



EL INDUSTRY DAYS
**LOTTERIES BRIDGING
CONTINENTS**
JUNE 7-10, 2026 | MARRAKECH

ORGANISED BY



**THE EUROPEAN
LOTTERIES**
FOR THE BENEFIT OF SOCIETY

HOSTED BY

البياتيب الوطنى
متعة وضمان
ΣΠΟΛ ΣΙΑ ΕΠΙΧΕΙΡΗΣΙΣ
ΣΟΟ Α ΕΠΙΧΕΙΡΗΣΙΣ
LOTTERIE NATIONALE
Jouons solidaire



SUPPORTED BY



**ASSOCIATION DES
LOTTERIES d'AFRIQUE**

OUR JOURNEY TOWARDS A FULLY DIGITAL CUSTOMER EXPERIENCE

ROGER SOLEIM, CCO AT NORSK TIPPING AS

LEVEL I PARTNERS


BRIGHTSTAR


SCIENTIFIC GAMES

LEVEL II PARTNER


ARISTOCRAT
INTERACTIVE

Facts about Norsk Tipping



Norsk Tipping



Trond Bentestuen,
CEO



State-owned

2,4
million
customers

424

employees

724

Million EUR in
profit
for good causes



Located in Hamar



Norsk Tipping is the peoples' gaming company

Our mission is to offer an attractive and responsible gaming environment where the money goes back to society

Attractive games

Money to society

In a responsible way

Draw based



61 % GGR



2,15 mill.
customers

Soft instants



9,6 % GGR



713k digital
customers + physical
scratch cards

Sports



13,6 % GGR



652k customers

Casinos



15,8 % GGR



435k customers

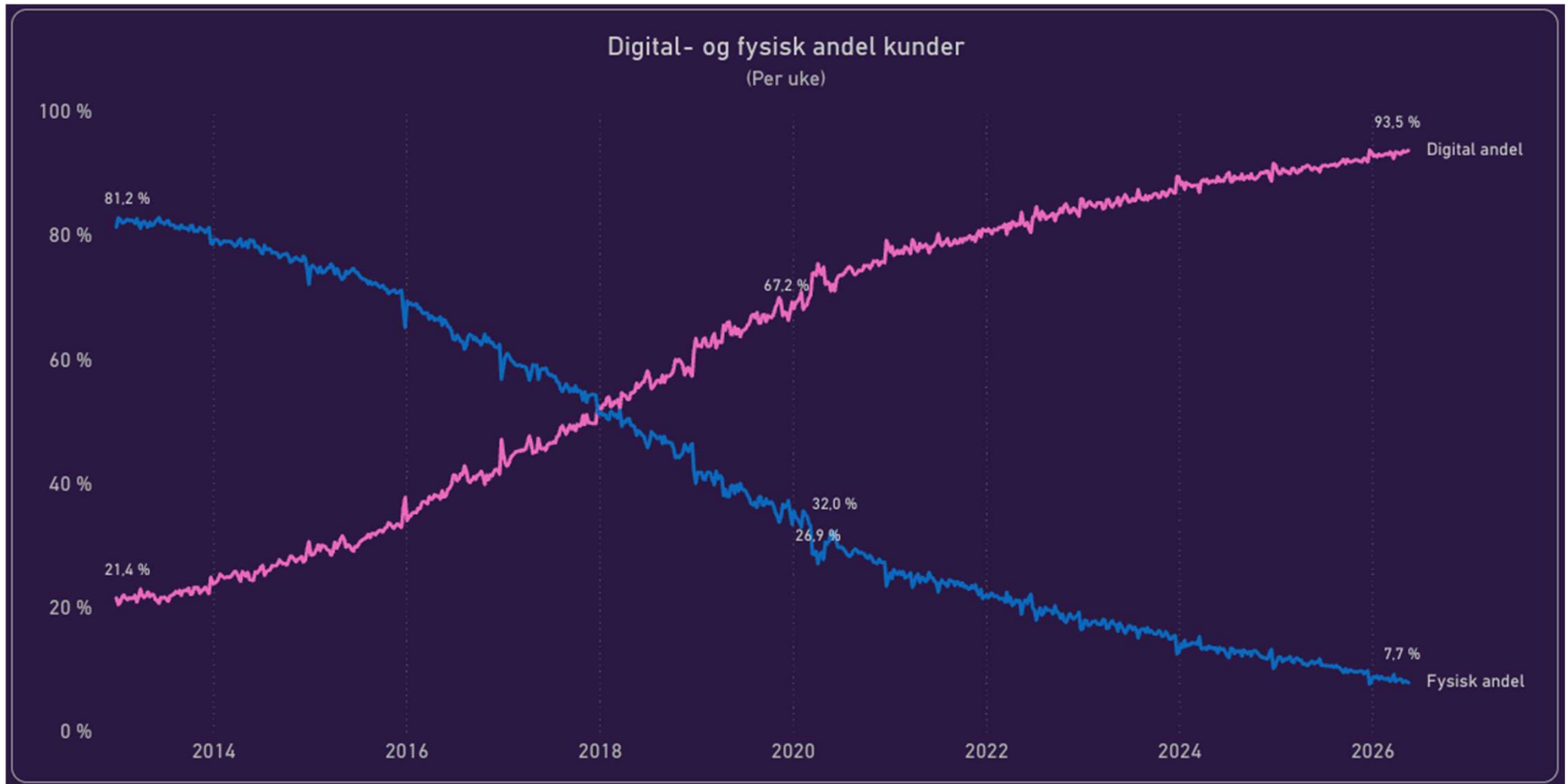
CUSTOMER
EXPERIENCE
SINCE 1948





Mobile driving digital growth

Digital share per week (customers)



How did we get here and why?

Internal factors:



Early birds

Started our mobile journey early



Mobile first

Increasing recognition of mobile first



CX

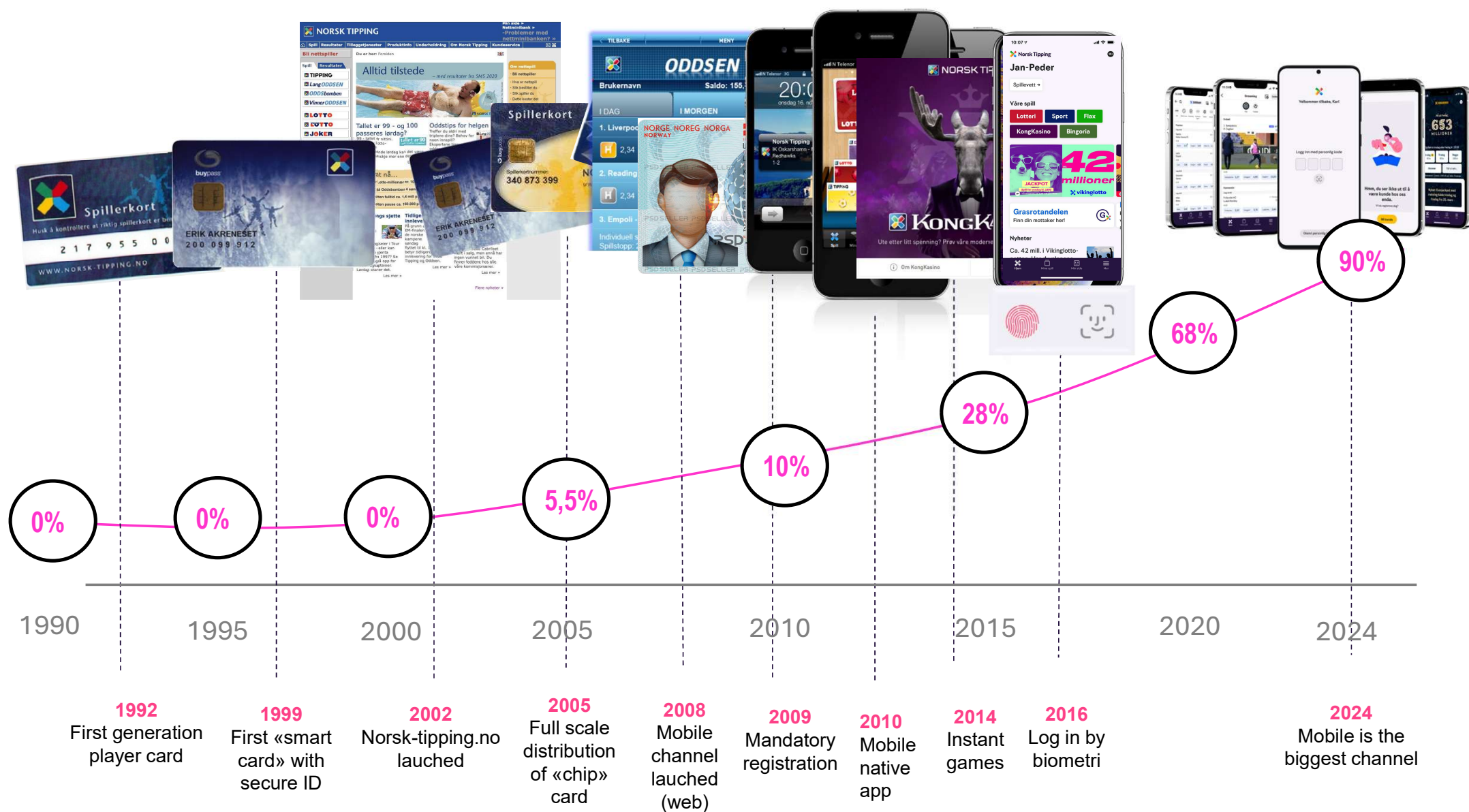
Focus on customer experience – part of our strategy



Good friends

Partnering up with leading app-developers and affiliates

BUT MOST IMPORTANT: OUR CUSTOMERS CHOSE THE DIGITAL EXPERIENCE





By 2028, it will no longer be possible to purchase draw based games in retail stores

Only Flax (scratch
cards) will remain
available in retail



KYC



The player card:

Mandatory registration

- One player-ID across all channels
- One player account for each customer
- Easy to transfer money in or out
- Prizes below 1000 euros are transferred to this account, over 1000 euros to the bank account
- Pay for the games with the Player Account
- Find your game receipt in the digital channels even if they are bought at the retailers



Player card and the player ID: WE KNOW WHO OUR CUSTOMERS ARE



- We know what they want, need and are struggling with
- We can prioritize innovation activities based on the most important segments needs
- We can refine and tailor marketing messages based on the interests of each individual segment.
- Fundamental for personalized customer experiences – including RG

CUSTOMER EXPERIENCE IN NORSE TIPPING



A responsible and attractive customer experience

OUR CUSTOMERS ARE CHANGING



● 93% of our customers are digital

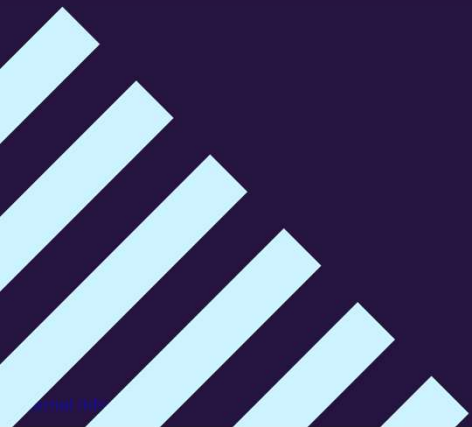
● We have a large proportion of older customers in the draw based category

● The younger generation expects more from us!

=

We need to recruit more young lottery players by innovating and meeting customer expectations and needs

**Are there no
challenges?**





- **Visibility** as physical sales locations disappear
- **Digital exclusion** among older customers
- **Brand building** in the digital space

● Brand building in the digital space

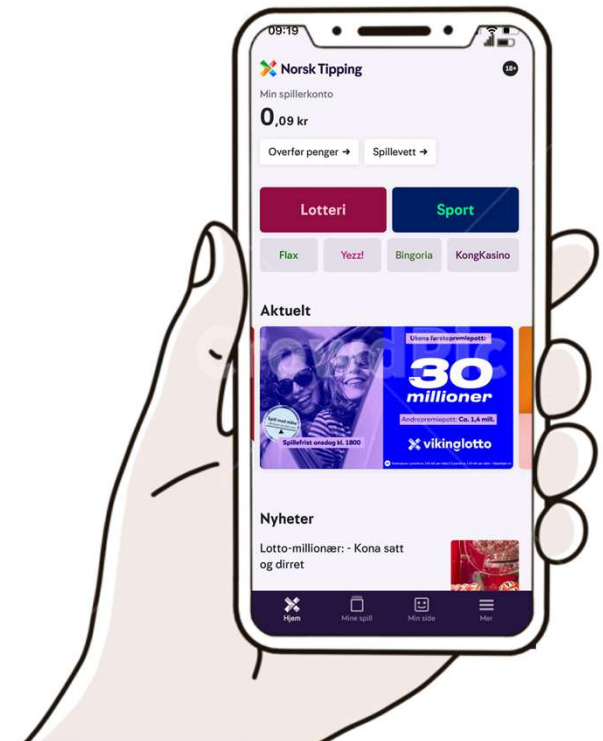
How to create equally distinct and emotional experiences in a digital age?

BEFORE DIGITAL CHANNELS



Emotionally, personal, in a physical environment, social, tradition and habits, excitement and entertainment

«EVERYTHING» IN THE MOBILE



Available, functional and efficient



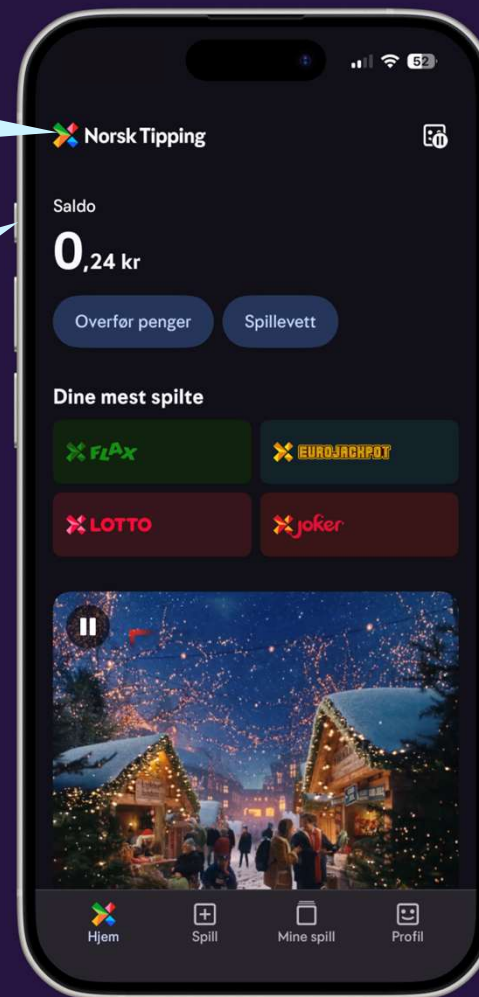
Digital exclusion among older customers

- The Norwegian Digitalisation Agency: 600,000 Norwegians are **non-digital consumers today**
- Characteristics of our non-digital customers are;
 - Old age/seniors
 - Low digital maturity/possibility
 - Like routines and paper (receipts and coupons)
 - «Green» player profile - no gambling problems
 - Very loyal



Am I logged in now?

What do they mean by balance?



Where can I find my games?

Do they charge me when I tap here?

Where is Wednesday Lotto?

Am I logged in now?

What do they mean by balance?

Lucky ticket?

What does system play mean?



Where can I find my games?

Where are my numbers?

Do they charge me when I tap here?

Where is Wednesday Lotto?

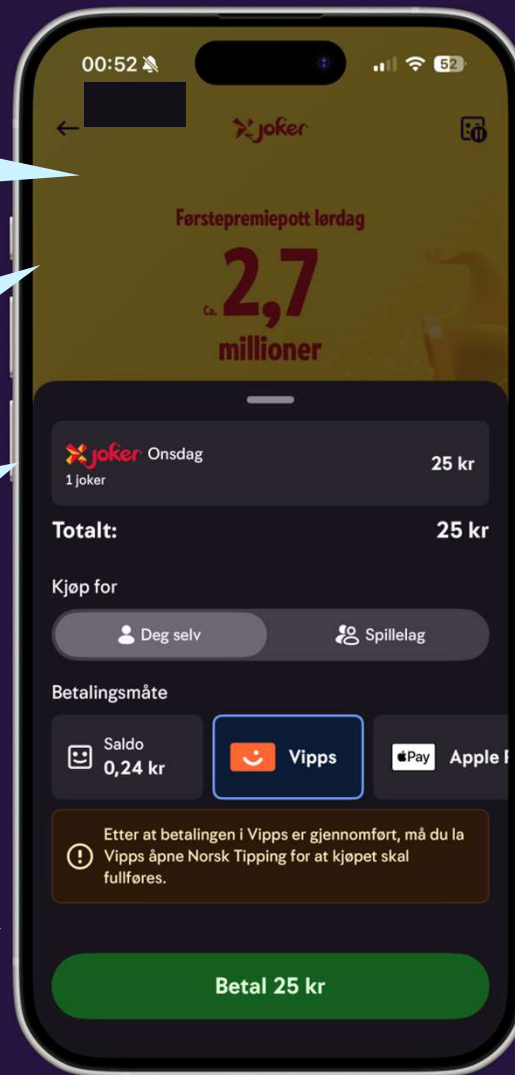
Am I logged in now?

What do they mean by balance?

Lucky ticket?

What does system play mean?

Now everything disappeared...



Where can I find my games?

Where are my numbers?

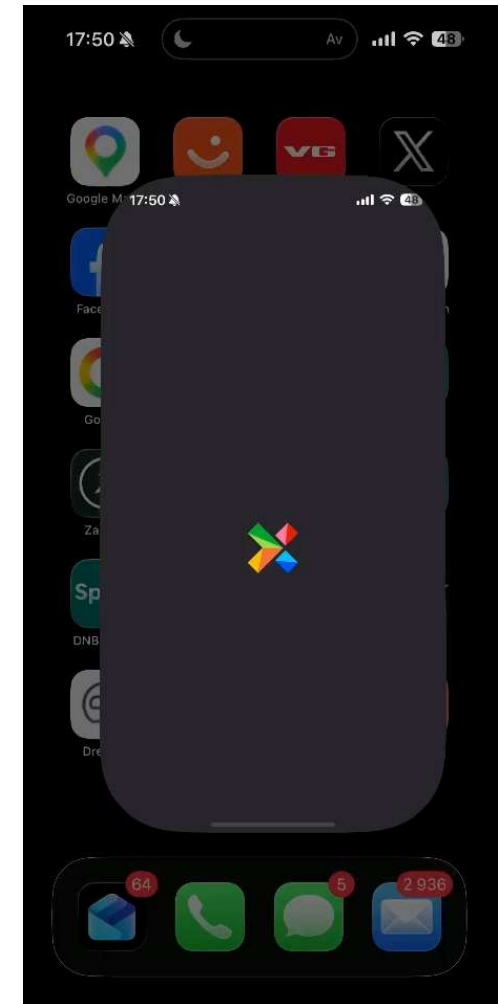
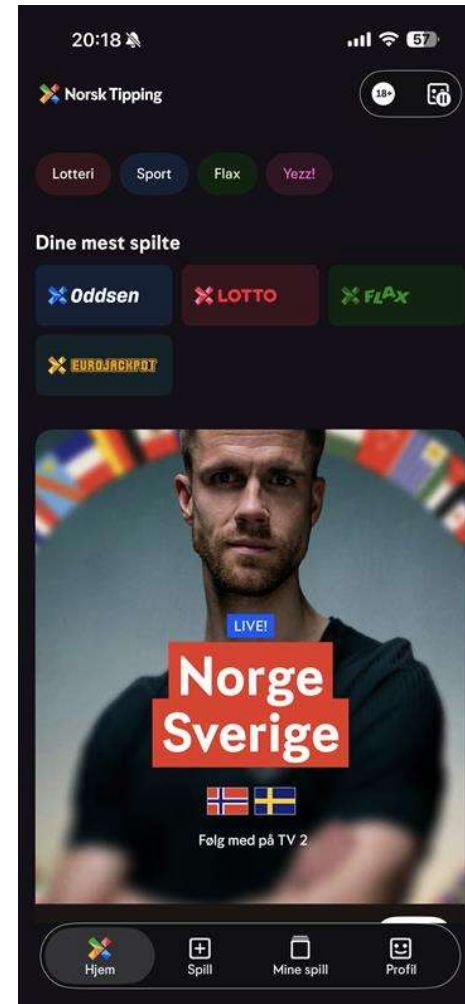
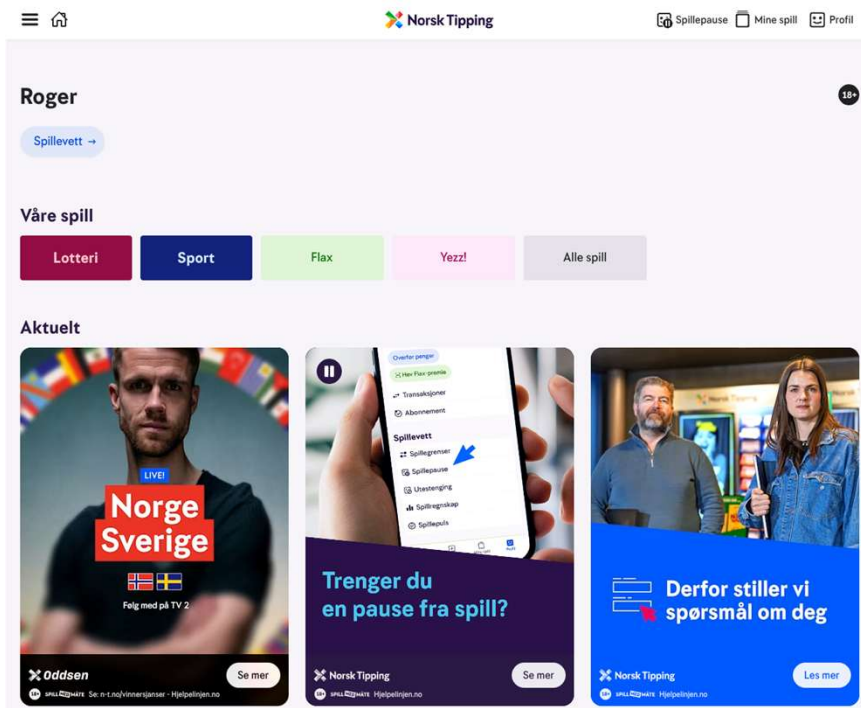
Do they charge me when I tap here?

Why is nothing happening on Vipps?

Where is Wednesday Lotto?



FROM 1.JAN 2028 – NORSK TIPPING FULLY DIGITAL





Roger Soleim



EVP/CCO customer, product
and RG



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THANK YOU



Norsk Tipping