



Playing the  
**original**

**Annual Report 2017**

Staatliche Toto-Lotto GmbH Baden-Württemberg

**Staatliche Toto-Lotto GmbH  
Baden-Württemberg**

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**LOTTO**  
Baden-Württemberg

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## Foreword

Dear Readers,



*Georg Wacker,  
Managing Director*

For friends of the Baden-Württemberg lottery, 2017 was a good year. A total of 21 players from our southwestern state hit the million win – more than anywhere else in Germany. Someone from Reutlingen also guessed all six numbers plus the bonus number – but as of this writing has yet to claim their winnings of € 11.3 million. If still unclaimed by the end of 2020, the winnings will be put into a pool for special draws, for distribution among all lottery players.

In 2017, the total stakes received by Lotto Baden-Württemberg amounted to € 933.2 million. What happens to this money is clearly explained and documented. This is another reason why our “Playing the original” slogan is a significant selling point. After deducting the winnings, much of the remaining 50% will be used for projects in the public interest via the state’s lottery funding, thereby improving the quality of life here in Baden-Württemberg.

But “Playing the original” is under pressure. Privately-held, foreign gambling companies in particular are competing for customers with an aggressive and expansive marketing strategy. Advertising bans or rules on youth, player and consumer protections are typically discounted or flouted by these firms. Illegal products, such as “black lotteries” – which are simply a bet on the results of German lotteries such as LOTTO 6aus49 – are being ruthlessly pushed and promoted by these providers. The bulk of the proceeds from these lotteries goes to the providers in their tax havens, and the public purse – and public interest – goes home empty-handed.

Yet gambling is not a commodity like any other, which is why it is right and necessary that the government fulfils its social duty of care and guidance here. From the perspective of Staatliche Toto-Lotto GmbH, the extensive liberalization of the gambling industry in Germany now being discussed at all levels is to be rejected. Examples from other European countries show that this opening of the gambling market significantly increases the risks associated with gambling for consumers, especially for young people. Instead, the role of the gambling authorities should be strengthened: they must act to ensure compliance with the law of the land here in Germany – with no exceptions!

In light of the above, 2017 was a difficult year for the gambling industry in Germany. Attempts to ratify the Second Amended German Interstate Gambling Treaty were unsuccessful as a result of opposition from three federal states. As Managing Director, I have been responsible for Lotto Baden-Württemberg since 2018. One of my core objectives is to utilize the German Interstate Gambling Treaty to further expand the protection offered to young people, players and consumers.



*Georg Wacker types  
his lucky numbers.*

Stakes placed in Baden-Württemberg in 2017 decreased by 3.5% compared with the previous year. This slight decline can be attributed in particular to the absence of corresponding jackpot phases – especially in the second half of the year. The persistent trend towards playing online continued: growth of 18.6% was achieved compared with the previous year.

Digitalization is also a key challenge for Toto-Lotto Baden-Württemberg. Our IT is continuously updated to ensure we can continue to stay competitive in the market. Terminals are the primary tool used by our roughly 3,200 authorized retailers. These were all replaced in 2017. The last such replacement took place between 2006 and 2007. These new terminals improve the level of service offered to customers while also being easier to use.

We will continue to make such investments in our sales network. At the same time, we must adopt new and innovative strategies by not only supporting and modernizing our authorized retailers, but also utilizing the potential of online sales channels. In this process, I consider myself fortunate to know that I can rely here on the support of experienced employees and our entire sales organisation. I would like to express my thanks to all employees and partners of Lotto Baden-Württemberg for their dedication and unwavering commitment in 2017. Together, we will continue to shape the successful future of our lottery business in the years to come.

Kind regards,

Georg Wacker  
Managing Director

- LOTTO 6aus49
- Eurojackpot
- Spiel 77 and SUPER 6
- KENO and plus 5
- LOGEO
- Silvester-Millionen
- TOTO
- ODDSET
- Instant lotteries
- GlücksSpirale and Sieger-Chance

## Business development 2017

### Stakes slightly decreased

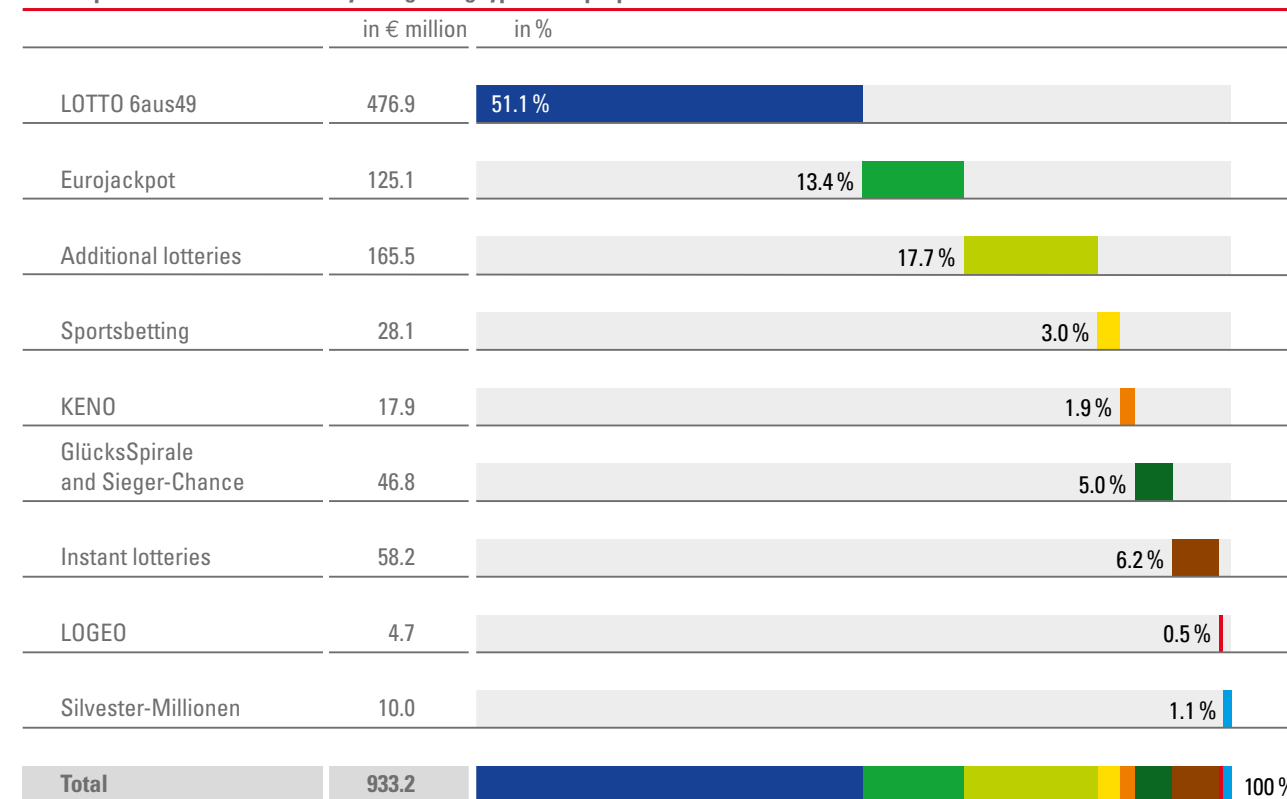
In 2017, the total stakes in Lotto Baden-Württemberg were € 933.2 million. Compared to the previous year, this is a decline of 3.5% or € 34.1 million. Lotto Baden-Württemberg paid out € 462.4 million to the players. € 370.9 million was made for the state. This amount comprises € 156.3 million in lottery tax and € 214.6 million in hypothecated income. Of this, the state allocates € 132.4 million to lottery funding to support sport, art and culture, protection of monuments and social projects in Baden-Württemberg.

The slight decline is mainly due to the considerably less favourable jackpot development of LOTTO 6aus49 and Eurojackpot in the second half of the reporting year. By the end of the first half of 2017 the total stakes in Baden-Württemberg were 1.4% or around € 6.7 million above the figure for the first half of 2016. The development of the stakes in the previous year was supported by the favourable jackpot development for LOTTO 6aus49 and Eurojackpot in the 1st half of the year, the continuing increased payout ratio for ODDSET and the additional income from the Sieger-Chance and LOGEO lotteries. The persistent trend towards playing online continued: Growth of 18.6% or around € 10 million was achieved compared to 2016. The fourth prize class introduced in 2016 (50,000 x € 10) for the Silvester-Millionen and the additional one-million prize in prize class 1 were also retained in the reporting year. The stake per inhabitant and week in 2017 in Baden-Württemberg across all gaming types totalled € 1.64.

The number of authorized retailers in Baden-Württemberg also declined again slightly in 2017. This trend can be observed nationwide. This development is caused by the fact that private, foreign gambling companies are increasingly active on the German market, do not concern themselves with the applicable advertising bans and do not comply with the regulations on youth, player and consumer protection. International gambling companies illegally offer lottery products in Germany from abroad, as well as betting on the results of German lotteries, i. e. without a German licence. The lack of statutory enforcement is causing this development.

Communities do not profit from the proceeds of these so-called “Black Lotteries” – unlike with state lotteries – and instead the money flows to the owners and shareholders of these companies, which are based in tax havens such as Malta or Gibraltar.

Proportion of individual lottery and gaming types as a proportion of total stakes\*



\* because of rounding it is possible that some figures do not add up exactly to the stated total and that the percentages do not exactly reflect the absolute values.

### Stakes\*

in € million	2017	2016	2015	2014	2013
LOTTO 6aus49	476.9	493.9	523.5	515.3	530.4
Eurojackpot	125.1	133.3	104.0	78.1	59.8
KENO	17.9	17.5	18.0	17.6	18.1
Spiel 77	115.6	121.4	124.4	123.6	134.4
SUPER 6	48.3	50.9	52.1	52.0	56.2
plus 5	1.6	1.6	1.7	1.6	1.7
TOTO	6.6	7.1	7,5	7,7	7,7
ODDSET	21.5	23.9	18.2	17.5	14.7
Instant lotteries	58.2	60.2	45.3	38.7	35.4
GlücksSpirale and Sieger-Chance	46.8	47.6	43.9	41.7	43.8
LOGEO*	4.7				
Silvester-Millionen	10.0	10.0	7.5	7.5	7.5
<b>Total</b>	<b>933.2</b>	<b>967.4</b>	<b>946.1</b>	<b>901.3</b>	<b>909.7</b>

\*first draw in Baden-Württemberg on 13 March 2017.



### Overview of gaming types

#### LOTTO 6aus49

Year	Bets in € million
2017	476.9
2016	493.9
2015	523.5
2014	515.3
2013	530.4

#### LOTTO 6aus49

The stakes in LOTTO 6aus49 in 2017 totalled € 476.9 million. This represents a decline of € 17 million or 3.4% compared to the previous year. Like the previous year, the percentage of LOTTO 6aus49 of the company's total stakes is 51.1%. The old favourite therefore remains the company's highest earning product.

The fall in stakes in the reporting year is particularly due to the significantly more favourable jackpot development in the second half of 2016. Nor can it be ruled out that some of the players have transferred their budget to the Eurojackpot. The nationwide stakes for LOTTO 6aus49 amounted to around € 3.7 billion in the reporting year. The weekly sales in 2017 per inhabitant of Baden-Württemberg amounted to € 0.84.

#### EUROJACKPOT

Year	Bets in € million
2017	125.1
2016	133.3
2015	104.0
2014	78.1
2013	59.8

#### Eurojackpot

The Eurojackpot lottery recorded a decline in 2017 of 6.2% or € 8.2 million in 2017. Stakes amounted to around € 125.1 million in Baden-Württemberg. This made the lottery the company's second-strongest product for the second year in succession. In 2017, the weekly stakes per inhabitant totalled € 0.22 in Baden-Württemberg.

The European lottery Eurojackpot has been available now for almost six years. There have been more than 300 draws since then and in September 2017 Poland became the 18<sup>th</sup> European country to participate in the lottery. Since the start of the lottery, the number of millionaires across Europe has increased to more than 100. At the start of the year there were 115 millionaires, of which 53 were double-digit millionaires. There were more than 1,000 big winners above T€ 100 in 2017.

The year's biggest single prize was paid out in April 2017. One Finnish player celebrated Easter with a prize of around € 87 million. The highest German Euro-jackpot prize for the year was won in May by a player from Rhineland Palatinate with around € 50.3 million.

In the reporting year, there were 288 big wins across all 18 participating European countries. 155 big wins went to Germany, followed by Finland with 36 and Denmark with 25 big winners. After the stakes reached their highest level ever in 2016 at around € 1.91 billion, this figure has declined slightly in the second half of 2017 because of the weaker jackpot development. 2017 ended with stakes of € 1.8 billion. The amount paid out in prizes in 2017 amounted to € 975 million.

With Lotto Baden-Württemberg, the sporting world has a more than reliable partner for decades



Thanks to its support, many projects have been realised in Baden-Württemberg, which benefit recreational and elite sports, as well as supporting youth sports.

Elvira Menzer-Haasis, President of the Regional Sporting Association Baden-Württemberg e.V. (Landessportverband Baden-Württemberg e.V.)



Alongside recreational and competitive sports and youth activities, Lotto also supports other top events in the sporting calendar, such as the Ski Jumping World Cup held in December 2017 in Titisee-Neustadt, Germany.

### Spiel 77

Year	Bets in € million
2017	115.6
2016	121.4
2015	124.4
2014	123.6
2013	134.4

#### Spiel 77 and SUPER 6

The stakes in Spiel 77 declined in 2017 by 4.9% or € 5.9 million to a total of € 115.6 million. Stakes of SUPER 6 also declined slightly. A total of € 48.3 million was gambled in 2017. This corresponds to a decline of € 2.6 million or 5%. The weekly per capita stakes of Spiel 77 throughout the year 2017 in Baden-Württemberg was € 0.20. In SUPER 6 this figure was € 0.08.

Because of the high level of dependency of the two additional Spiel 77 and SUPER 6 lotteries on the two large LOTTO 6aus49 and Eurojackpot lotteries, the stakes did not reach the level of the previous year in this case. The declines are also due to the fact that the stakes in the additional lotteries depend on the development of the Lotto stakes lotteries to a greater extent than the development of the Eurojackpot sales. Budget transfers from LOTTO 6aus49 to Eurojackpot cannot be ruled out. Since there is one Eurojackpot draw a week, the possibility of taking part in the additional lotteries is limited to the respective Saturday draw. Spiel 77, with a percentage of around 12.5% in the total stakes received, is the company's third strongest product.

### SUPER 6

Year	Bets in € million
2017	48.3
2016	50.9
2015	52.1
2014	52.0
2013	56.2

#### KENO and plus 5

The KENO lottery and plus 5, the additional lottery which can only be played on KENO tickets, can only be played upon presentation of a customer card by the player and an appropriate identity check.

The stakes in KENO in 2017 amounted to € 17.9 million. This represents a slight increase of 2.4% or around € 0.4 million. The stakes in the additional lottery plus 5 in 2017 amounted to around € 1.6 million. This is a slight reduction compared to the previous year of 1.3% or around € 21,000. The per capita stake in KENO in 2017 in Baden-Württemberg was € 0.03, and the plus-5 stake per inhabitant was less than € 0.01.

KENO is a fast numbers lottery that is drawn in Wiesbaden every day. The maximum prize is € 1 million. The interesting thing about KENO is the playing system with variable stakes, different KENO types and fixed winning odds. KENO differs from other lotteries thanks to its playing system 10 from 20 from 70. This means that up to 10 numbers can be selected from a field with 70 numbers. A total of 20 winning numbers are determined in the daily draw. The player can choose how many numbers to select, but they have to choose at least 2 and no more than 10 numbers per field. They can spend € 1, 2, 5 or 10.

### KENO plus 5

Year	Bets in € million
2017	19.5
2016	19.1
2015	19.7
2014	19.2
2013	19.8

#### LOGEO

Sales of the new LOGEO lottery started in Baden-Württemberg on Valentine's Day last year. With the company's first geo-based game, you win with the coordinates of your own home.

The principle of LOGEO moves away from traditional lotteries. Instead of choosing numbers, players participate with the geodata of their home address. One of the participating entries is drawn digitally. The main prize of T€ 100 is awarded to this address in Baden-Württemberg. In a second step, the distances to other players are calculated using geo-coordinates. In addition to the T€ 100 winner, the closest players from the neighbourhood also win prizes. These range from T€ 5 in the immediate neighbourhood of the main winner to € 5 further afield. This is represented graphically with a circle, the middle of which is the location of the main winner. The diameter of the circle depends on the number of players. The fewer players close to the main winner, the bigger the diameter.

Total stakes of around € 4.7 million were generated with a total of 43 draws in 2017 in the LOGEO lottery draw which was exclusively introduced in Baden-Württemberg on 13.03.2017. The per capita stake per week for LOGEO was € 0.01 based on the 43 draws.

As well as the T€ 100, the main winner can choose a charity organisation in their area to receive support. In this way, the company donates T€ 5 to a charity organisation suggested by the winner.

#### Silvester-Millionen

The Silvester-Millionen lottery is only available in Baden-Württemberg. The company has been organising this popular lottery since 2010. Its tickets have never been bought at such an early date as they were in the reporting year. The tickets have never been sold out by 13 December. The chance of winning a million is greater in the Silvester-Millionen than it is in any of the company's other lotteries.

The prize plan was adjusted in 2016 and was retained in 2017: four times € 1 million in the first prize class, five times € 100,000, one thousand times € 1,000 and fifty-thousand times € 10. The fourth one-million prize was added in 2016, as was the fourth prize class (50,000 x € 10). The changes to the prize plan are due to the increased number of tickets. Instead of the previous 750,000, the latest edition had exactly 1 million tickets. The total sales in 2017 therefore amounted to € 10 million. The percentage of the Silvester-Millionen in the company's total stakes received in 2017 was 1.1%.

### LOGEO

Year	Bets in € million
2017	4.7

### Silvester-MILLIONEN

Year	Bets in € million
2017	10.0
2016	10.0
2015	7.5
2014	7.5
2013	7.5



## TOTO

Year	Bets in € million
2017	6.6
2016	7.1
2015	7.5
2014	7.7
2013	7.7

### TOTO

The stakes in TOTO 13er-Tipp in Baden-Württemberg totalled around € 5 million in 2017. Compared to the previous year, this is a decline of 2% or around € 0.1 million. A reduction in the stakes in TOTO-Auswahltipp of 17.4% or € 0.3 million was recorded. The stakes totalled around € 1.7 million. The per capita sales per event week in TOTO 13er-Tipp in Baden-Württemberg in 2017 were € 0.01, and for TOTO-Auswahltipp were below € 0.01.

### ODDSET

The total stakes in the ODDSET sportsbetting of roughly € 21.5 million at the end of 2017 were 10.1% or € 2.4 million less than in the previous year. This can particularly be explained by the additional stakes of around € 1.5 million during the 2016 football European Championships in weeks 23 to 27 of 2016. There was no equivalent large-scale sporting event in 2017. The payout percentage of the ODDSET games in Baden-Württemberg after 52 weeks in 2017 was 71.9%, less than the theoretical payout percentage of 75%. The weekly ODDSET stakes per inhabitant of Baden-Württemberg in 2017 as € 0.04.

## ODDSET DIE SPORTWETTE

Year	Bets in € million
2017	21.5
2016	23.9
2015	18.2
2014	17.5
2013	14.7

### Instant lotteries

The stakes in the instant lotteries in 2017 totalled around € 58.2 million. Compared to the previous year, this is a decline of 3.4% or around € 2 million. The per capita stakes per week for instant lotteries in 2017 were € 0.10.

This development is mainly connected to the € 10 "Platin 7" ticket launched in January 2016 in Baden-Württemberg and in eight other states. Above-average stakes of around € 17.3 million were earned by this in 2016. This was around € 2 million more than in 2017. The Platin-7 ticket also generated great interest among players in 2017. The proportion of the stake in the total volume of instant lotteries amounted to 26.2%.

The company's other instant lotteries in the reporting year are the € 5-ticket "Goldene 7" with stakes of around € 11.3 million, the € 2 ticket "Heisse 7" with stakes of around € 11 million, and the € 1 ticket "RubbelLotto" stakes of around € 9.1 million. The € 5 ticket "VIP", which has been on sale in Baden-Württemberg since last year with stakes of around € 5.2 million, and the € 3 ticket "RubbelGold", which was launched on 21 February 2017 with stakes of around € 4.4 million have also been in constant demand. The instant lottery assortment is rounded off with the € 2 ticket "Schnelle Flocke", which was launched on 24 October 2017 and has generated stakes of around € 1.3 million, and the € 3 ticket "RubbelStar" launched on 5 December 2017 with which about € 0.4 million was taken by the end of the year.

## LOSE

Year	Bets in € million
2017	58.2
2016	60.2
2015	45.3
2014	38.7
2013	35.4

### GlücksSpirale

In the GlücksSpirale, stakes declined in 2017 compared to the previous year by 4.6% or around € 2.2 million to a total of € 44.6 million. This reduction is mainly due to the fact that like the two additional lotteries Spiel 77 and SUPER 6, GlücksSpirale is highly dependent on the stakes in LOTTO 6aus49 and Eurojackpot. However, the GlücksSpirale game has a unique selling point with the possibility of winning an annuity. In 2017 two special GlücksSpirale draws took place. In spring the prize was 100 x T€ 5 "holiday money" and in autumn 200 x T€ 10 for "additional requirements". Stakes in 2017 per inhabitant and week of Baden-Württemberg amounted to € 0.08. In 2017, GlücksSpirale paid out nine annuities of T€ 7.5 per month nationwide. Three of these went to Baden-Württemberg. Apart from the annuities, last year GlücksSpirale paid out 86 prizes of € 100,000.

GlücksSpirale was established in 1970 as a joint effort by the German National Olympic Committee, the German Lotto und Totoblock and television in order to finance the Olympic Games in Germany. The founding principle of the lottery at that time was "Glück für Spieler und soziale Einrichtungen" (Luck for players and social institutions). This principle has been consistently maintained until today. Almost € 64 million was paid out for communities in 2017 from the proceeds. The beneficiaries are the Deutsche Olympische Sportbund (DOSB), the Bundesarbeitsgemeinschaft der Freien Wohlfahrtspflege (BAGFW) and the Deutsche Stiftung Denkmalschutz (DSD). Each state is free to decide how to use the remainder of the special-purpose revenue. The environment and nature conservation are often beneficiaries.

### Sieger-Chance

Sieger-Chance, which has been available since June 2016, is an additional lottery and is only possible in combination with participation in GlücksSpirale. In 2017, around € 2.2 million was received, which is € 1.4 million more than in the previous year. In addition to the regular GlücksSpirale draw, six additional winning numbers are drawn every Saturday for Sieger-Chance – divided into three prize classes. Two 5-digit winning numbers are determined in prize class I. If one of these matches the last digits of the ticket, the player wins T€ 10. Prize class II consists of a 6-digit winning number. If this is a complete match to the end numbers on the ticket, the player can look forward to T€ 5 every month for 10 years. Two 7-digit winning numbers are determined in prize class III. If one of these winning numbers matches the ticket number, the player wins one million euros.

Sieger-Chance, together with its partner, the Deutscher Olympischer Sportbund (DOSB), supports elite sports. The DOSB stands for fair play and is against any form of discrimination or doping.

## GlücksSpirale

Year	Bets in € million
2017	44.6
2016	46.8
2015	43.9
2014	41.7
2013	43.8

## Die Sieger-Chance

Year	Bets in € million
2017	2.2
2016	0.8









Advertising theme of Sieger-Chance 2017.

### Balance sheet of winners

**124 winners of more than T€ 100, 33 Lotto 'six number' winners and 21 new millionaires**

*21 new millionaires in Baden-Württemberg in 2017 – as last year.*

The company paid out a total of € 462.4 million to players in Baden-Württemberg in 2017. This is around € 16 million less than last year. In 2017, the highest number of jackpot winners was to be found in Baden-Württemberg. A total of 21 players became new millionaires, ahead of the figures for North Rhine-Westphalia (20) and Bavaria (13). The largest single winnings of the year was taken home in mid-September by a Eurojackpot player from the Esslingen region, who won € 15.4 million. Baden-Württemberg also took the nation's top spot for winners of the biggest prizes in the GlücksSpirale: three players here were given the choice of an immediate monthly life annuity of T€ 7.5 or a lump sum of several million euros. There was a sharp rise in T€ 100 winners in 2017: 93 players managed to hit this jackpot (previous year: 60). A total of 124 players won over T€ 100 in 2017.

-  LOTTO 6aus49
-  Spiel77
-  Silvester-Millionen
-  GlücksSpirale
-  Eurojackpot
-  Sonderauslosung



In early April, one lottery player from Reutlingen also won a jackpot worth € 11.3 million. He or she played anonymously, however, and did not claim the prize. In June of the reporting year, the media was used for the first time in an attempt to contact the winner, so far without success. The prize can still be claimed until the end of 2020.

German state lottery companies were able to crown a new millionaire in almost every federal state, with the exception of Saarland and Saxony. Nationwide, there were a total of 948 major wins over T€ 100 and 105 million-euro wins. A total of 48 players became millionaires with LOTTO 6aus49, 22 from the additional lottery Spiel 77, nine with GlücksSpirale, 14 with Eurojackpot, four each with BINGO and the Silvester-Millionen, and two others as a result of special regional draws. KENO reported one millionaire. Another millionaire guessed correctly in the TOTO football pools: with a jackpot of € 1.1 million, this was the biggest win in the organization's history.

**Every cultural monument tells a story.  
The story of the past,  
but also of today**



Protecting our monuments is a sign of the value we put on our state's culture. The additional funds from GlücksSpirale allow the regional monument preservation foundation Denkmalstiftung Baden-Württemberg to save valuable monuments from ruin, to restore and renovate them. The support is provided wherever engaged citizens actively support regional monuments.

*Prof. h.c. Hermann Vogler,  
Managing Director of Denkmalstiftung  
Baden-Württemberg*



*"Citizens save monuments"  
The preservation of Castle  
Hornberg can currently  
be supported again with  
T€ 80 from funds from  
the GlücksSpirale lottery.*



## Lottery funding

### Lotto: A win for everyone

Cultural variety, social harmony, committed protection of monuments, and a unique sporting and club landscape – these characterise Baden-Württemberg’s towns and districts. Staatliche Toto-Lotto GmbH Baden-Württemberg contributes to this wide-ranging attractiveness. Because a large proportion of the Lotto net yields are hypothecated in the Lottery funding in order to support sport, art and culture, protection of monuments and social projects. In this way, public welfare benefited by € 132.4 million in 2017.



Great joy in Breisach am Rhein: Thanks to the T€ 50 from GlücksSpirale money, the Deutsche Stiftung Denkmalschutz was able to restore the mediaeval belfry in Stephansmünster minster.

### Support with tradition

This idea of support has deep roots: Back in 1948 it was stipulated by law that the income had to be used to “support physical activity”. Over the years this has totalled more than € 8 billion. The Baden-Württemberg state parliament determines the composition of the lottery funding by law. The respective ministries decide who then receives the money. The fact that the income from the state lotteries safeguards a large part of the quality of life in the state is thanks to the millions of loyal Lotto players. They are the secret patrons and make the decades-old “Lotto principle” possible.

### Sport

“Toto-Lotto – Partner for sport”. This motto is the programme. The diverse club landscape, with more than 11,400 sports clubs, benefits from the lottery income. To remain competitive, sports facilities have to be extended or renovated. Investments are made in new clubhouses or modern playing fields.

On the other hand, the support focuses on sport for the general public and leisure sports. These include training for coaches and referees, as well as training programmes in sports schools. Thanks to lottery funding, a large number of innovative projects are emerging: after all, sport has to be made sustainable for the future and the voluntary work that is carried out here has to be supported. Other important areas of the fund include disabled and rehabilitation sport, and the “Kooperation Schule und Verein”. The Baden-Württemberg Olympic sites also receive lottery funding.

### Art and culture

We also encounter lottery funding in cultural life. The orchestral and choral landscape, theatres and large art museums benefit from this, as do socio-cultural centres and open-air museums. Future artistic talents in music academies also receive their slice of the Lotto pie towards their education. The state-owned museums in the state can also purchase outstanding works of art history via a special fund.

### Preservation of monuments

Palaces and castles bear witness to an eventful past. They also characterise the landscape between the River Main and Lake Constance. The fact that we can still wander through narrow alleyways and marvel at intact historical city ensembles is often thanks to the committed protection of monuments in Baden-Württemberg. The lottery funds contribute to rescuing ruins, restoration and renovating valuable cultural monuments. The solidarity between the state and the districts helps to protect the valuable cultural inheritance for future generations.

### Social projects and charity

Money from lottery funding is also reserved for supporting and helping people in need. The subsidies flow into self-help and social commitment. The recipients are welfare centres, outpatient care for the elderly, as well as home and family care. The work of the social services for disabled people, and measures for drug support are also financed. Children’s nursing care and early support for disabled children also play an important role here.

### Special role for GlücksSpirale and Sieger-Chance

The private GlücksSpirale lottery plays a special role. Its income goes to the Bundesarbeitsgemeinschaft der Freien Wohlfahrtspflege, the Deutscher Olympischer Sportbund and the Landessportverband Baden-Württemberg, the Deutsche Stiftung Denkmalschutz and Denkmalstiftung Baden-Württemberg, as well as to the state in order to support environmental and nature conservation projects. An additional € 12.4 million was provided in 2017 from the income from GlücksSpirale. The German Olympic Sports Federation can feel like a winner as well. It received around an additional T€ 800 in 2017 from Baden-Württemberg alone from the Sieger-Chance, a GlücksSpirale additional lottery, the income from which exclusively benefits sport.



It’s a long way up to the new, 34-metre high SC Degenfeld artificial ski jump (on the left in the picture). Toto-Lotto contributed T€ 300 via the Württembergischer Landes-sportbund e.V. from lottery funding towards the total cost of around € 1.6 million .

Lottery funding 2017		
	in € million	in %
Sport	59.3	44.8 %
Art and culture	33.3	25.2 %
Preservation of monuments	24.9	18.8 %
Social and welfare	14.9	11.2 %
<b>Total</b>	<b>132.4</b>	<b>100 %</b>

## Responsible Gaming

### Awareness for responsibility

Gambling is not a normal product but rather is connected with particular dangers. Providers of games have a special responsibility, and the Glücksspielstaatsvertrag (German Interstate Gambling Treaty) requires them to prevent gambling addiction in society and provide effective protection for young people, players and consumers at all times. As a state lottery company, Lotto Baden-Württemberg is aware of this responsibility and takes it seriously by means of a wide range of measures. Protection for young people, players and consumers is not only a living corporate philosophy, but is also firmly anchored in corporate policy by means of a continuously developed social concept.



*JOKER app as prevention measure for young adults.*

### JOKER sticks

The JOKER project, which started in 2015 in cooperation with Lörracher Präventionseinrichtung Villa Schöpfling GmbH, has undergone further development. The pilot phase in cooperation with the International Federation (Internationaler Bund – IB) was completed successfully. The objective of the project is targeted prevention work with young people. Players are taught about gambling addiction and prevention and receive support if necessary by means of workshops and the support of the JOKER app.

### Authorized retailers in the responsibility

Sales partners in the authorized retailers play a critical role in the early identification and prevention of problematic gambling behaviour. They receive specific support as a result of the personal contact. Lotto Baden-Württemberg, in cooperation with the Evangelische Gesellschaft Stuttgart therefore organised many courses again in 2017 in order to train and strengthen coping skills associated with the early identification of problematic gambling behaviour. The unanimous summary of the people who have taken the seminar so far: "It was entertaining, interesting and fun." These training courses are supplemented by e-learning units that examine various situations and products and which strengthen the ability to identify problematic gambling behaviour.

### Academic exchange

Identifying problem areas at an early stage, taking effective measures in youth, player and consumer protection, and continuous development of the social concept are hardly possible without scientific knowledge and advice. In order to intensify the exchange with representatives from the areas of gambling research and addiction prevention, Lotto Baden-Württemberg founded the prevention council in 2013. At the meetings in 2017, its members Prof. Dr. Tilman Becker (University of Hohenheim, Managing Director of Forschungsstelle Glücksspiel – Gambling Research Agency), Günther Zeltner (Senior Advisor at eva for prevention and cooperation with gambling providers), Christa Niemeier (Representative for preventing addiction, Landesstelle für Suchtfragen – State Addiction Agency), Dr. Heidi Kuttler (Managing Director COOPTIMA) and Dr. Mira Fauth-Bühler (FOM University for Economics & Management, Stuttgart) provided valuable information for the further development of player protection.

### Offer structure

The company pursues a long-term approach, also within the offer structure. From a technical perspective, all of the products are already designed to provide effective player protection. As far as traditional lotteries are concerned, this includes restricting the term and the amount of the jackpot, for example. For Internet gambling, the possibility of defining monthly stake limits has been permanently set up. Participation in ODDSET, TOTO and the daily lottery KENO is only possible with a personal customer card. This makes it possible to make a comparison with the nationwide blacklist, and possibly the exclusion of persons who are at risk. In order to check compliance with the provisions of youth, player and consumer protection, the company initiated regular test purchases in the authorised retailers with specialist agencies.

### Prevention by means of education

The company's gambling offers require responsible use. Unchecked participation can lead to considerable problems. These are the central messages which are the main focus of the information and education work. Every ticket, receipt, advert and information brochure carries clearly visible warnings, which provide information about the support available from Federal Centre for Health Education (Bundeszentrale für gesundheitliche Aufklärung – BZgA), about the risk of addiction and the ban on gambling for minors. The brochure "Spiel nicht bis zur Glücksspielsucht", which is available in all authorized retailers, provides information about the dangers connected with gambling and highlights behaviour.



*Information brochures about gambling addiction.*



## Lotto online

### Mobile access increases

The continuous improvement and expansion of the online service is just one aspect of the company's digital strategy. The connection between terrestrial sales and the online service is playing an increasingly important role. In the reporting year, customers have been able to use the app of Lotto Baden-Württemberg to scan the barcode of their ticket to check whether they have won, among other things. The customer finds out immediately whether he has a winning ticket immediately after the draw. The ServiceCard, the Lotto Baden-Württemberg customer card, is now also available digitally. Each customer who successfully registers with [www.lotto-bw.de](http://www.lotto-bw.de) and downloads the app automatically has their customer card on their smartphone, and can use it at authorized retailers.

The service improvements have paid off. Once Again, the company's online stakes have increased. The proportion of mobile accesses has also increased. Every second order to play is now made at [www.lotto-bw.de](http://www.lotto-bw.de) from a mobile device.



Since 2017 it has been possible to check lottery tickets using the app of Lotto Baden-Württemberg.



Year	Bets in € million
2017	63.7
2016	53.7
2015	41.2
2014	29.6
2013	20.6

In 2017 as a whole, the stakes received by the company via [www.lotto-bw.de](http://www.lotto-bw.de) (including Silvester-Millionen and LOGEO) amounted to around € 63.7 million. This is around 18.6% or around € 10 million more than in 2016. The proportion of Internet stakes are 6.8% of the company's total stakes. This is an increase of 1.2% compared to the previous year. This does not include stakes received from commercial gambling brokers who have to pass on the stakes paid by their Baden-Württemberg customers to the company. The total number of customers registered on the company's homepage and identified either at an authorized retailer's or using the procedure on [www.lotto-bw.de](http://www.lotto-bw.de) was more than 203,000 by the end of 2017.

## LOTTO.de® Spielen beim Original!

Apart from the official lottery providers who are licensed under German law, such as the state lottery companies and commercial gaming brokers, there are numerous foreign-based "secondary lotteries" and "black lotteries", who seem to be reputable providers when you initially look at their web sites. You are actually only betting on the results of the state draws with these providers, and not participating in a state lottery. These providers do not forward the consumer tips to the official lottery providers in Germany. Customers do not have a legal right to a payout of their winnings from the German state lottery.

### How do potential consumers identify reputable providers?

To find out whether the provider is reputable, the website must have a Legal Notice. If the legally required Legal Notice is missing, you should be particularly careful. In Germany the Legal Notice is a requirement so that the operators of a website can be clearly identified. If the General Terms and Conditions contain formulations explaining that the player is not taking part in lotteries, but placing bets on the result of state lotteries, this is not a reputable provider. According to the German advertising directive for public gambling, online advertising for gambling must always contain information about addiction, stating that players must be 18 or older and that gambling can be addictive. This information is often missing from the advertising for "secondary lotteries" and "black lotteries".

Foreign lotteries such as Powerball in the USA or El Gordo in Spain cannot be played in Germany via reputable providers. Participation is frequently offered by "secondary lotteries" which do not have a gaming licence for this in Germany. If you are uncertain, you can also check the so-called State Gambling Supervisory Authority white list to see if the name of the provider is listed. The providers on the white list definitely have a gaming licence in Germany and offer legal online gambling.



White List of the State Gambling Supervisory Authority.



„Secondary lotteries“ and „black lotteries“ cannot be licensed under German gaming legislation and represent illegal betting. The products offered by Lotto Baden-Württemberg are legal and have a German licence.



## Digital media

**Danke für  
50.000 Fans!!!**

*By the end of 2017, the number of fans on Facebook exceeded the 50,000 mark for the first time.*

### Digital communication is changing

The company's communication via digital media was met with growing interest again in 2017. Be it Facebook, Twitter or Newsletters – the channels which are used showed constantly increasing numbers of users, interactions and recipients. Since 2013 the company has been continuously expanding its presence in social networks. On Facebook with more than 50,000 fans, the Google+ and YouTube channels followed, together with the Instagram, flickr and Pinterest platforms and the Twitter microblogging service. The company also can be found on professional networks XING and LinkedIn. A corporate blog was also added in 2016: "Träum dich Lotto" provides insights and background information about the company's core business: the lotteries.

### Content is the key

During the reporting year, the group responsible for digital communication particularly focused on preparing and presenting the communicated contents in a way that was more suitable for the target groups, channels and media. The organisational integration of the press and media work supported this approach in a decisive way. A wide range of communicative successes was achieved in this way – be it classic gambling business or showing the company's commitment to the common good.

### Successful newsletter concept

The newsletter created by the editorial team plays an important part in the company's digital media portfolio. The content of the newsletter focuses on innovations and special features in the gambling business and changes at the product side. In contrast to other market participants in the gambling sector, the company consciously avoids maximising the number of newsletters which are sent out. The company keeps this medium valuable as a result. 21 newsletters created by the editorial team were sent in 2017.

### "Everything for your team!"

In 2015 the company initiated its first Facebook campaign, with the goal of supporting sports clubs in the state. There was a great response to this campaign in 2017 as well, under the motto of "Everything for your team!" 117 sports clubs from throughout Baden-Württemberg applied for new team sports equipment via Facebook. Members, friends and neighbours were asked to vote – and thousands came together. Spvgg Oedheim e.V. (Heilbronn District) was ultimately successful as the state winner.



*"Everything for your team!" Many sports clubs in the state took part in the „Everything for your team!“ Facebook campaign again in 2017.*

## Information processing

### All channels, available at all times

The customer has the choice. The customer has the opportunity to place his stake with the company in many different ways. Be it via the new terminals in the state's authorized retailers, via the company's website by PC or by app via a tablet or Smartphone. The games can be accessed via all channels and maximum security is guaranteed. The entries are encrypted and sent to the company's central computer via a private company network. No entries are lost. The most state-of-the-art security systems in the industry are used, which are serviced at regular intervals and always kept up to date.

It does not matter when the customer enters their ticket or tip by Smartphone. The company's service is available 24 hours a day. A completely virtualised network, server and storage system landscape that is distributed between two computer centres ensures that the company can react flexibly to all conceivable requirements. Appropriate computing capacity reserves are available and can be accessed if necessary. An average of about 2.3 million tickets are processed every week. The IT is therefore the heart of the company and is tested thoroughly with regular penetration tests.

Lotto Baden-Württemberg fulfils the highest standards for information security and security standards according to ISO 27001-2013 through its membership of the international organisations World Lottery Association (WLA) and European Lotteries (EL). All the data is combined in the information processing: The background processes are controlled, and changes are reacted to within an extremely short time. The company-related data is processed and prepared in a modern Business Intelligence System. In 2017, the company renewed all 3,200 authorized retailers with new terminals. The last replacement took place in 2006/2007. In addition to improving customer services, the new terminal also has benefits for employees, such as an easier use and almost silent operating noise.



*Norbert Müller, Director*



*The latest infrastructure guarantees the security of the customer's bets.*

## Customer service

What are the winning numbers for the next LOTTO 6aus49 draw? This is probably the only question that the customer service does not have an answer to.

### Always an answer – to any question

Suggestions and requests, and also criticism from customers are replied to in a precise and service-oriented way by the employees in the customer service department. Be it questions about customer accounts or the current jackpot amount in LOTTO 6aus49: The approximately 300 calls per day and 2,000 emails per month deal with a wide variety of subjects. Particularly at peak times, when the lottery jackpots are high, the customer centre is well staffed in order to answer incoming questions as quickly as possible, because customer satisfaction is very important to Lotto Baden-Württemberg.

### Replying on all channels

The channels on which questions are sent to customer service are as diverse as the customer inquiries themselves. The call centre and email queries are still the main communication channels which are used. However, on increasing numbers of occasions, customers also get in touch via social media, i.e. they send messages via Twitter or comment on the company's pictures on Instagram or Facebook.

### Further development of the company via customer feedback

It is not only customers who benefit from the services, but also Lotto Baden-Württemberg. Trends can be identified at an early stage by means of systematic recording of customer enquiries. How does the new geolottery LOGEO work? What are the benefits for customers with a customer card? Why does a button on the website not work? The customer service employees are well networked within the building and can reply to enquiries quickly and competently.

Questions about the next set of winning numbers still remain unanswered. But customer service employees are happy to answer questions about the current winning numbers and odds, about the games that are available or about the Eurojackpot system game, for example.

*The Customer Services department can be contacted by telephone on +49 711-81000 444 or by email on kundenservice@lotto-bw.de, Monday to Saturday from 08.00 – 19.00 hours.*



## Around € 15 million have been invested in social projects via the Baden-Wuerttemberg lottery funding

These funds are urgently needed by the voluntary organisations.

One example is the “lebenswert” project in Reutlingen, whose aim is to bring people from all age groups into contact with each other in new ways.

*Reinhold Schimkowski,  
Chairman of the League of Independent  
Hospice Care (Liga der freien Wohlfahrtspflege)  
in Baden-Württemberg*



*The “lebenswert” project is a neighbourhood and network project and was established at the initiative of individual people in the Reutlingen church community with support from the church council. The aim is to bring people in the same area into contact with each other. Several hundred citizens have founded more than 40 initiatives and groups with support from “lebenswert”.*



## Sales organisation

### Our authorized retailers: The mainstays of our sales network

Around 3,200 authorized retailers in Baden-Württemberg form the company's terrestrial sales channel. They are the most important sales mainstays and the first points of contact on the subject of Lotto. The authorized retailers were provided with state of the art technology during the course of 2017 as a result of the distribution of the new online terminals.

### Extensive training and education offer

Every authorized retailer benefits from an extensive range of training about product knowledge, operating the online technology and preventing gambling addiction/youth protection. As well as the traditional training courses, the teaching content can also be viewed online, irrespective of the time and place, at home or at the workplace. The aim of this additional E-Learning portal is a so-called Blended-Learning approach, in which the course contents are provided in a way which is the most efficient for the participants. E-Learning should also help the authorized retailers to ensure that the specifications of the youth and player protection are complied with in their everyday business operations. For example, a module for preventing gambling addiction is available on the E-Learning portal which has been developed by the Evangelische Gesellschaft Stuttgart (eva). All authorized retailers have to complete this. There is also a training course on the subject of test purchases in the area of youth and player protection.

### Statutory mandatory training concerning player and youth protection

The statutory mandatory training concerning player and youth protection is provided by the two gambling addiction organisations Evangelische Gesellschaft Stuttgart and Baden-Württembergischer Landesverband für Prävention und Rehabilitation gGmbH (bwlv) every three years. Employees from every authorized retailer have received training at 121 courses.

### Test purchases as part of the quality assurance

In 2017, 7,536 test purchases were made in the authorized retailers in the state – both by our own employees and by external test buyer agencies. They serve to ensure compliance with the requirements of the German Interstate Gambling Treaty. Within the framework of these test purchases, the company had to part ways with eleven authorized retailers due to repeated infringements.

### Premium retailer

Back in 2015 the company decided to establish so-called "Premium retailers". These are an exclusive group of authorized retailers who are distinguished by features such as better quality furnishings and the service that is provided. By the end of 2017, a total of 33 of these premium retailers had been opened in the state. This number should continue to grow over the coming years.



*The authorized retailer in the Stephanspassage in Stuttgart was awarded premium retailer status in 2017.*

## Employee development

### Healthy impulse

Staatliche Toto-Lotto GmbH Baden-Württemberg meets the challenges of a continually changing gambling market and advancing technological developments. This succeeds because of the company's excellently qualified and always motivated personnel. The company places great value on targeted and needs-oriented training and education activities, and also on constant promotion of health.

In order to recruit qualified personnel at an early stage, the company offers annual apprenticeships for prospective commercial employees for office management and for IT experts specialising in system integration. In addition, student places in various subjects are regularly awarded at the Duale Hochschule Baden-Württemberg (DHBW). Consequently, Lotto Baden-Württemberg provided training in media and communication management, and information systems in 2017. After an apprenticeship with Lotto Baden-Württemberg a full-time job is usually guaranteed, provided that the apprentice performs well.

Once on board Lotto Baden-Württemberg, employees have the opportunity to enjoy intensive training. On the one hand, the company regularly organises internal measures, which are led both by external speakers and by the employees themselves. On the other hand, the employees attend training events organised by external seminar providers. The respective requirements are discussed in interviews between employees and managers at least once a year.

Lotto Baden-Württemberg is actively committed to a healthy lifestyle. In 2017 several internal campaigns took place which highlighted healthy eating, exercise and mindful awareness of one's self. A commitment to health outside the internal campaigns is financially supported with the new health bonus newly which was introduced in 2017.

On average, the company employed 192 people during the year. Of these, 148 were full-time employees, including 8 apprentices, and 44 were part-time employees.



*Michael Grepl, Director*



*Health campaign site: An energy burst from freshly squeezed orange juice.*



## Corporate communication

### In public focus

Lotteries and gambling are subjects of considerable public interest. As a state-owned company, and in times of controversially discussed regulatory matters in the gambling sector, Lotto Baden-Württemberg is the subject of particular scrutiny. Corporate communication takes this into account: With its various offers and media, including glüXmagazin, it provides facts about the gambling business, e.g. about the profits which have been made. It also makes the direction for corporate policy and not least the company's major commitment to society transparent.

### The community benefits

Millions flow from the earnings of the state lotteries into the state every year. Sport, art and culture, protection of monuments and social projects are supported by lottery funding. Lotto Baden-Württemberg has also been supporting cultural and sporting events with its own money for many years. Regional balance, as well as player and youth protection are important guardrails here. Cooperation projects in the areas of protection of monuments and social work round off the extensive support programme.

### Collaborative cooperation

The cooperations, which are part of the publicity work, are also characterised by partnerships, some of which last for years, and support concepts. Be it the fine arts award Baden-Württemberg, the youth sports prize or the Lotto museum prize: The focus is always on occasionally moving the publicity spotlight onto hidden treasures – for mutual benefit. Since 2015, the company and the Museumsverband Baden-Württemberg have jointly funded the Lotto museum prize and are again awarding it this year.

### “Schauwerk” wins the Lotto museum prize

The winner of the 2017 edition of the Lotto museum prize was “Schauwerk Sindelfingen”. The prize, with a value of T€ 20, rewards examples of exemplary exhibition concepts, new productions, successful cooperations and educational museum offerings in non-governmental museums. The “Schauwerk” was rewarded for its excellent programmatic work in the “Shadows of Stuttgart”. The institution was praised for its exemplary educational work as well. It plays a pioneering role in the area of cultural education because it offers special tours for the aged, the disabled and for visitors with dementia. 50 museums in the state took part in the competition. The GDR Museum Pforzheim received an extra prize of T€ 5.



*“Schauwerk Sindelfingen” was the winner of the third edition of the Baden-Württemberg state-wide Lotto museum prize.*

## Memberships and certificates

### Playing the original: Deutscher Lotto- und Totoblock

Deutscher Lotto- und Totoblock is the organisation of the 16 independent state lottery companies. The companies of Deutscher Lotto- und Totoblock provide the state-owned gambling services nationwide in accordance with joint principles. They see themselves as reliable, responsible providers of state-approved lotteries and gambling.

### International network: European Lotteries and World Lottery Association

Lotto Baden-Württemberg is a member of European Lotteries (EL) and the World Lottery Association (WLA). These two lottery company associations have made it their goal to guarantee that lotteries and gambling take place correctly among their members. The international standards, specifically in the areas of information security management, player protection, data protection and data processing, are the basis of every member and are checked and certified at regular intervals.

### Transparency: Annual corporate governance report

All state-owned companies in Baden-Württemberg are required to issue a Public Corporate Governance Code every year. This is submitted to the Supervisory Board of Staatliche Toto-Lotto GmbH Baden-Württemberg every year for approval. In order to guarantee the maximum possible transparency, this report is published on the company's website [www.lotto-bw.de](http://www.lotto-bw.de) and can be viewed by the general public.

### Certificates

WLA SCS certificate: Since 2008, every draw by the company has been certified in accordance with the highest standards of the World Lottery Association. Certification in accordance with the WLA standard has been an accolade that the Staatliche Toto-Lotto GmbH Baden-Württemberg complies with the internationally applicable security standards for lotteries since 2008.

ISO/IEC 27001:2005 standard: Lotto Baden-Württemberg has also held the ISO/IEC 27001:2013 standard certificate since 2008, which is awarded annually by TÜV SÜD. An annual check is also performed in this case.

Responsible Gaming certification: Certification in accordance with the European Lotteries Responsible Gaming Standards, which was first successfully awarded in June 2012, documents the fact that the company meets the highest requirements in the area of responsible gambling. As part of the certification process, measures in the areas of research, employee training, product development, advertising, player information and the finding of treatment are reviewed. The review is performed by an external service provider.



*European organisation of lotteries for public benefit.*



*The WLA is a global organisation which acts in the interests of state-approved lottery companies.*

## Sustainability

### Continuous endeavour for sustainability and electric drive

In the past, the company created an energy concept that provides the required energy (heating and cooling) efficiently. This concept includes both its own combined heat and power plant and local heating. The company's power consumption amounts to around one million kilowatt hours per year. The building in Nordbahnhofstrasse is supplied exclusively with green electricity.

### Vitalizing the building management system

In the reporting year, a further increase in the energy efficiency of the site was achieved by the company. By vitalizing the building management system, we have succeeded in regulating the relevant systems more precisely and making them more requirement-oriented. This procedure saves energy. This implementation also includes gradual modification of the individual room controls in the offices. As a result, individual rooms can be controlled as required and energy can be saved. The comfort of the users is retained. All existing lights have been replaced with energy-optimised LED technology.

### Electric drive

The company's sustained approach is not only under constant development inside the building, journeys made by employees are also becoming more sustainable. Last year, Lotto Baden-Württemberg purchased an electric vehicle. We have also installed three charging stations in the underground car park. Every employee has the opportunity to charge their vehicle's batteries while they are at work.

### Green IT

During the modernisation of the IT infrastructure, the company constantly ensures that the use of information and communication technology is designed to be environmentally friendly and resource-protecting. Through the consistent virtualisation of the server systems in both computer centres, the procurement of efficient storage systems and corresponding cold-aisle containment for the server cabinets, the energy balance was considerably reduced.

### Ecological sustainability

The company ensures that paper from sustainable forestry is used for all printed products.



*Employees can charge their own electric cars at three charging stations while they are at work.*

## This support from Staatliche Toto-Lotto GmbH Baden-Württemberg puts us in a position to purchase masterpieces

It is also very important for us as well as for the state art museums because it puts us in a position to purchase masterpieces. Since 2008 we have been able to buy around 36 objects, some of them very rare. In July 2017 the marble sculpture "Psyche" by subsequent Württemberg court sculptor Johann Ludwig von Hofer was acquired at auction from Sotheby's in London.



*Prof. Dr. Cornelia Ewigleben,  
Director of the Landesmuseum Württemberg*



*Marble sculpture "Psyche": The sculpture represents the beautiful lover of the god Amor, who is bringing a box of beauty cream to the god of love Aphrodite from the underworld. Court sculptor Johann Ludwig von Hofer (1801 – 1887) was an employee of Bertel Thorvaldsen in Rome and after his return to Stuttgart presented King Wilhelm I with a larger version of the same figure (now lost), who purchased it for his new Palace Rosenstein.*



## History of the company

From lottery administration to a company in the service sector – the development of the company from 1948 to 2017

1948  
– 1982

### 18 August 1948

The company takes up business on 18 August 1948, when the German federal government of Baden-Württemberg passes law no. 527 on sports bets.

### 7 October 1948

On 7 October 1948, the company is officially founded as 'Staatliche Sport-Toto GmbH'. The proceeds from sports bets benefit the 'Förderung der Leibesübungen' (Promotion of Physical Education).

### 19 March 1958

The law on numbers lottery takes effect in Baden-Württemberg on 19 March 1958.

### 27 April 1970

On 27 April 1970, 'GlücksSpirale' is introduced, for the benefit of the Olympic Games in Munich.

### 1977

1977 sees the transition to fully electronic lottery ticket processing.

### 28 April 1982

Introduction of Wednesday lotto '7aus38'.

1986  
– 1992

### 1986

Since 1986, the company has issued instant lottery games itself.

### April 1990

In April 1990, the company relocates within Stuttgart, from Jägerstraße to Nordbahnhofstraße.

### 1990

As of 1990, and with the purpose of linking the sales organisation more closely to the company, the regional head offices are converted to stock corporations in the GmbH corporate form.

### 1991

In 1991, 'Staatliche Sport-Toto GmbH' is renamed 'Staatliche Toto-Lotto GmbH', to anchor the lottery in the company name as well.

### 5 December 1992

5 December 1992 signals the start of the additional SUPER 6 lottery in Baden-Württemberg.

1993  
– 1999

### 1993

Since 1993, the net proceeds of all bets and lotteries have gone into a betting fund, which is earmarked and appropriated for sport and culture promotion, as well as for cultural heritage preservation and social purposes.

### August 1996

August 1996 sees the introduction of the Toto-Lotto customer card.

### 1997

Step-by-step, the online procedure is installed in Baden-Württemberg in 1997.

### 7 October 1998

On 7 October 1998, the Stuttgart lottery company celebrates its 50<sup>th</sup> anniversary.

### Januar 1999

As of January 1999, participation in LOTTO 6aus49, GlücksSpirale, Spiel 77 and SUPER 6 is also possible as a subscription game.

### 10 August 1999

At the start of the 1999/2000 Bundesliga season, the company introduces ODDSET sport bets to Baden-Württemberg, on 10 August 1999.

2000  
– 2005

### 6 December 2000

As of 6 December 2000, there only is one LOTTO 6aus49, with two draws. LOTTO 6aus49 on Wednesday has the same prize schedule as on Saturday.

### February 2002

In February 2002, the ODDSET bet is supplemented by TOP-Wette.

### 1 July 2004

The State Treaty on Lotteries in Germany (StVL) comes into effect.

### March 2005

In March 2005, Staatliche Toto-Lotto GmbH offers a daily game with fixed odds: KENO.

### 25 May 2005

On 25 May 2005, a lottery player from Breisgau wins the highest ever single sum in the history of German numbers lottery, amounting to € 23.9 million.

2006  
– 2008

### 28 March 2006

Important verdict by the Federal Constitutional Court on sportsbetting monopoly.

### 7 October 2006

A lottery player from North Rhine-Westphalia wins the highest ever single amount of € 37.7 million in German lottery history.

### 6 November 2006

Shut down all possibilities to play online at internet at www.lotto-bw.de for cartel law reasons.

### 28 November 2007

The Baden-Württemberg federal government ratifies the State Treaty on Gambling.

### 5 December 2007

In the whole of Germany, three participants share the record jackpot in LOTTO 6aus49, which amounts to about € 45.3 million.

### 1 January 2008

The State Treaty on Gambling (GlüStV) comes into effect.

### 13 April 2008

LOTTO 6aus49 celebrates its 50<sup>th</sup> birthday in Baden-Württemberg.

2010  
– 2012

### 15 November 2010

Introduction of the New Year's lottery Silvester-Millionen in Baden-Württemberg, with the draw of the winning numbers on 31 December 2010.

### 15 December 2011

The prime ministers of the federal states – with the exception of Schleswig-Holstein – sign the first Gambling Amendment State Treaty (GlüÄndStV).

### 23 March 2012

First draw of the new Eurojackpot European lottery in Finnish Helsinki. In Baden-Württemberg citizens could participate in an international lottery for the first time.

### 1 July 2012

The Gambling Amendment State Treaty (GlüÄndStV) comes into effect in 15 of the 16 federal states.

### 24 September 2012

Reopening the possibility to play online at www.lotto-bw.de.

### 15 November 2012

The Baden-Württemberg federal state government adopts the state gambling law (LGlÜG). It comes into effect at the end of November 2012.

2013  
– 2014

### 4 May 2013

Extensive changes with LOTTO 6aus49: a new prize category is introduced ('2 correct with bonus number'). The stake per field is increased from € 0.75 to € 1.

### 3 July 2013

New framework for drawing lottery numbers: as of 3 July 2013, the six correct numbers are determined live on the internet at www.lotto.de. In addition to online transmission, the winning numbers are announced in the early evening programmes of ARD and ZDF.

### 30 July 2014

Millions of lottery players were more than surprised: the winning numbers of the Wednesday draw on 30 July were five consecutive numbers: '9-10-11-12-13-37'.

### 16 November 2014

The authorized retailers are and remain the most important sales channel. About 2,000 sales partners visited the first partner day of Lotto Baden-Württemberg in Karlsruhe. At a total of 22 booths, the participants could gain interesting information regarding Lotto & co.

2015

### 24 February 2015

Lotto Baden-Württemberg starts the Museum Award in cooperation with the Museumsverband Baden-Württemberg. In future, outstanding museum work is supported with T€ 20 annually. The competition sets an example: non-state museums receive more attention.

### 11 July 2015

On three Saturdays in July, human lottery numbers were walking through the cities of Freiburg, Mannheim and Ulm. All were wearing yellow T-shirts with numbers from 1 to 49 – and, in addition, the number 60 is found six times. Whoever meets this anniversary number takes a selfie with 'it', uploads it on the campaign page and so has the chance of winning € 500.

### 4 October 2015

More than 4,000 guests celebrate the 60<sup>th</sup> anniversary of LOTTO 6aus49 at Cannstatter Wasen. DJ Ötzi is the star guest during this evening.

### 13 November 2015

With the winning numbers 19, 23, 26, 27, 49 and the two bonus numbers 3 and 10, a player from the Heilbronn area wins the largest single amount of all times in the Eurojackpot lottery in Baden-Württemberg. And, what is more, on Friday, the 13<sup>th</sup>.

2016

### 15 January 2016

The LOTTO Academy is opened in Eschbach near Freiburg.

### 2 August 2016

Lotto Baden-Württemberg becomes the new premium sponsor of first division team SC Freiburg.

### 12 August 2016

The new Fortuna lottery draw room is opened in the Stuttgart headquarters. All future draws take place publicly in this room.

### 1 September 2016

The newly designed homepage of the state lottery company is online.

### 18 September 2016

Around 2,000 sales partners attend the third Lotto Baden-Württemberg Partner Day in the Ludwigsburg Forum am Schlosspark.

### 14 October 2016

The biggest single German win ever goes to Baden-Württemberg. One lucky player won the € 90 million jackpot.

2017

### 13 March 2017

The new geo-coordinate based lottery LOGEO celebrates its first draw. The first prize of T€ 100 is determined electronically, the other four prize classes are based on these coordinates.

### 8 May 2017

TSV Fortuna Götzingen (Buchen, Neckar-Odenwald-Kreis) is the state winner in the Lotto Sportjugend-Förderpreis 2016.

### 1 July 2017

There was a further increase in the stakes in Staatliche Toto-Lotto GmbH Baden-Württemberg in the first half of the year. By the end of June, the people of Baden-Württemberg had placed € 474 million.

### 18 August 2017

Around 3,200 authorized retailers in Baden-Württemberg are now working with new terminals.

### 2 December 2017

Schauwerk Sindelfingen is the winner of the third edition of the state-wide Baden-Württemberg Lotto museum prize.

### 5 December 2017

The company's Service-Card is now available digitally by Smartphone and always to hand.



## Organs of the Company

### Shareholders' Meeting

All shares of the company are held by Beteiligungsgesellschaft Baden-Württemberg mbH.

### Supervisory Board

Minister Dr. Nicole Hoffmeister-Kraut MdL,  
Balingen, Chair

State Secretary Petra Olschowski,  
Stuttgart, Deputy Chair

Minister Dr. Susanne Eisenmann,  
Stuttgart

State Secretary Gisela Splett,  
Karlsruhe

Senior Government Official Michael Grepl,  
Ostfildern, departed on 30 June 2017

Undersecretary Walter Kortus,  
Senden, from 1 July 2017

Georg Wacker MdL,  
Schriesheim, from 9 March 2017, departed on 31 December 2017

Beate Böhlen MdL,  
Baden-Baden, from 9 March 2017

### Company Management

#### Managing Director

Marion Caspers-Merk, Efringen-Kirchen, to 31 December 2017  
Georg Wacker, Schriesheim, from 1 January 2018

#### Director

Norbert Müller, Authorized Signatory, Bad Dürkheim  
Michael Grepl, Authorized Signatory, Ostfildern, from 1 July 2017

#### Additional Authorized Signatories

Carmen Theilmann, Schwaigern, to 30 June 2017  
Dr. Uwe Luckscheiter, Ludwigsburg  
Matthias Früh, Ostfildern



*Lotto Managing Director Georg Wacker ... 1 at his induction with Minister and Supervisory Board Chair Dr. Nicole Hoffmeister-Kraut. 2 with Lotto TV presenter Franziska Reichenbacher. 3 with his predecessor Marion Caspers-Merk. 4 with the directors, Michael Grepl (left) and Norbert Müller (right).*

### Legal Notice

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