governments in FY2021-22
- \$139.3 million was returned directly to the Government of N.B.





# What's played here stays here

**92¢** of every lottery dollar goes back to Atlantic Canada



# What's played here stays here



- Last year, 792 Atlantic Canadians won a prize of \$10,000 or more on Atlantic Lottery Products.
- 273 of these prizes were awarded right here in New Brunswick.



# Supporting our communities

- Atlantic Lottery celebrates communities by supporting festivals, events and exhibitions across the region
- We contribute to community organizations, fundraisers and volunteering efforts
- We found creative ways to support communities when COVID-19 impacted festivals and events



# Retail Partnerships

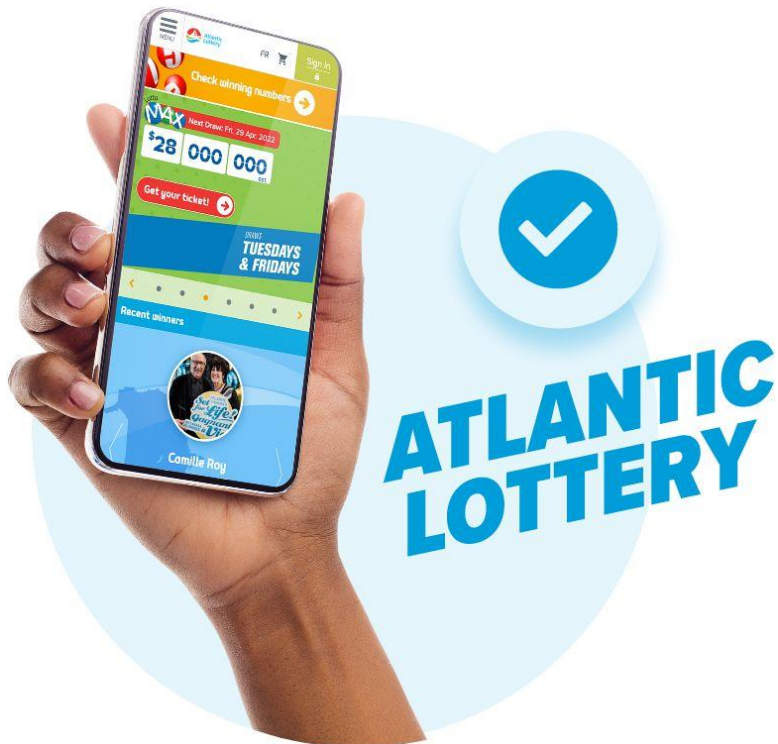


- Atlantic Lottery has nearly 4000 retail partners across the region
- \$111.4 million earned in commissions by retail partners in FY2021-22
- We are exploring new ways to enhance our retail and venue spaces





# 100% Legal



- Atlantic Lottery is the only 100 per cent legal and government-regulated online gambling provider in Atlantic Canada
- Unregulated gambling sites are not accountable to provincial or federal regulators and their profit does not stay in our region
- Atlantic Lottery is set apart by our commitment to healthy play and responsible gambling



# Healthy play and responsible gambling

- Atlantic Lottery games are intended to be for fun and entertainment only
- We're committed to healthy play, which implements education, awareness and tools to promote play for entertainment
- We continue to improve our healthy play efforts through our PlayWise brand





**Thank you**



[alc.ca](http://alc.ca)



Atlantic Lottery



@atlanticlottery



@AL\_lottery