

STAR GAME NEWS

June 2018

Summer is finally here!



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**National
Lottery**

Holiday Cash

Holiday Cash is back.

Due to overwhelming success in 2017, Holiday Cash is back, and bigger and better than ever before, with a top prize of €25,000 and thousands of other cash prizes to be won. There are also **120 luxury holidays** up for grabs, which can be won over 12 weekly **Holiday Cash Draws** throughout the summer.

Holiday Cash will be available in May and will replace Winning Streak while the ticket and associated TV Game Show goes on a summer break.

Average 1 in 3.7 wins cash

For scanning purposes the PLU code for this game is 509 897 4020 600

3 Sun Entry 'Holiday Prize Draw' Envelope



LUCKY 7s

NEW €10 GAME – on sale in June.

Over 100,000 prizes to be won!

10 Games to Play

- **GAMES 1 – 4:** Find 3 "7s" within the same GAME – Win the PRIZE for that GAME
- **GAMES 5 - 8:** In each GAME add the two numbers together – If they equal 7 Win the corresponding PRIZE for that GAME
- **GAME 9:** Match any of the WINNING SYMBOLS to any YOUR SYMBOLS – Win prize shown for that symbol
- **GAME 10:** Match 3 amounts – Win that amount
- + **LUCKY SPOT:** Find a prize amount in the LUCKY SPOT – Win that prize

Average 1 in 3 wins cash

For scanning purposes the PLU code for this game is 509 897 4016 702



DIAMOND-DELUXE DOUBLER

NEW €2 GAME coming in early July
Win up to €20,000 Instantly!

- Look out for more details on this new game in the next issue of Star Game News.
- Average 1 in 4.21 wins cash

For scanning purposes the PLU code for this game is 509 897 4019 604



SCRATCH CARD GAME END UPDATES

The Game End process for the following games has been initiated:

No.	Game	Replacement Game		Distribution Ended	End Activation	Sell Through by Date Specified	Game End Announcement	Validation End Date
		No.	Name					
177	Bingo Times 10	183	Bingo Times 10	23/10/2017	07/01/2018	03/03/2018	04/03/2018	02/06/2018
175	All Cash Extravaganza	184	All Cash Extravaganza	26/10/2017	07/01/2018	03/03/2018	04/03/2018	02/06/2018
159	Crossword Plus	187	Crossword Plus	09/11/2017	07/01/2018	03/03/2018	04/03/2018	02/06/2018
170	Congratulations	186	Congratulations	20/11/2017	07/02/2018	03/04/2018	04/04/2018	03/07/2018
165	All Cash	185	All Cash	28/12/2017	07/03/2018	01/05/2018	02/05/2018	31/07/2018
169	Diamond Bingo Doubler	190	Diamond Bingo Doubler	02/01/2018	07/03/2018	01/05/2018	02/05/2018	31/07/2018
163	All Cash Gold	189	All Cash Gold	04/01/2018	07/03/2018	01/05/2018	02/05/2018	31/07/2018
166	€100,000 Diamonds	N/A	N/A	10/01/2018	07/03/2018	01/05/2018	02/05/2018	31/07/2018
158	All Cash Spectacular	193	All Cash Spectacular	16/01/2018	07/04/2018	01/06/2018	02/06/2018	31/08/2018
168	Crossword Doubler	194	Crossword Doubler	16/01/2018	07/04/2018	01/06/2018	02/06/2018	31/08/2018
164	All Cash Platinum	191	All Cash Platinum	26/01/2018	07/04/2018	01/06/2018	02/06/2018	31/08/2018
133	Money Multiplier 10X	198	Money Multiplier 10X	30/01/2018	07/04/2018	01/06/2018	02/06/2018	31/08/2018
160	All Cash Tripler	192	All Cash Tripler	05/03/2018	07/05/2018	01/07/2018	02/07/2018	30/09/2018
178	Winning Streak	207	Winning Streak	11/05/2018	14/05/2018*	15/05/2018**	15/05/2018	13/08/2018

*End activation is close of business on the 14th May for this game.

**Remove from sale at close of trade on the 15th May.

Important Notice:

No tickets should be sold from any game where game end has been officially announced. Tickets sold after a specific game end announcement impact on the player's rights to a clear 90 day window within which to claim a prize as set out in the National Lottery Game Rules.

KEY RETAIL INITIATIVES FOR 2018

Drive efficiency & profitability through effective stock management

SUGO

The New Automated Predictive Ordering for Scratch Cards.

SUGO is a newly developed automated predictive ordering system designed to better manage Scratch Card stock at an individual retailer level.

SUGO algorithms calculate stock requirements based on the 'rate of sale' of each game by retailer to ensure the correct Scratch Card game range and ticket quantities are available for sale in all retail agents at all times eliminating over/under supply scenarios.

How does it work?

Each retail agent will be assigned a Group Game Profile which will determine the exact range of Scratch Card games available to order for that specific retailer. The Group Game Profile will be aligned to the Retailer dispenser type and capacity for display. SUGO will only calculate stock requirements based these individual game profiles.

Agents are also assigned 'Order Frequency' and 'Replenishment Day' values. These determine how often and on what day in any given cycle orders are generated for that agent and how many day's stock is required to fulfil that order. Once a retail agent is active and selling, SUGO will begin building a sales profile for the agent based on individual games within the retailer's Group Game Profile. Game sales are calculated to ticket level based on validations on a daily basis which feeds into a weekly sales profile for each game for that retail agent.

The SUGO algorithm calculates the rate of sale by game using these weekly sales profiles - 'Last Week's Sales' and 'Average Week's Sales'. It then looks to the frequency and replenishment day values to determine the number of tickets required to cover the next order cycle period.

Tickets required by game (replenishment ticket value less stock on hand) are then rounded up to book level and the order is automatically created and dispatched to the retailer on the order day set in the 'order frequency' parameter for that retail agent.

What about consumable orders?

From July this year all consumables orders will be placed via the Lottery terminal and not through telesales as is the case currently.

Consumable orders placed on any given day will be held on the system until the due date for the agents automated Scratch Card order. The consumable order will be consolidated with the Scratch Card order and delivered to the agent as one package. If no Scratch Cards are required for that retailer on the due date the consumable order will be dispatched regardless.

PLI will commence moving retail agents on a phased basis to the new automated system next month. Your local Field Sales Representative will be calling soon to discuss the new stock management system and Game Profile for your agency.



KEY RETAIL INITIATIVES FOR 2018

New 'Returns by Retailer' Terminal Functionality

New Scratch Card Returns Process

From July this year Retail Agents will be able to return full book stock using the 'Returns Menu' on the Photon Terminal.

How will it work?

Retailers will be able to return full book stock only by logging into the Returns Menu on the Photon terminal. This can only be accessed when signed on under the 'Owner/Manager' log-in.

The system will be accessible for specified periods during the year to coincide with game changes and seasonal game ends. Books are returned by scanning the barcode of each full book when logged into the Returns Menu. There is no limit to the number of books that can be returned and once complete, the terminal will print two receipts – one to be retained by the retailer and one to accompany the returns.

The returned stock is then placed in a special pouch which will be provided by PLI and set aside securely for collection. There is no need to do anything further at this point. Lottery systems will flag returns completed by retailers and initiate a request to our courier service to collect the returned stock within one week of processing – it's as simple as that.

Please note that there will be no option to return partially sold books on the terminal. It is envisaged that the predictive ordering system will manage stock down when approaching game end and eliminate the need to return partial stock. If a game is close to game end and you have full book stock on hand they should not be opened or activated and returned as full book stock using the new process.

Further details to be provided on the Retailer Portal and in subsequent issues of Star Game News as we get closer to the proposed launch date in July 2018.

REMINDERS AND UPDATES

Star Retailer

The National Lottery launched its new Retailer Portal in November 2017 with registrations active from that date. The Portal and Mobile App will shortly become the primary communications channel supporting the retail network, providing a host of features to better support the operation of your retail agency in a socially responsible way.

Lottery Agents must register and acknowledge their regulatory obligations as part of a new 'Compliance Certification' requirement introduced at the end of 2017.

If you have not already registered we would ask that you do so now by logging on to <https://retailer.lottery.ie> – it takes just 2 minutes to complete.

Once you have completed this registration one of our retail support team will contact you within 3 to 5 days to activate your account.

Development on Phase 2 of the Portal has now commenced. This software upgrade will deliver much enhanced functionality and content to include the following:

- Multiple user hierarchy allowing retail owners assign access to retail management/staff
- Grouped content for better user experience
- New user journey dictated by Retailer ID
- View content that is relevant to Retailer type
- Enhanced training academy for new & existing retailers
- Responsible play guidelines including interactive tutorials

If you have a query relating to the Portal or require any assistance with registration please contact the **Retail Help Desk** on **1800 22 44 55**.



REMINDERS AND UPDATES

Ticket Adjustment Process

In a situation where a ticket has been approved for credit exceptionally by the Retail Helpdesk due to a terminal/printer malfunction and where the ticket in question cannot be cancelled through the terminal, the following process has now been initiated.

- Ticket details are recorded by the Retail Helpdesk and a reference number assigned.
- No further action is required by the retail agents and after 90 days the appropriate credit will be issued to that retail agent in the form of an adjustment on their weekly settlement report.
- If the agent wishes, the ticket with the reference number appended can be posted directly to the National Lottery Claims Department and the credit will be issued on receipt.

Customer Receipts - Compliance Reminder

As you are aware it is a requirement under regulation to give customer receipts to players after validating winning tickets for payment.

PLI are obliged to monitor compliance in this regard and conduct Mystery Shopper visits across the agent network on a regular basis. Results from a recent campaign show that the issuing of customer receipts was inconsistent in the sample group of retail agents.

It is important that all retailers and staff are aware of the requirement to issue customer receipts.

So please remember you must give Customer Receipts to players after validating winning tickets for payment and always return non-winning tickets to customers immediately after checking. Thank you for your support.



Retail Helpdesk

If you have any technical issues with your National Lottery equipment or any activation/validation (prize payment) issues please call the **Freephone Retail Helpdesk** on **1800 22 44 55**.

Retail Help Desk opening hours are: Monday to Saturday 7am to 10pm and Sunday 9am to 6pm.

DISPLAY OF PROMOTIONAL MATERIAL IN-STORE

From time to time PLI distribute marketing POS material to its Retail Network in support of rolling jackpots and specific promotional events.

In order to avoid player confusion it is important the correct Jackpot or Promotional Poster is displayed at all times.



Remember to *remove* all POS material that relates to any Jackpot or Promotion that is no longer current.

RESPONSIBLE PLAY GUIDE

PLAY RESPONSIBLY, PLAY FOR FUN

We are committed to operating the National Lottery in a socially responsible way by ensuring that at all times, individuals play within their means and that the vulnerable and persons under 18 years of age are protected.

SO WHAT CAN YOU DO?

- P** **Prepare** your staff; ensure they have all the information they need concerning prevention of underage and problem play.
- R** **Remember** that the sale of Lottery Products to minors is illegal; if in doubt – ask for I.D.
- E** **Encourage** your customers to play within their means, responsibly and for fun.
- V** **Vigilance** is key; particular care when selling Scratch Cards, ensuring they're only sold to over 18s.
- E** **Encourage** your customers to play responsibly and to play for fun.
- N** **National Lottery** is about raising funds for Good Causes in a safe and responsible way.
- T** **Treatment** is available to players who are worried: contact responsibleplay@lottery.ie for advice.
- I** **Initiate** contact. Don't be afraid to gently and discreetly approach someone if you believe they might be experiencing difficulties.
- O** **Oversee** activities in the store to ensure that everyone involved in the sale of National Lottery tickets is complying with their responsibilities.
- N** **Never** be afraid to do what you believe is the right thing to protect those who are vulnerable or underage.

Remember it is an offence to sell any lottery product to a person under 18 years of age.



Premier Lotteries Ireland has run a series of retail golf days for our agents at championship golf venues around the country over the past three years. This year's National Lottery Retail Golf Challenge Final will return to Real Club Valderrama, Sotogrande, Spain, for the second year in a row.

Premier Lotteries Ireland is delighted to announce this year's National Lottery Retail Golf Challenge qualifying venues, which will be scored on a single stableford individual basis.

Venue	Date	1st tee time from
County Sligo	Tuesday 29th May 2018	11.20am
Druids Glen	Wednesday 27th June 2018	10.30am
Castlemartyr	Tuesday 17th July 2018	11:00am
Mount Juliet	Tuesday 21st Aug 2018	11:00am
The Royal Dublin	Thursday 6th Sept 2018	10:10am

The four individual winners (overall winner, plus the winner of the three handicap categories) from the above events will qualify for The National Lottery Retail Golf Challenge Final in Real Club, Valderrama on Wednesday 3rd October 2018.

THE PACKAGE INCLUDES:

- Return flights to Malaga Airport
- Four star luxury accommodation in Marbella (single occupancy)
- Two rounds of golf in Torrequebrada and Valderrama Championship Courses
- All meals and refreshments

Places are limited for each qualifying event and are strictly on a first come, first serve basis. Players tee times will be allocated when they register on the day of the event. Max handicap for non GUI players is 18 for men and 24 for women.


Please register your interest by logging on to the Retailer Portal and completing the short entry form under the "Golf Event" tab. If you have any difficulty registering your entry please contact your local Sales Representative who will be happy to assist.

National Lottery Retail Golf Challenge 2018


Race to Valderrama

Scratch Card Planograms




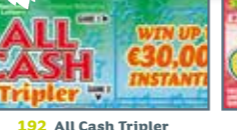

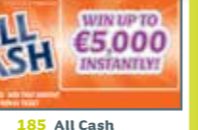


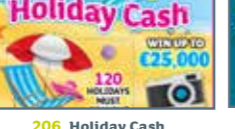



20 GAME LCU

 184 All Cash Extravaganza	 193 All Cash Spectacular	 135 Money Multiplier 40X	 167 Lucky 7s	 183 Bingo Times 10
 191 All Cash Platinum	 192 All Cash Tripler	 134 Money Multiplier 20X	 206 Holiday Cash	 190 Diamond Bingo Doubler
 189 All Cash Gold	 185 All Cash	 198 Money Multiplier 10X	 194 Crossword Doubler	 187 Crossword Plus
 146 Instant €300	 143 Instant €500	 132 Money Multiplier 5X	 132 Money Multiplier 5X	 186 Congratulations

15 GAME LCU







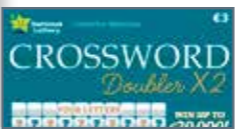


 184 All Cash Extravaganza	 193 All Cash Spectacular	 167 Lucky 7s	 183 Bingo Times 10	 190 Diamond Bingo Doubler
 191 All Cash Platinum	 192 All Cash Tripler	 135 Money Multiplier 40X	 206 Holiday Cash	 194 Crossword Doubler
 189 All Cash Gold	 185 All Cash	 134 Money Multiplier 20X	 132 Money Multiplier 5X	 146 Instant €300

DISPENSER 6 X 2





 184 All Cash Extravaganza	 193 All Cash Spectacular	 191 All Cash Platinum	 192 All Cash Tripler	 189 All Cash Gold	 185 All Cash
 183 Bingo Times 10	 190 Diamond Bingo Doubler	 206 Holiday Cash	 194 Crossword Doubler	 134 Money Multiplier 20X	 132 Money Multiplier 5X

Scratch Card Planograms


9 GAME LCU

 193 All Cash Spectacular	 191 All Cash Platinum	 183 Bingo Times 10
 192 All Cash Tripler	 206 Holiday Cash	 190 Diamond Bingo Doubler
 194 Crossword Doubler	 189 All Cash Gold	 185 All Cash

4 GAME FACING UNIT

 185 All Cash	 189 All Cash Gold
 206 Holiday Cash	 191 All Cash Platinum

12 GAME LCU

 184 All Cash Extravaganza	 193 All Cash Spectacular	 191 All Cash Platinum
 183 Bingo Times 10	 190 Diamond Bingo Doubler	 194 Crossword Doubler
 190 Diamond Bingo Doubler	 206 Holiday Cash	 1xx All Cash Tripler
 189 All Cash Gold	 132 Money Multiplier 5X	 185 All Cash

Scratch Card Stock Cards

Scratch Card Stock Cards are designed to:

- Assist retail staff in Scratch Card management
- Give an order history and establish stock requirements
- Work with Telesales representatives in maximising Scratch Card sales and avoiding out of stock

GAME			WEEK 1		WEEK 2		WEEK 3		WEEK 4		WEEK 5	
NO.	NAME	Book Size	In Stock	Order	In Stock	Order	In Stock	Order	In Stock	Order	In Stock	Order
1	206 HOLIDAY CASH	80										
2	185 ALL CASH	200										
3	189 ALL CASH GOLD	100										
4	192 ALL CASH TRIPLER (NEW)	80										
5	191 ALL CASH PLATINUM	20										
6	193 ALL CASH SPECTACULAR	20										
7	184 ALL CASH EXTRAVAGANZA	10										
8	183 BINGO TIMES 10	20										
9	190 DIAMOND BINGO DOUBLER	50										
10	194 CROSSWORD DOUBLER	50										
11	187 CROSSWORD PLUS	20										
12	146 INSTANT €300	40										
13	143 INSTANT €500	20										
14	186 CONGRATULATIONS	40										
15	132 MONEY MULTIPLIER 5X	80										
16	198 MONEY MULTIPLIER 10X	40										
17	134 MONEY MULTIPLIER 20X	20										
18	135 MONEY MULTIPLIER 40X	10										
NEW GAMES												
19	167 LUCKY7s	10										
20	196 DIAMOND DELUXE DOUBLER	80										

Always confirm all your scratch card deliveries on your terminal.

Consumables		WEEK 1		WEEK 2		WEEK 3		WEEK 4		WEEK 5	
		In Stock	Order	In Stock	Order	In Stock	Order	In Stock	Order	In Stock	Order
1	PAPER ROLLS										
2	LOTTO PLAYSLIPS										
3	EUROMILLIONS PLAYSLIPS										
4	DAILY MILLION PLAYSLIPS										
5	5-4-3-2-1 PLAYSLIPS										
6	GIFTING WALLETS										
7	3 STAR/SUN ENVELOPES										
8	STUB DRAW ENVELOPES										

Please remember that you must now order your Consumables (playslips, ticket rolls, draw envelopes and gifting wallets) when placing your Scratch Card order.

Contact Phone Numbers: Telesales: **1800 22 66 88**, Retail Help Desk: **1800 22 44 55**, Claims: **1800 66 62 22**
Find out more at www.lottery.ie

The National Lottery reserves the right to change individual Scratch Cards, Draw Games or game promotions without consultation. For details on any specific game please contact your Premier Lotteries Ireland Sales Representative.