

Move Fast, Stay Trusted

*What 300 years of Staatsloterij teaches
us about responsible innovation*

Marrakech, June 2026 - Raffaele Fiorini





NEDERLANDSE
LOTERIJ



300
YEARS

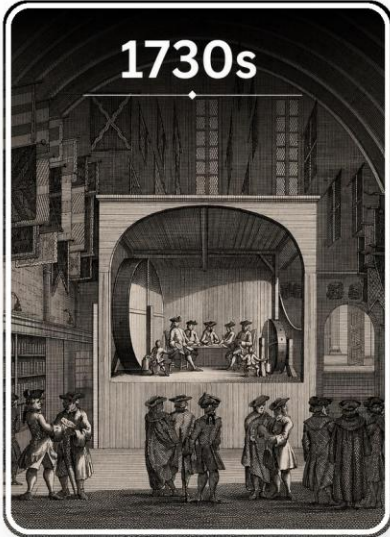
Check out the full movie (in DUTCH) – [available here](#)



What did we just see?

Illustration: The Evolution of the Draw

From 30,000 tickets in 30 days to 7.4 million tickets in 2 hours



1730s

THEN

Manual draw

Trust made visible in a physical process

30,000
tickets

30
days

Physical processing

Manual controls

Public supervision

Visible trust

SCALE
changed
TRUST
remains

NOW

Digital operation

Same promise at a completely different scale

7.4m
tickets

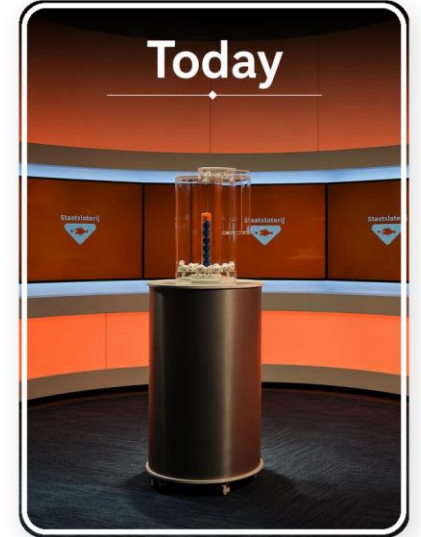
2
hours

Real-time validation

Digital sales peaks

Data & monitoring

Higher compliance



Today



The draw had to evolve with scale and speed.

But its job stayed the same: make fairness visible, process every ticket correctly and keep the player promise trusted at every draw.

Trust

Regulation

Protection

Operational excellence



300
YEARS

Different technology.
Same promise.



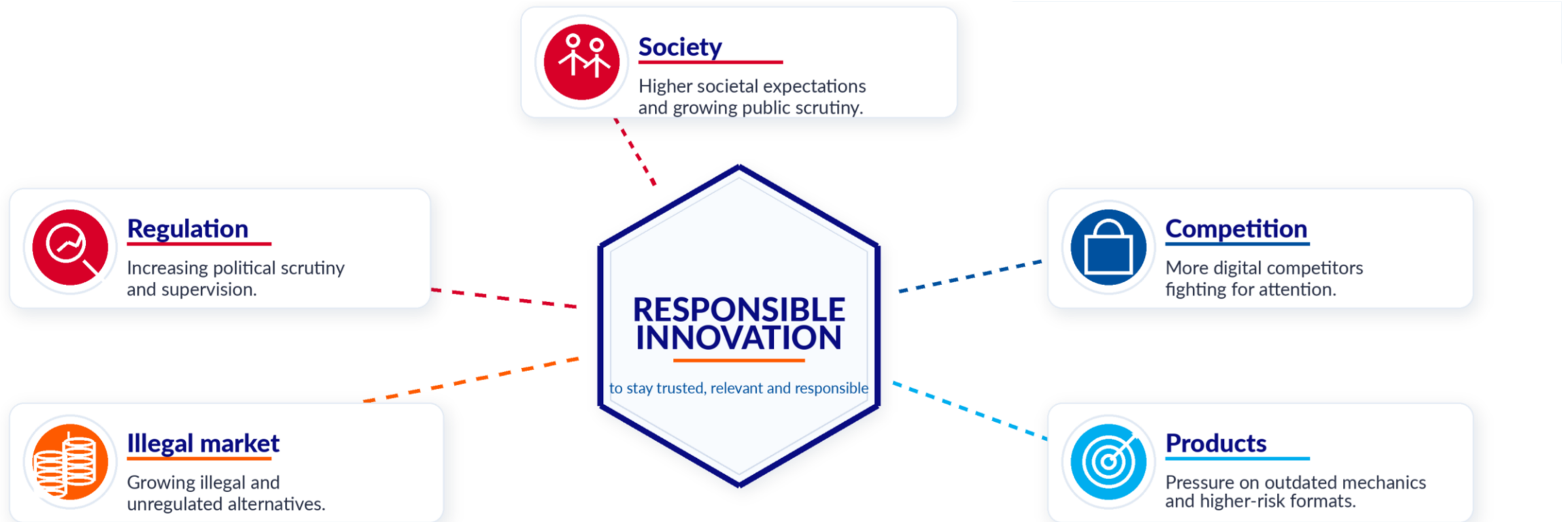
The Four Foundations of Lotteries that never change

The values that make the player promise possible



Why Innovation Is Needed

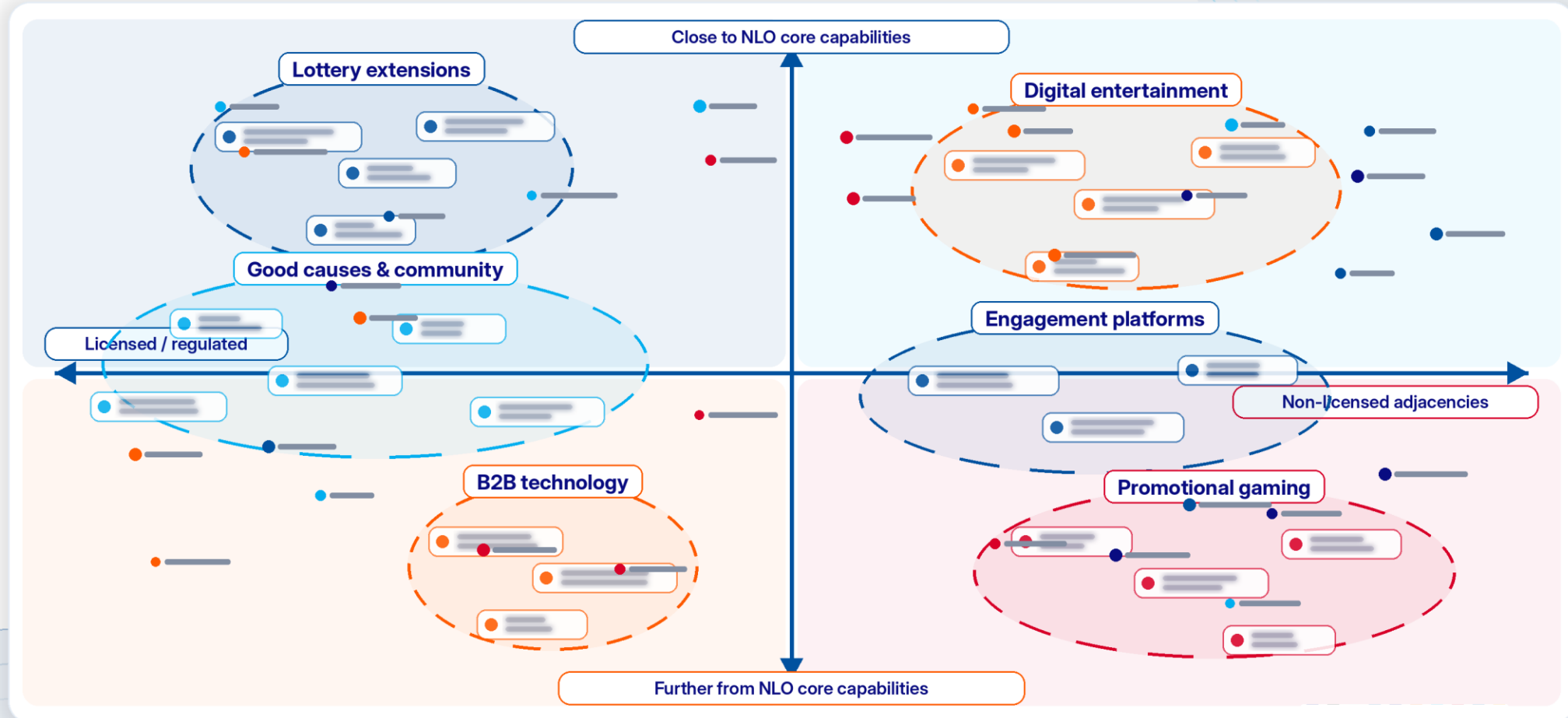
The environment changed, again: the lottery promise now has to survive in a digital, more regulated and highly competitive entertainment market



New Business Opportunity Landscape

External opportunities mapped by licensing requirements and proximity to NLO core capabilities.

Ideas are anonymised here and clustered into potential revenue verticals.



● Each marker represents an anonymised opportunity

○ Clusters indicate potential revenue verticals

Strategic lens:
fit, risk, licence and scalable value



New Business Stage & Gate Process

A structured path from idea to impact



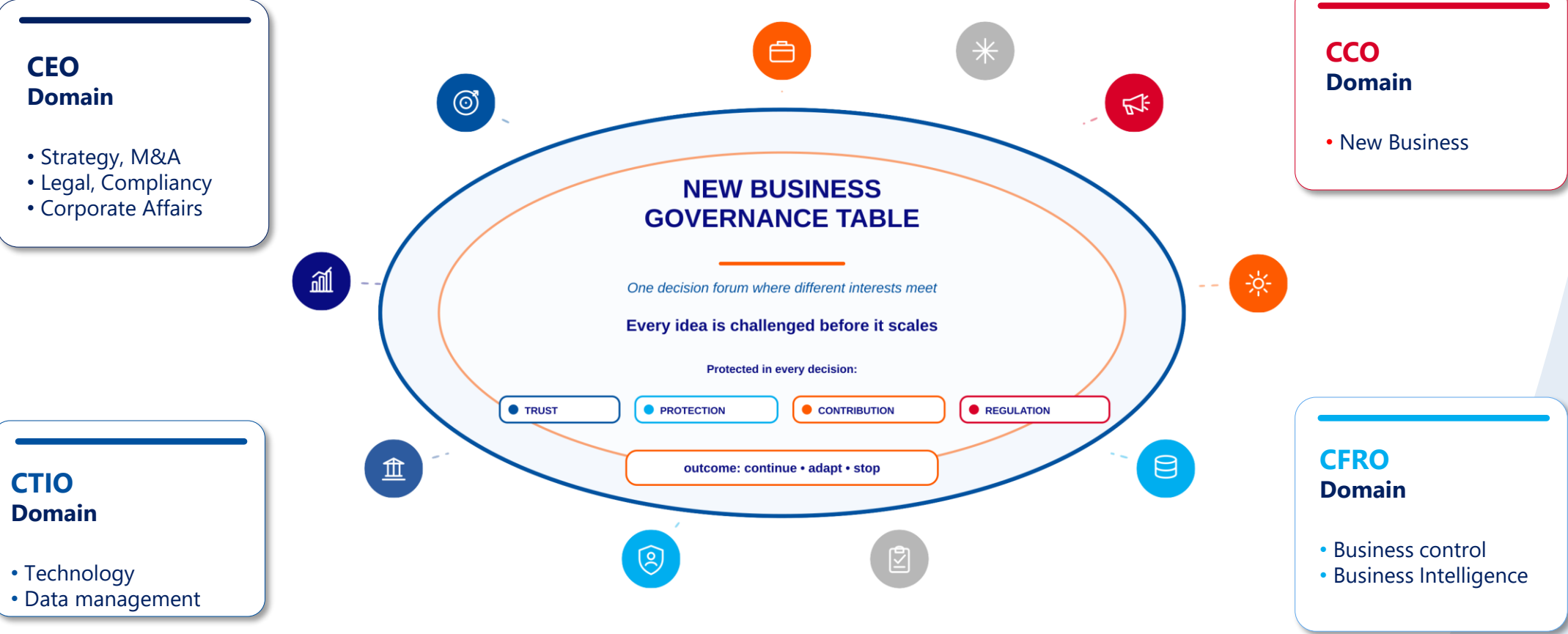
Building evidence and preparing ideas to be scale based on clear decision moments

Upholding Trust, Customer Protection, Societal Contribution and Regulation



Governance Table: keeping innovation responsible

New Business ideas are reviewed cross-functionally and is weight against the interests NLO has protected for 300 years



Example Krasklub: from anonymous retail play to responsible customer insight

Krasklub turns anonymous retail participation into customer insight.

It links physical play to customer profiles, creating new opportunities for responsible gaming, personalised communication and safer player experiences.

01



Anonymous retail play

Limited visibility after purchase limits proactive protection.

02



Linked participation

Scan tickets, connect participation to a profile and start a direct relationship.

03



Responsible customer insight

Signals enable safer, more relevant and timely player interactions.

Player protection evolves from reactive supervision to proactive protection

• Safer mechanics

• Trained retail

• Behavioural insights

• Digital monitoring

• Personalised communication

Protecting the player promise:

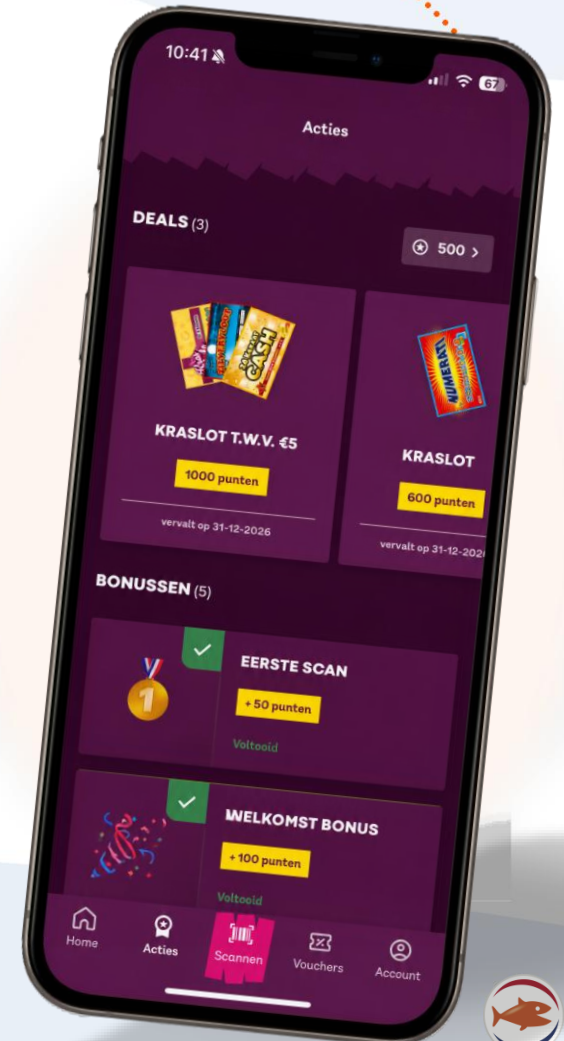
Trust

Protection

Contribution

Regulation

Digital layer on top of retail play



Example Winnitt: from market pressure to responsible digital entertainment options

Winnitt creates a controlled learning environment for new digital entertainment.

It helps NLO explore concepts with a different risk profile, while testing player relevance, responsible mechanics and future market options.

01



Market pressure

Scrutiny increases, yet consumers keep seeking engaging digital entertainment.

02



Controlled learning

Test new formats within clear responsible gaming boundaries.

03



Responsible digital options

Build knowledge and lower-risk propositions for a safer, attractive market.

Responsible innovation means **learning before scaling**

● Safer mechanics

● Controlled experiments

● Behavioural insights

● Digital monitoring

● Future optionality

Protecting the player promise:

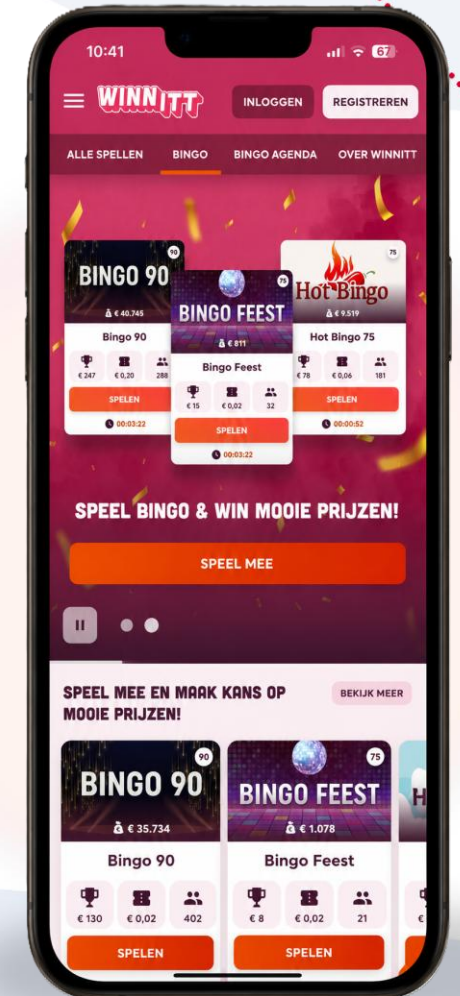
Trust

Protection

Contribution

Regulation

Controlled learning before scaling



Example Bottle Deposit Promotion: from lottery operator to trusted infrastructure partner

Lotify enables trusted promotional draws for external partners.

100% subsidiary of NLO

In collaboration with Tikkie and Statiegeld Nederland, Lotify provides compliant, reliable and auditable draw infrastructure that stimulates sustainable behaviour.

Partner activation via trusted draws

01



Partner activation

Tikkie and Statiegeld Nederland use a prize mechanic to stimulate bottle returns.

02



Trusted draw infrastructure

Lotify organises compliant, reliable and auditable promotional draws.

03



Societal value

NLO expertise supports sustainable behaviour, participant protection and a healthy market.

Responsible innovation means **opening our trusted capabilities to partners**

Compliant draws

Reliable execution

Auditable process

Participant protection

Societal contribution

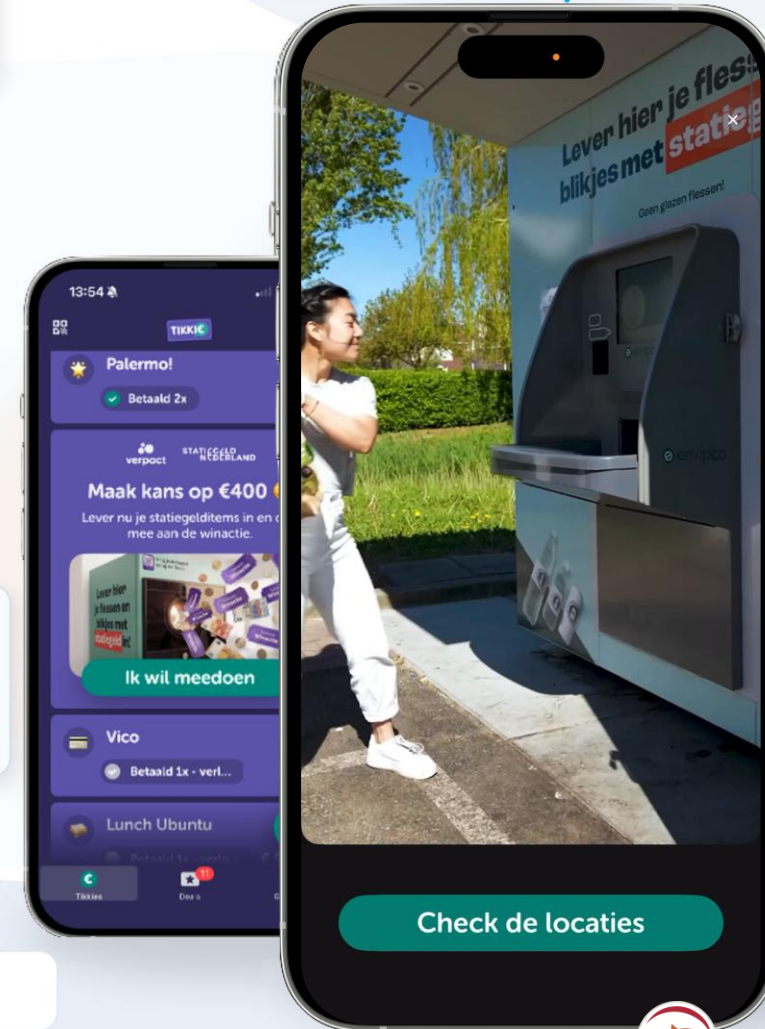
Protecting the player promise:

Trust

Protection

Contribution

Regulation



Check de locaties



The Same Mission Applies

300 years later, the responsibility remains the same.

“

The challenge is not to reinvent lotteries.

The challenge is to keep them

trusted

relevant

responsible

for the next 300 years.

Different times. Different technology. Same promise.

”



300
YEARS

1726

▶
Today

▶
Next 300 years

Our innovation test:

does it make the player promise
more trusted, relevant and responsible?





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300
YEARS

Check out the full move at : [click here](#)





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