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





Our understanding of sustainability

Corporate Social Responsibility is a concept which provides a basis for the Austrian Lotteries to incorporate social, economic and environmental concerns on a voluntary basis in their activities as entrepreneur and in their business relations with their partners. To act in a socially and ecologically responsible way does not only mean to comply with the statutory regulations, it also stands for increasing investment into relations with stakeholders. This attitude requires from the company management heightened awareness of its social, ecological and economic responsibility which is actually reflected in the entirety of the company's operations.

The Austrian Lotteries have always taken their responsibility very seriously. However, they are convinced that beyond their current focus on "Responsible Gaming" further improvements are still possible which will have an impact on all of the company's sectors. In 2007, the first Sustainability Report, drawn up according to the guidelines of the "Global Reporting Initiative" organisation, was presented. Sustainability reports drawn up according to this internationally accepted and standardised GRI guideline enable a comparison of the companies' performances and achievements in the social, the ecological and economic fields.

The Sustainability Report of 2007 documents the activities of the company relating to sustainable development and sets forth specific objectives and measures for the coming years. In 2008, the degree of attainment of these objectives was reviewed and progress in the individual areas was subjected to regular scrutiny. The Progress Report on Sustainability for 2008 is available, reflecting developments so far.

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Responsible Gaming

As a responsible provider of games of chance, the Austrian Lotteries have from the very beginning sought to counteract potential problems. To keep the "game factor" in games of chance, the Austrian Lotteries feel obliged to make it possible for players to adhere to the principle of moderation by self-restriction.

A special unit in the group is in charge of "Responsible Gaming, Advertising and Sponsoring". For many years, it has been dealing with this subject in co-operation with university institutions and counselling services. Executives and those in touch with customers attend regular continuing professional education workshops specially conceived for them, at which they are trained by experts from Austria and abroad. However, the department also offers advice and help to players with problem gambling behaviour.

Responsible Gaming Academy

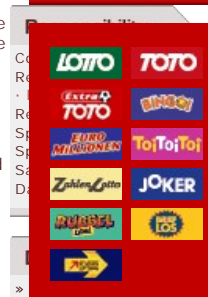
May 2009 saw the sixth occasion on which the Responsible Gaming Academy was held at Studio 44 hall of the Austrian Lotteries. The target group for this event included employees of the Austrian Lotteries, Casinos Austria, WINWIN and tipp3.



Austrian Lotteries maintain their own Responsible Gaming department.

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Responsible Advertising

All governments in Europe aim at channelling the population's play instinct in a controlled way and at protecting players.

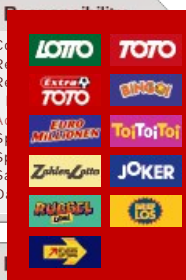
Legislators contemplated a total prohibition of gambling as a desirable state but found that the play instinct immanent in human beings cannot be entirely repressed so that a high risk of recourse to illegal offers might ensue. For this reason, a strict system of prohibitions with exemptions for state-licensed providers subject to special requirements was created.

Control of the gaming market by channelling consumer needs towards a range of offers optimised from the regulatory perspective can only be successful if consumers feel that legal offers are better in quality. In market economies there is competition between legal products and a wide variety of products without a domestic license. As players are in fact (though not legally) free to choose, it is important to focus their attention on legal games.

For years, the Austrian Lotteries have adhered to the principles of "Responsible Advertising", which means advertising in an informative way while by no means obscuring the facts. This is what persuasive advertising does. The fundamental need to play is not stimulated excessively, and kept within limits that are acceptable from a regulatory point of view. For example, it can indicate that one is not buying a sure win at low cost but the opportunity to purchase a dream. This is the advertising pitch which the Austrian Lotteries have used for Lotto, its biggest-selling product, for many years, and it can definitely be considered a case in point for successful advertising. As for the second top seller, scratch-off tickets, again it is not the money that is in the focus of the campaign but the kick one gets out of scratching the ticket and the little boost of joy for life that follows.

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Sponsoring

The Austrian Lotteries consider it part of the social responsibility to contribute to good causes – societally recognised and desirable projects. Under the motto “Making much materialise...” they again contributed substantially to the funding of numerous projects with a major non-profit aspect in the fields of environment and nature, health, humanitarian causes, sports, art and culture, youth promotion, economics, science and research in 2008.

For detailed information on sponsoring please refer to page 18 of the Progress Report on Sustainability 2008 of the Austrian Lotteries.

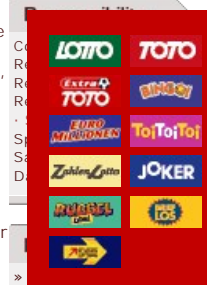
In total, 2,2 million euro of sponsoring funds were made available in 2008. Adding the Austria sports promotion funds as enshrined in the Austrian Games of Chance Act (an amount of 62.02 million euro in 2008) and funds for support via the media (an amount of 22,1 million euro in 2008), the total sponsoring amount sums up to 86,32 million euro.



One of the most popular projects supported by Austrian Lotteries is the Project Panda in cooperation with Vienna's Schönbrunn Zoo.

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Safety and Security

Safety and security are enshrined in the mission statement of the Austrian Lotteries, and along with trustworthiness in games handling, they are central to the corporate philosophy of the Austrian lottery company. In keeping with these principles, the range of games is continuously improved and state-of-the-art technology is used.

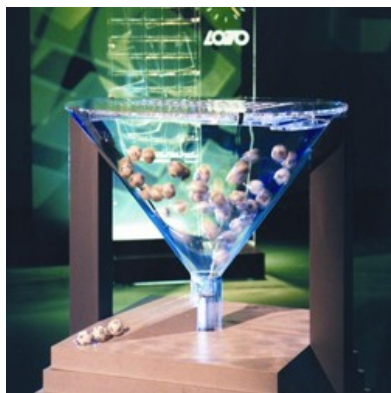
Already years ago, the Austrian Lotteries have taken the line of implementing a complex and integrated security concept in order to ensure availability, integrity and confidentiality of its business processes and systems. A transdivisional Security Committee ensures that the safety and security guidelines are adhered to and that the security standards implemented in the company are continuously improved.

The safety and security policy of the company governs the following areas within the wider corporate goals:

- safeguarding the secure handling of all games and the significant business processes going beyond this, with a view of propriety and continuity.
- a guarantee that each player has the same chances to win and that manipulations of any kind – specially in respect of participation in games, draws and determination of winnings – are prevented.
- ensuring the correct handling of confidential data, adherence to the Data Protection Act and other legal provisions.
- ensuring that staff is safe from threats during operations.

Information security at the highest level

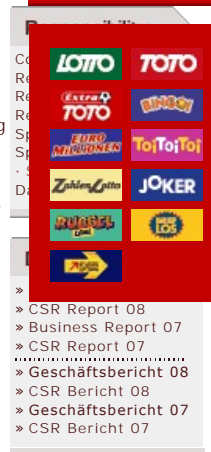
The security structure and security measures implemented were certified in accordance with the Security and Control Standard of the World Lottery Association (WLA) by an international certification body. These internationally accepted standards apply to the operational security in the provision of games of chance. ISO Standard 27001 on information security was integrated. Moreover, all business processes which are to do with handling the games of the Austrian Lotteries are covered by the Information Security Management System (ISMS).



All draws are subject to strict security standards.

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