

# STAR GAME NEWS

November 2018

See what we have in store for Christmas!

**2** Hamper Vouchers  
Win Hamper Vouchers, Shopping Vouchers, or Chocolates  
Up to €25,000 to be Won.

**6** National Lottery Good Causes Awards 2018

**14** Winning Streak  
WIN UP TO €500,000  
ON THE TV GAME SHOW  
REMOVE AND SEND IN THIS STUB TO BE IN WITH A CHANCE OF WINNING A LUXURY CRUISE

**Millionaire Raffle**

**INSIDE**

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 National Lottery

# CHRISTMAS SCRATCH CARDS

## 2018 Christmas Game Bonus Draws

In addition to the great instant win prizes on each of the three Christmas Games, players also have a chance to enter a weekly **BONUS DRAW** to win one of 5 prizes of €1,000.

### HAMPERS, SWEETS & TREATS

The popular festive €3 Christmas game is back with €25,000 to be won Instantly!

#### GAME 1

Match 3 **AMOUNTS** – Win that amount  
Match 3 x **FREE** – Win a €3 ticket

#### GAME 2

Match 2 of the same symbol – Win a **Hamper Voucher, Shopping Voucher or Chocolates**

**Average 1 in 4.36 Wins Cash / Chocolates / Hampers or Shopping Voucher.**

For scanning purposes, the PLU code for this game is **509 897 4022 000**



### New Hampers & Shopping Voucher Redemption Process

There are some exciting new changes for players in the **Hampers, Sweets and Treats** game for 2018. While the game play remains the same – the prizes and redemption process has been updated to make the win experience even better for the player.

- **Butler's chocolate Assortment** (225g) to be issued with agents consent
- **€200 Shopping Voucher** prizes can now be redeemed from Prize Claim centres throughout the country, or by contacting the National Lottery
- **The Hamper prize is now worth €500** (previously €350) and will be distributed in the form of a Hamper Voucher for gifts, ie where winners can redeem the value against a wide range of hampers and gifts. To redeem, winners of the **€500 Hamper Voucher** must call the National Lottery offices to validate their ticket. Upon validation a €500 Hamper Voucher will be issued which the customer can redeem on gifts.ie. The value of the gift card can be redeemed across multiple transactions and is valid for 24 months.

\*150,000 boxes of Butlers Chocolate Assortments (225g) to be won with a RSP of €8.50 each. On average 6 boxes of chocolates to be won per book of 80 tickets. The product will be distributed by Richmond Marketing and will be available through all multiple, symbol and wholesale groups.



### MERRY MONEY

€5 Christmas Game. Win up to 10 times on every ticket!

#### GAME 1

Match any of the **WINNING SYMBOLS** to any of **YOUR SYMBOLS** – Win amount shown

#### GAME 2

Match 2 **AMOUNTS** – Win that amount

#### GAME 3

Reveal a cash amount – Win that amount

**Average 1 in 2.88 Wins Cash**

For Scanning Purposes the PLU code for this game is **509 897 4022 109**



### CHRISTMAS COUNTDOWN

€10 Christmas Game - **win up to €100,000 Instantly!** Great play value with **4 Games to Play** and **19 Chances to Win** on every ticket!

#### GAME 1

Scratch the 24 numbered play areas. Find 3 identical symbols they win the corresponding prizes as per prize legend displayer on the ticket back

#### GAME 2

Scratch the **"25"** area to reveal 6 prize amounts. If 3 prize amounts are identical, the player wins that amount.

#### GAME 3

Scratch the 4 **"FAST CASH"** areas to reveal 4 prize amounts in each area. If you find 2 identical symbols in the same **"FAST CASH"** area, you win that amount.

#### GAME 4

Scratch the 2 **"Instant Bell"** areas. If the player reveals a **"Reindeer"** symbol the player wins €50 instantly.



**Average 1 in 2.79 Wins Cash**  
For Scanning Purposes the PLU code for this game is **509 897 4022 208**



## NEW LOOK TICKETS

### Bingo Times 10

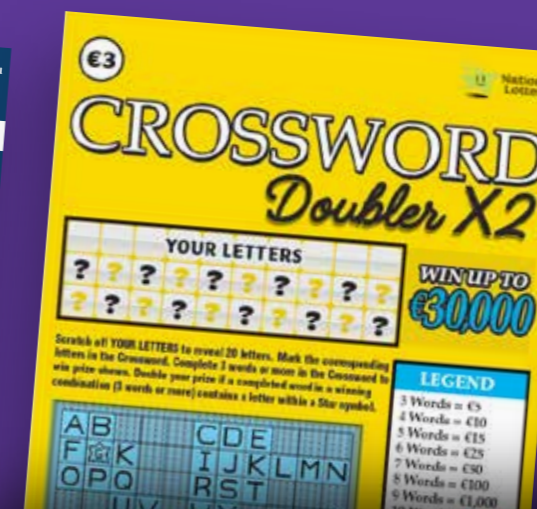
New Game Number: 219  
New PLU Code:  
**509 897 4022 904**  
On Sale Now!

### Crossword Doubler

New Game Number: 224  
New PLU Code:  
**509 897 4022 406**  
On Sale Now!

### Crossword Plus

New Game Number: 225  
New PLU Code:  
**509 897 4022 505**  
On Sale Now!



# MILLIONAIRE RAFFLE

## Millionaire Raffle, It's Back and it's bigger & better than ever!

Following the success of last year's game the National Lottery is pleased to announce the return of its hugely popular Christmas Millionaire Raffle on sale from Thursday 1 November 2018.

Tickets this year will remain at €25 and make Christmas Millionaire Raffle an ideal gift to share, or just to spoil yourself with a chance to win one of 5,568 fantastic cash prizes over the festive season.

The Top Prize in this year's Christmas Millionaire Raffle is an incredible €1,000,000 with a further 5,567 additional prizes ranging from €500 to €250,000, up 10% from last year's 5,055.

For scanning purposes the PLU/EAN code for this €25 Raffle play also remains unchanged from last year: **539 151 8926 322**

Tickets will be limited to 500,000 and offer the player the best win odds ever at 1 in 90.



## Millionaire Raffle

The Millionaire Raffle draw will take place immediately following close of sales at 10pm on Monday 31 December 2018.

The new Christmas Millionaire Raffle game will be supported by a national advertising campaign and suite of in-store point of sale material. The launch of the new game will be further supported with a comprehensive retail incentive campaign which offers fantastic prize winning packages for both retail owners & staff.

### Millionaire Raffle Prizes

- 1 Prize of €1,000,000
- 1 Prize of €250,000
- 3 Prizes of €100,000
- 10 Prizes of €10,000
- 28 Prizes of €5,000
- 125 Prizes of €1,000
- 5,400 Prizes of €500



### The Selling Proposition

- **Top Prize of €1,000,000**
- **5,567 prizes ranging from €500 to €250,000**
- **Best win odds ever with 1 in 90 a winner**
- **Christmas Millionaire Raffle tickets cost €25 each**
- **€1.50 commission on every ticket sold**
- **€1 Million Top Prize selling agent will receive a €10,000 Bonus**



## RETAILER PROMOTION

To celebrate the launch of this year's new and improved Christmas Millionaire Raffle the National Lottery are delighted to announce the latest Retailer Sales Promotion to support the new game.

In recognition of our Agents ongoing commitment and the anticipated support for this campaign the National Lottery are offering a superb prize package for the 15 Winning Agents along with a fantastic Retail Staff incentive programme. The winning agents & guest will be invited to fly to London in April 2019 (date TBC) for what will be an unforgettable weekend and will include the following:

- **2 Night's Accommodation for Two People in a Superior 4\*Plus City Centre Hotel**
- **Dinner on the Friday Night Hosted by the National Lottery**
- **Reserved Tickets for top Westend Show on Saturday**

Three of these amazing prize packages will be awarded in each of the five weeks of the campaign starting on Sunday 11 November 2018 with details of the winning agents announced every Monday.

### How can you win?

All agents who meet the weekly sales target for Millionaire Raffle ticket sales will be entered into a weekly draw where three Lucky agents will be drawn as winners of the this amazing prize package.

The target for the first week is 10 building to 30 over subsequent weeks in line with sales expectations ahead of the busy Christmas period – see table.

Those agents that sell multiples of the weekly target will receive multiple entries into the weekly draws.

Week Ending	Target Raffle Ticket Sales
17 November 2018	10
24 November 2018	15
1 December 2018	20
8 December 2018	25
15 December 2018	30

The National Lottery will draw the three winning agents at the end of each week and this detail will be communicated to the agent network via the Retailer Portal & Terminal Messaging every Monday.

### Key to Driving Sales

- Ensure all staff are fully briefed on the Millionaire Raffle proposition
- Display Millionaire Raffle promotional material including Gifting Wallets at the point of sale
- Ensure players are aware Millionaire Raffle is back for Christmas 2018 with 10% more prizes to be won
- Tickets are limited so players should play early to avoid disappointment

### Display & Merchandising

A merchandising pack has been sent to all agents for the launch of this Millionaire Raffle game. This pack includes a Window Poster, Playstand Poster, Wobbler, Gifting Wallets/Envelopes & Information leaflets for players.

### To maximise the impact of this campaign please ensure:

- Posters and wobbler are prominently displayed
- Gifting wallets & envelopes are displayed and available for players
- 'How to Play' leaflets merchandised in Playstand

Christmas Millionaire Raffle will be supported by a heavily weighted advertising campaign across all media formats including TV, Radio, Press & Outdoor.

### Terms and Conditions

- All Agents are eligible to participate in this promotion.
- The prize is non-transferable. Only the Agent and his or her Guest can attend.



# NATIONAL LOTTERY GOOD CAUSES AWARDS



## A celebration of the inspiring work impacting on communities all over Ireland

SEVEN inspiring groups from all over Ireland have been named as winners in the first ever National Lottery Good Causes Awards, aimed at honouring the extraordinary work that is impacting on communities all over Ireland. Thirty-six finalists from around the country mixed with the stars as they gathered for a glittering awards ceremony, which took place in the Clayton Burlington Hotel in Dublin.

Hosted by TV presenter Karen Koster and filmed for broadcast on Virgin Media One, The Children's Grief Centre in Co. Limerick was announced as overall National Lottery Good Cause of the Year winner. The Centre also won the Youth Category.

Each category winner received a prize of €10,000 while the Children's Grief Centre received an additional €25,000 for being the overall winner.

### The full list of winners is:

- **Community:** North Offaly Community Development Network
- **Arts & Culture:** Waterford Healing Arts Trust
- **Sports & Recreation:** Dublin Wicklow Mountain Rescue Team
- **Heritage:** St. Catherine's Church Restoration Committee, Co Leitrim
- **Health:** Spina Bifida Hydrocephalus Ireland (SBHI), Co Dublin
- **Youth:** Children's Grief Centre
- **Irish Language:** Raidió Rí-Rá, Co Dublin
- **National Lottery Good Cause of the Year 2018:** Children's Grief Centre

An overjoyed Sr Helen Culhane of the Children's Grief Centre, a support service for children who have suffered loss, said on the night: "We are thrilled to receive this award. Children often find it difficult to express their feelings through language, so by providing them with clay and paint, sand and crayons, we allow them to choose their own form of expression. The impact of this work with children is incredible. As a result of attending the Children's Grief Centre, it has been shown that children are happier, calmer, and have less feelings of anger, guilt and sadness."

Presenting the Children's Grief Centre with their prize for winning the overall National Lottery Good Cause of the Year, Minister for Culture, Heritage and the Gaeltacht Josepha Madigan said: "Loss, whether through death, separation or divorce, can be devastating, especially for the young. This award goes to a dedicated voluntary organisation which provides comfort and support to grieving children. Its committed volunteers work tirelessly all year round to provide an oasis of calm for those who have lost loved ones, helping them find their voice."

Minister Madigan added, "Community is at the heart of all we do in Ireland and the inspiring National Lottery Good Causes Awards finalists have excelled in their use of Good Causes funds to benefit their localities and the wider society. Good Causes funding has helped us build a better Ireland and has given communities opportunities they would not have had otherwise."

### Stars of the night

Joining the finalists were some well-known Irish faces who presented awards in various categories. Home from Los Angeles, where he is currently filming, to present the Arts & Culture Award was award-winning actor Colin O'Donoghue, of TV show 'Once Upon a Time'.

Ireland AM presenter Alan Hughes presented the Youth Category, while Irish Olympian race walker Rob Heffernan – a beneficiary of good causes funding himself as an athlete – presented the Sport and Recreation award. Former 'Rose of Tralee' and

advocate for LGBT rights, Maria Walsh presented Community, best-selling cookery author and charity worker Roz Purcell presented Health and Wellbeing, while bilingual TV presenter Síle Seoige was on hand to present the Heritage award.

Other well-known faces who turned out were Lotto presenters Nuala Carey, Bláthnaid Treacy and Kamal Ibrahim while the chair of the judging panel, broadcaster and businessman Bobby Kerr was there with his wife Mary. But while it was a star-studded event, it was really all the finalists who stole the show.

National Lottery CEO, Dermot Griffin, congratulated the winners on their Awards. But he emphasised all the finalists were winners in their own right. "It is fitting that Ireland's unsung heroes, who work quietly under the radar to improve lives and make a difference, are honoured in these inaugural National Lottery Good Causes Awards. Their work often goes unrecognised – but it is so valued."

More than 30 cent in every €1 spent on National Lottery games goes back to Good Causes in the areas of Health, Sport, Youth, Community, Arts & Culture, Heritage and the Irish Language. Last year alone, €226 million was raised for Good Causes by players of National Lottery games – or an incredible €620,000 a day. Since the National Lottery was established over 30 years ago, players in Ireland have helped raise more than €5.3 billion for Good Causes, funding which has shaped the development of modern Ireland.



# KEY RETAIL INITIATIVES 2018

## What is SUGO?

SUGO is an automated predictive ordering system designed to 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?

### Game Profiling

Each Retail Agent has been assigned a Group Game Profile which will determine the range of Scratch Card games available to order for that specific Retailer.

The Group Game Profile has been assigned based on the number of facings in the ticket dispenser located at the primary counter position in store so is directly related to the Retailers capacity to display. SUGO will only calculate stock requirements based on these individual game profiles.

Smaller dispensers at secondary positions in store should be used to display the bestsellers within the range defined by the game profile.

### What determines the games to be included in each profile?

The Lottery have up to 20 games on sale at any one time. Those Agents with a 20 game Lottery Counter Unit (LCU) will be assigned a 20 game profile and likewise those with a 15 game LCU will be assigned a 15 game profile and so on.

The games in these profiles are determined by their performance and ranking within the Lottery Scratch Card portfolio i.e. a 15 game profile will have the top-selling 15 games and the LCU 12 will have the top-selling 12 games etc.

The table below shows the correlation between games as a percentage of the range they represent versus the typical percentage sales value.

Game Profiles	% of Range	Sales Value %
20	100%	100%
15	75%	95%
12	60%	88%
9	45%	77%

### Order Creation & Frequency

Agents are also assigned 'Order Frequency' and 'Replenishment Day' values. These determine how often and on what day in the two week cycle orders are generated for that Agent along with how many days stock is required to fulfil that order. Each Agent has been assigned a specific day every two weeks when a SUGO order will be auto-generated and dispatched to the Agent. Once a Retail Agent is actively selling, SUGO will build 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. SUGO calculates the rate of sale by game using these weekly sales profiles - 'Last Week's Sales' and 'Average Week's Sales which is based on a four week rolling average.

It then looks to the frequency and replenishment day values to determine the number of tickets required to cover the next order cycle period. This is currently set at two weeks supply + one week cover (3 weeks in total) to allow for 'spikes' in games sales at particular times - holiday weekends gifting occasions etc. 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 their scheduled order day - see example below

Games	Daily Rate of Sale Ticket Level	Order Frequency	Replenishment Days	No. of Tickets Required for Period	Less Stock on Hand	No. of Tickets Required for Order	Book Size Tickets per Book	SUGO Books Ordered
All Cash Gold	10	2 Weekly	21	210	25	185	100	2
All Cash Tripler	4	2 Weekly	21	84	15	69	80	1
All Cash Platinum	3	2 Weekly	21	63	5	58	20	3
Wining Streak	8	2 Weekly	21	168	60	108	80	2

## When will I start receiving automated Scratch Card Orders?

We have already migrated over 80% of our retail network to the new automated system with the remainder to be completed over the coming two weeks.

## What if I feel I do not have sufficient stock to get me to my next order day?

Agents are free to call a member of the Lottery Telesales team at any time to place a top-up order if they feel it's required. SUGO will automatically factor this into its stock calculations for the next order due date.

We would expect it will take a number of months for SUGO to bed in and Retailers to become comfortable with the system. It should be noted that SUGO calculates to ticket level and not full books on hand. If system calculations determine there is sufficient stock to cover the next order period it will not order more stock. For example if a Retailer has half a book of Winning Streak in the dispenser i.e. 40 tickets and his rate of sale is just 5 tickets a week then SUGO will not order any stock despite the fact that the Retailer has no full books in stock.

## I have a 12 Game Unit but want to stock all games

SUGO is designed to drive greater efficiencies by providing the optimum range of games to each Retailer that will sell through consistently ensuring the Retailer is in a cash positive situation and reducing the liability of returning unsold stock when a game is to be ended.

Retailers can contact their local sales representative if they feel they have the capacity to sell more games and if agreed the dispensing unit will be upgraded accordingly.

## What about consumable orders - Playslips, Printer Rolls etc?

Once all Retailers have been migrated to auto-ordering consumable orders will be placed via the Lottery terminal and not through telesales as is the case currently - scheduled to be activated on all terminals w/c 19 November 2018.

Consumable orders placed on any given day will be held on the system until the due date for the Agent's 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.

Consumable orders that contain printer rolls will be treated as priority and dispatched within four working days if there is no Scratch Card order due within that time period.

Please see Quick Reference Guide enclosed for instructions on how to order your consumables using the Lottery terminal.

## Returning Scratch Card stock at game end

New terminal functionality will be introduced at the end of November that will allow Retail Agents 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 Lottery 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 is 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.

### What about partial returns?

There will be no option to return partially sold books on the terminal. It is envisaged that the SUGO predictive ordering system, full book returns functionality via the Lottery terminal and the sell through period for extended or re-issued games will eliminate the need to return partial stock. Once the game end process is initiated Agents should not activate any further stock and return all full books on hand using the new process.

Hard Stop Games - Where a game must be removed from sale on a specific date as elements of the game are deemed no longer valid allowing no sell through period, partial returns will be processed by the Sales Representative on his/her next visit. This applies to games like Winning Streak and Seasonal Games such as Christmas Countdown & Hampers Sweats & Treats

Please see Quick Reference Guide on how to return your FULL books!



# GAME END PROCESS EXPLAINED

In the life cycle of any Scratch Card game it becomes necessary for PLI to cease, replace, extend or re-issue that game for the purposes of either replenishing central warehouse stock or to end a game completely when certain play features within the game are no longer valid.

Conditions set out in the new Lottery Operating Licence means that games must now be reconciled & closed off within a specified period after the distribution of that game has ended.

The new Game End process has been put in place to manage the orderly removal of games that have ended from the system.

It takes circa. 6 months from the time distribution of a game is ceased to the time that game is marked as 'game ended' on the Lottery's central gaming system. The process has six distinct stages:

- End Distribution
- End Activation/Return
- Sell Through Partial Stock/Remove from Sale
- Game End Announcement — 90 Day Claims Period
- Game Ended
- End Return Date

## 1. Distribution of Game Ends:

This is the point where PLI stop distributing a particular game. This may occur when a game is being re-issued to replenish central warehouse stocks or when certain features of a game are no longer valid e.g. seasonal games.

Where a game is being re-issued PLI will normally colour pulse that game so Agents & Players alike can distinguish between old and new stock.

## 2. Last Date for Book Activations/Full Book Returns:

Details of games where distribution has ended will be posted on the Retailer Portal (and published in the subsequent edition of Star Game News where applicable) with the 'End Activation' date set one calendar month from that notice date. From this date no further book activations can occur and all full book stock should be put aside for return by the retailer though the Full Book returns functionality on the Photon & Proton Terminals.

In the case of a 'hard stop' game the 'end activation date' may be set earlier after end distribution to facilitate and orderly removal of the game from sale in trade.

## 3. Sell-Through Partial Stock/Remove from Sale:

Where a game has been re-issued or extended a further eight week period is allowed to sell through any active partial books or loose tickets from the predecessor game.

For 'hard stop' games this extended sell-through period is waived and a 'Remove from Sale' instruction issued for an agreed date to ensure all elements of the game remain valid and accessible to players up to and including that date.

## 4. Games End Announcement - 90 Day Claims Period:

After this eight week period elapses (not applicable to 'hard stop' games) PLI will announce game end and the commencement of the 90 day claims period. Again details will be posted on the Retailer Portal and on the National Lottery website for players to access this information. The 90 day claims period allows players who may still have winning tickets from that game to claim their prize. No tickets can be sold from any game where game end has been officially announced.

Failure to comply will attract sanctions under the Retailer Compliance policy – available to view on Retailer Portal.

## 5. Game Ends:

After the 90 day claims period has expired the status of game is changed to 'Game Ended' and the game files are disabled on the central system. No further claims can be processed from any books within that particular game issue/series after that date.

## 6. Set End Returns Date:

Date parameter set on central systems disabling the returns functionality for a particular game – typically 4-8 weeks after game end. Once set games can no longer be returned using the terminal functionality.

Credit will not be allowed on stock from a game where the end return date has passed.

The game end process for both Successor/Predecessor games & Hard Stop games is set out in workflows on the following page – Fig.1&2

Fig.1 Game End Process  
Successor/Predecessor Games

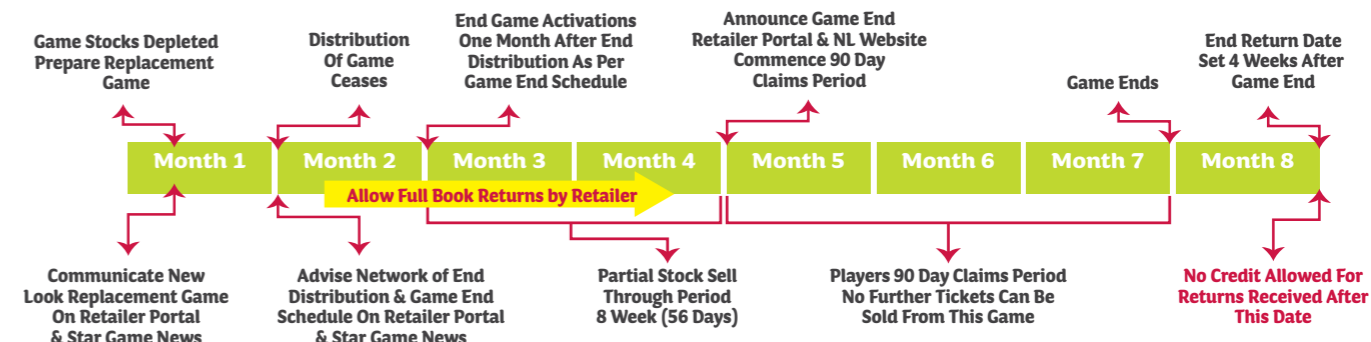
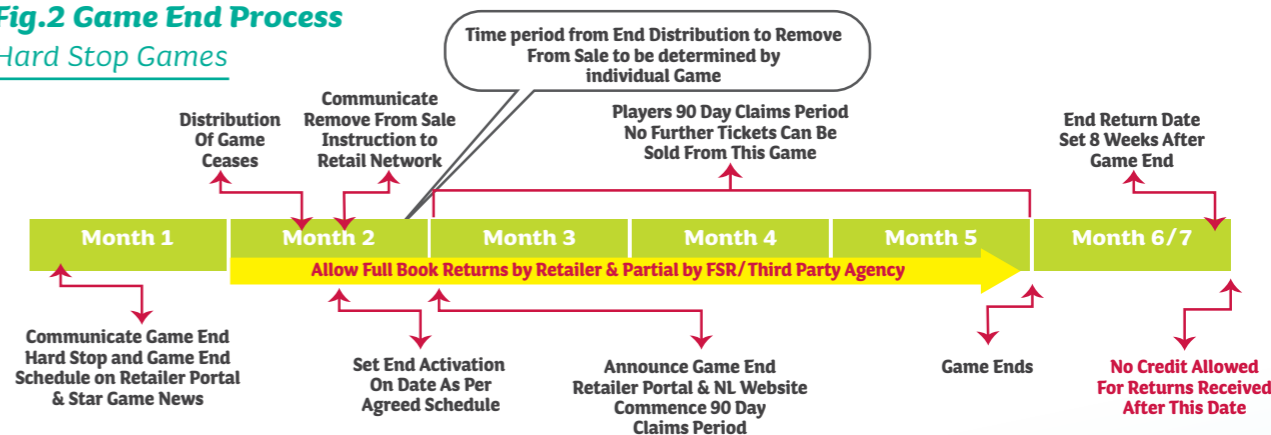


Fig.2 Game End Process  
Hard Stop Games



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

Game		Replacement Game		Distribution Ended	End Activation	Sell Through by Date Specified	Game End Announcement	Validation End Date
No.	Name	No.	Name		(Close of Trade)	(Remove from Sale at Close of Trade)	(90 Day Claims Period Commences)	(Game Ended)
135	Money Multiplier 40X	215	Money Multiplier 40X	31/08/2018	07/11/2018	01/01/2019	02/01/2019	02/04/2019
134	Money Multiplier 20X	216	Money Multiplier 20X	31/08/2018	07/11/2018	01/01/2019	02/01/2019	02/04/2019
198	Money Multiplier 10X	217	Money Multiplier 10X	24/08/2018	07/10/2018	01/12/2018	02/12/2018	02/03/2019
132	Money Multiplier 5X	214	Money Multiplier 5X	17/08/2018	07/10/2018	01/12/2018	02/12/2018	02/03/2019
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
206	Holiday Cash	n/a	n/a	20/08/2018	20/08/2018	02/09/2018	03/09/2018	02/12/2018
183	Bingo x10	219	Bingo x10	05/10/2018	05/11/2018	31/12/2018	01/01/2019	01/04/2019
194	Crossword Doubler	224	Crossword Doubler	05/11/2018	05/12/2018	30/01/2018	31/01/2019	01/05/2019
187	Crossword Plus	225	Crossword Plus	05/11/2018	05/12/2018	05/11/2018	31/01/2018	01/05/2019

# RETAIL COMPLIANCE

## Stock Management Best Practice Do's & Don'ts

### Confirming a Delivery

- Always confirm delivery of Scratch Card stock on receipt using the Scratch Card menu on the Lottery terminal, checking that the address on the order is proper to your agency.
- Always check that the books contained in the order match those detailed on the delivery docket.
- Do not activate all stock in the order on receipt as you will be charged accordingly – only activate stock as required.
- Any anomalies or discrepancies should be reported to the Retail Help Desk immediately and books set aside until checked.

### Activating Ticket Stock

- Always activate a book of Scratch Cards before placing on sale.
- Never place a book of tickets on sale where the end activation date or game end date have passed.
- Never place a book of tickets on sale where the attempt to activate the book has failed and/or a terminal message is displayed instructing not to do so.

### Paying a Prize

- Always validate a prize winning ticket through the Lottery terminal before paying out on any prize.
- Follow the instructions on screen carefully to ensure the prize validation has been completed properly.
- Only pay a prize when the terminal has issued a prize payment receipt.
- Always give customer receipts to players after validating winning tickets for payment.
- Always return non-winning tickets to customers immediately after checking.
- If presented with a prize winning ticket from a book that has not been activated by the retailer of origin please contact the Retail Help Desk as per terminal instruction.

It is important to follow any instruction on the terminal screen at all times and contact the Retail Help Desk as required.

Remember if a customer presents a ticket (Draw Game or Scratch Card) for payment that has already been signed, the Agent is required to validate the identity of the claimant before processing the prize payment. In these instances, prizes can only be paid to the individual who has signed the back of the ticket.



## Customer Receipts - Compliance Requirements

It is a requirement to give customer receipts to players after validating winning tickets for payment. PLI is obliged to monitor compliance in this regard and conduct Mystery Shopper visits across the agent network on a regular basis.

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

Always give customer receipts to players after validating winning tickets for payment, and always return non-winning tickets to customers immediately after checking.



# NEW COMPLIANCE POLICY

## Mystery Shopper - Audit Results

Results from a recent campaign involving a sample of randomly selected Retail Agents across the country show that compliance was inconsistent and fell below required standards under the key measurements below.

- Tickets Checking
- Prize Payment Processing
- Issuing of Customer Receipts
- Display of Age Control Notification & Retail License

While the processing of prize payments and the display of Age Control Notifications & Retail Licences was high at 98%, from a regulatory perspective 100% compliance is required.

The issuing of Prize Payment receipts for winning tickets however was well below acceptable standards as was the return of non-winning tickets to players after checking or attempted validation.

The results have been reviewed by the Regulatory & Compliance team at the National Lottery and further Mystery Shopper campaigns will now be conducted and sanctions applied if retailers are found to be in breach of policy and regulation in this regard.

**Details of breaches & sanctions are set out in PLI's Retail Compliance Policy.**

## New Retail Sales Agent Compliance Policy

A newly revised Retail Sales Agent Compliance Policy has been introduced and endorsed by the National Lottery retailer council and now available to view on the Retailer Portal.

This policy is designed to protect the Player, the Retailer and the reputation of the National Lottery. It also acts as a reminder to the Retail Network of the regulated environment we operate in and of Retailer's obligations under the Retail Sales Agent Authorisation.

The Retail Sales Agent Compliance Policy includes but is not limited to fraud, the selling of un-activated stock, excluded sales (underage sales), excessive play and the notification of change in control at authorised premises. Breaches fall into three weighted categories and sanctions can be applied accordingly.

When a breach is recorded a rolling twelve month period of observation (starting the date of the breach) commences to ensure there are no further breaches. Depending on the type of breach sanctions may be imposed up to and including the suspension or termination of your Retail Sales Agent Authorisation.

**The Retail Sales Agent Compliance Policy is available to view on the Retail Portal.**





















**Remember your Retailer Licence must be displayed in-store and an approved Age Control Notification visible to players at any point of purchase where Lottery products are sold.**

**Age Control Notices were fixed to all Lottery display equipment as part of the recent Lotto Plus campaign and will be included in all Compliance & Excellence audits going forward.**


















# SCRATCH CARD PROFILES










## 20 GAME LCU/PROFILE 1

 184 All Cash Extravaganza	 193 All Cash Spectacular	 215 Money Multiplier 40X	 167 Lucky 7s	 219 Bingo Times 10
 191 All Cash Platinum	 192 All Cash Tripler	 216 Money Multiplier 20X	 207 Winning Streak	 190 Diamond Bingo Doubler
 189 All Cash Gold	 185 All Cash	 217 Money Multiplier 10X	 224 Crossword Doubler	 225 Crossword Plus
 221 Merry Money	 143 Instant €500	 214 Money Multiplier 5X	 220 Hampers Sweets & Treats	 186 Congratulations





## 15 GAME LCU/PROFILE 4

 184 All Cash Extravaganza	 193 All Cash Spectacular	 167 Lucky 7s	 221 Merry Money	 190 Diamond Bingo Doubler
 191 All Cash Platinum	 192 All Cash Tripler	 215 Money Multiplier 40X	 207 Winning Streak	 224 Crossword Doubler
 189 All Cash Gold	 185 All Cash	 216 Money Multiplier 20X	 217 Money Multiplier 10X	 220 Hampers Sweets & Treats

## 9 GAME LCU/PROFILE 3









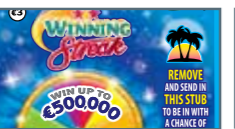


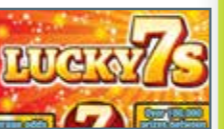
 193 All Cash Spectacular	 191 All Cash Platinum	 220 Hampers Sweets & Treats
 192 All Cash Tripler	 207 Winning Streak	 190 Diamond Bingo Doubler
 221 Merry Money	 189 All Cash Gold	 185 All Cash

## 4 GAME FACING UNIT













 185 All Cash	 189 All Cash Gold
 207 Winning Streak	 191 All Cash Platinum

SECOND POINT OF DISTRIBUTION

## DISPENSER 6 X 2/PROFILE 2

 184 All Cash Extravaganza	 193 All Cash Spectacular	 191 All Cash Platinum	 192 All Cash Tripler	 189 All Cash Gold	 185 All Cash
 220 Hampers Sweets & Treats	 190 Diamond Bingo Doubler	 207 Winning Streak	 224 Crossword Doubler	 221 Merry Money	 167 Lucky 7s

## 12 GAME LCU/PROFILE 2

 184 All Cash Extravaganza	 193 All Cash Spectacular	 191 All Cash Platinum
 221 Merry Money	 190 Diamond Bingo Doubler	 224 Crossword Doubler
 220 Hampers Sweets & Treats	 207 Winning Streak	 1xx All Cash Tripler
 189 All Cash Gold	 167 Lucky 7s	 185 All Cash

Unwrap up to €100,000 this Christmas!



222 Christmas Countdown

Please display Christmas Countdown tickets in the display pouches sent out with initial orders. If you require additional display pouches please contact your Telesales Representative or the Point of Sale Department at 01 8364444.

# 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	207	WINNING STREAK	80										
2	185	ALL CASH	200										
3	189	ALL CASH GOLD	100										
4	192	ALL CASH TRIPLER	80										
5	191	ALL CASH PLATINUM	20										
6	193	ALL CASH SPECTACULAR	20										
7	184	ALL CASH EXTRAVAGANZA	10										
8	219	BINGO TIMES 10	20										
9	190	DIAMOND BINGO DOUBLER	50										
10	224	CROSSWORD DOUBLER	50										
11	225	CROSSWORD PLUS	20										
12	146	INSTANT €300	40										
13	143	INSTANT €500	20										
14	186	CONGRATULATIONS	40										
15	214	MONEY MULTIPLIER 5X	80										
16	217	MONEY MULTIPLIER 10X	40										
17	216	MONEY MULTIPLIER 20X	20										
18	215	MONEY MULTIPLIER 40X	10										
19	167	LUCKY7s	10										
20	222	CHRISTMAS COUNTDOWN	10										
21	221	MERRY MONEY	20										
22	220	HAMPERS, SWEETS & TREATS	50										

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 from the 19th November your consumables orders should be placed using the consumables menu on your Lottery Terminal.

**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](http://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.

