

WIN FOR ITALIA TEAM

SUSTAINABLE COMPANIES WIN – AND THE REASON IS CLEAR

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Translating purpose into a lottery product to create value for our customers and society

RESPONSIBLE GAMING AT THE CORE OF OUR GAME

Lottery games have traditionally generated **value for society** by supporting initiatives of **collective interest**

But this value is **invisible** to players

THE PLAYER AS AN ACTIVE PART OF THE PROPOSITION

Expectations are constantly evolving: people no longer accept social value as an empty **claim**

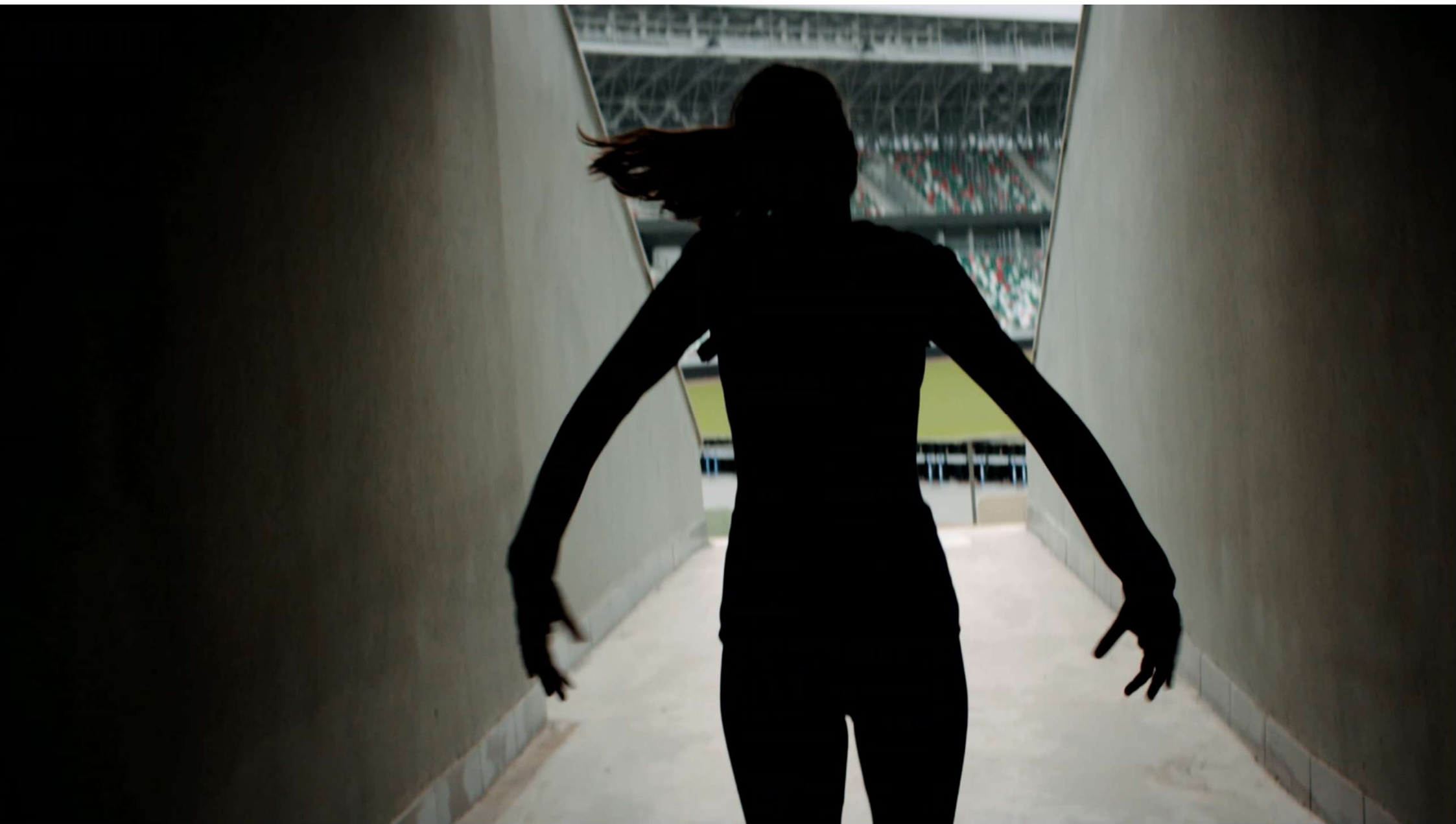
They expect **impact** to be **visible, measurable** and **verifiable**

SPORT IS A KEY DRIVER OF POSITIVE IMPACT

Sport remains one of the strongest drivers of **inclusion, inspiration and social cohesion in Italy**

A **central element** in people's lives





Win for Italia Team: a purpose-driven lottery to create value for the next generation of Olympic athletes

HOW IT WORKS

Players select **6 numbers out of 40**, at a **€2** entry cost

An **always-millionaire jackpot** is up for grabs

DIRECT SUPPORT TO SPORT AND ATHLETES

Participation is the mechanism: **every** single play **directly funds** the pathway of young athletes, with the **max possible cut** and **commitment** going straight to sport

PURPOSE IS THE GAME

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Thank you