



# ABOUT US

We're responsible for operating The National Lottery – one of the UK's most well-known and life-changing brands.

Whether it's the work we do with the wider National Lottery family to highlight the amazing difference that National Lottery players make every single week for Good Causes, the comprehensive after-care programme we have in place for our major prize-winners, our reputation for selling National Lottery tickets in a socially responsible way or the wide-ranging support we offer our employees, we've consistently delivered for the nation.

# OUR MISSION

Our mission is to change lives – not only the lives of National Lottery winners who have scooped life-changing prizes, but the lives of millions of people who benefit from the £30 million-plus in Good Causes funding that National Lottery players raise every week.

We look to do this by continuing to prioritise long-term, responsible growth by:

- building a brand that encourages lots of people to play but to individually only spend small amounts;
- designing a range of games that offers something for everybody;
- making our games accessible so that people can play anytime, anywhere, on any device;
- getting to know our players to help us understand how they play; and
- clearly communicating the uniqueness of The National Lottery and the extraordinary good that it does.



## WHAT WE DO

Our overarching objective is to maximise returns to Good Causes through selling National Lottery products in an efficient and socially responsible way.

This involves creating, marketing and promoting new games; developing and running The National Lottery's infrastructure; providing services for players and winners; and working in partnership with around 43,000 retailers. As a private company, we also have responsibilities to our shareholder, the Allwyn group, which acquired Camelot from Ontario Teachers' Pension Plan in February 2023.



# 43,000

We work in partnership with around 43,000 retailers across the UK

## OUR APPROACH

**We've always believed that the key to The National Lottery's long-term health – and therefore the money it raises for Good Causes – is to give players a positive and enjoyable experience within a safe environment, with lots of people playing but each spending relatively small amounts.**

We therefore look to attract the broadest possible player base by developing a balanced and appealing portfolio of games that offers something for everyone; making those games as attractive and as generous as possible to players in order to maintain their appeal in what has become a highly competitive market; innovating to meet changing consumer preferences and shopping habits; and building a strong and healthy brand that better connects The National Lottery's unique purpose with play.

The effectiveness of this approach is underlined by the huge popularity and reach of The National Lottery: two-thirds of UK adults – almost 36 million people – played National Lottery games at least once last year, with the demographics of play closely mirroring the demographics of the UK population as a whole. But despite being the seventh largest lottery in the world in terms of sales, The National Lottery is ranked just 66th in the world in terms of per capita spend, highlighting the success of our work to have lots of people playing a little. (Source: *La Fleur's World Lottery Almanac 2023*)

We've now grown total National Lottery sales by 59% over the course of the third National Lottery licence period, with annual returns to Good Causes now £500 million higher than they were at the start of the licence in 2009. With the majority of National Lottery grants being for £10,000 or less, that's enough money to fund 50,000 new projects – initiatives that could make a real difference to the lives of people and communities across the UK.

Over the same period, annual payments in Lottery Duty to the Treasury are now £364 million higher, while annual prize money awarded to players is more than £2 billion higher.

As a result, The National Lottery continues to return around 95% of all sales revenue to winners and society – clear evidence that it is delivering for everyone in the UK.

With our licence to operate The National Lottery running until February 2024 – and at a time when people, projects and communities continue to rely on the support of The National Lottery – we're determined to continue to deliver for Good Causes in a safe and socially responsible way to ensure that The National Lottery enters the next licence period in great shape. We're also working closely with colleagues at incoming operator – Allwyn UK – on its transition plans.

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## THE NATIONAL LOTTERY FAMILY

As the operator, our role is critical to The National Lottery's ongoing success. But we couldn't deliver over £30 million each and every week to Good Causes without working in close partnership with a number of other bodies, each of which plays a key role as part of the National Lottery family:

- **Parliament**, through The National Lottery Act etc. 1993 (as amended), governs the operation and regulation of The National Lottery, and sets out National Lottery policy, including which Good Cause areas will benefit from National Lottery money and the funding levels for each. The Department for Culture, Media & Sport (DCMS) is the government department responsible for The National Lottery.
- **The Gambling Commission** (formerly the National Lottery Commission) is sponsored by DCMS, and is responsible for licensing and regulating The National Lottery. Its duties are to preserve the integrity of The National Lottery, protect players and maximise returns to Good Causes.
- **Ontario Teachers' Pension Plan (OTPP)**, which owned Camelot from 2010 to 2023, and the **Allwyn group**, which acquired Camelot from OTPP in February 2023. Allwyn is a leading multi-national lottery operator, and is committed to the successful delivery of The National Lottery and returns to Good Causes over this year and the next decade.
- **12 National Lottery distribution bodies**, each with specialist knowledge of their sectors, which decide which beneficiaries should receive National Lottery funding. All of the distribution bodies operate at arm's length from government and Camelot, and follow strict guidelines when deciding which applications for funding will be successful.
- **The National Lottery Promotions Unit** is a joint venture between the distribution bodies, Camelot and DCMS, and is responsible for promoting positive public awareness of National Lottery funding and the projects it supports.
- **Around 43,000 retailers** throughout the UK, ranging from small corner shops and newsagents – with independent outlets making up the majority of our retail footprint.



## OUR LOCATIONS

We've been proud to call Watford our home since 1994 – with the majority of our 1,000 employees working from our head office in Watford, Hertfordshire.

We also have a prize payout and IT operations centre in Liverpool, a national distribution centre in Northampton and a corporate affairs department in London, while our Retail Sales Executives and Winners' Advisors are based throughout the UK.



**6,800**

The number of millionaires or multi-millionaires that The National Lottery has now created

# OUR YEAR IN NUMBERS

The National Lottery isn't just about picking the winning numbers – there are lots of other numbers that demonstrated our success during the year.

# £8.1B

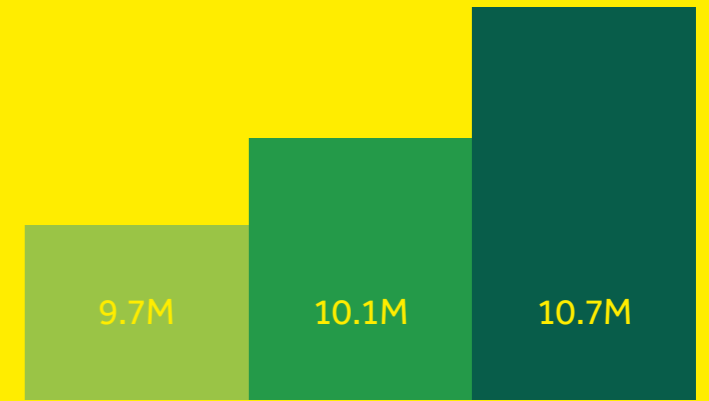
Our performance over the year saw us achieve the second highest annual sales since The National Lottery's launch

# £1.8B

The amount we generated for Good Causes during the year – the equivalent of £36 million every single week

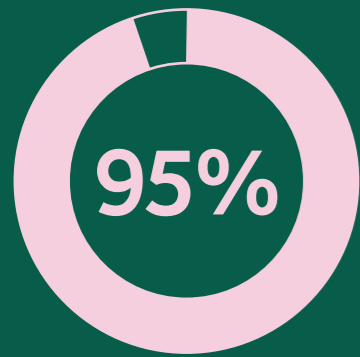
# £90B

The amount of prize money that The National Lottery has awarded to players to date



2020/21 2021/22 2022/23

With 10.7 million active registered players, national-lottery.co.uk is one of the leading e-commerce sites in the UK



The percentage of all revenue that The National Lottery returns to winners and society – clear evidence that it is delivering for everyone in the UK

# £47B

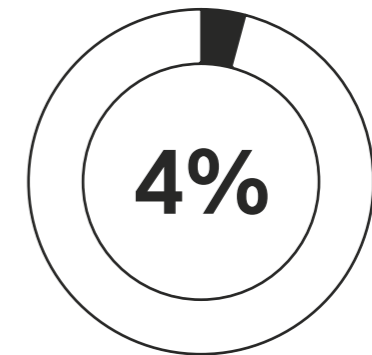
The amount The National Lottery has raised for Good Causes since its launch in 1994

# £7.7B

The amount of sales commission earned by our retail partners since 1994

# 43,000

With around 43,000 retail partners across the UK – and 94% of the UK adult population living or working within one mile of a National Lottery terminal – we're ensuring that The National Lottery is convenient to play



The percentage of total revenue we spend on operating costs, making us a highly cost-efficient operator

# 67%

The proportion of UK adults who played The National Lottery at least once last year – almost 36 million people – underlining the huge popularity and reach of the brand

# 670,000

The number of individual Good Cause projects that have now received National Lottery funding – the equivalent of 240 grants in every postcode district



# 20%

One in five UK adults played The National Lottery online during the year

# 382

The number of millionaires created in 2022/23, equivalent to more than one a day

# 66th

We're recognised for selling National Lottery tickets in a socially responsible way – The National Lottery is ranked just 66th in the world in terms of per capita spend, despite being the seventh largest lottery in the world in terms of sales

(Source: La Fleur's World Lottery Almanac 2023)

# £4.6B

The amount of prize money awarded to players during the year – the second highest- ever amount awarded

# £982M

The amount of Lottery Duty that was paid to the Treasury in 2022/23



The amount of revenue our shareholder retains in profit after tax

# £20.4B

The amount of Lottery Duty that The National Lottery has now generated for the Treasury – money that has helped to fund public expenditure across the UK