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The Quality Group Lottery Solutions GmbH (TQG-LS)

## **PRESS RELEASE**



### **The Quality Group / Mexico - to deliver the raffle game operating system for Sorteos Tec, Mexico**

The Quality Group Lottery Solutions GmbH ("TQG-LS") will support Sorteos Tec to transform their organization into a digital, modern and player-focused charity lottery by providing consulting services and technology solutions.

The objective is to transform a successful operator of charity raffle games, which celebrated its 70<sup>th</sup> anniversary last year (and has a complex operation), into a modern and more efficient company that will be focused on the player's needs. TQG-LS will implement its customer-centric raffle and games central system, the TQG-LotterySuite and adapt specific functions for Sorteos Tec within the platform. The new platform will interact with 3<sup>rd</sup> party systems, but also with Sorteos Tec's own applications. From the start Sorteos Tec will move all of its Internet activities on to one TQG platform. In the second phase the new system will be the basis for a complete overhaul of the sales organization, which includes more than 100,000 volunteers who sell raffle tickets offline to players across Mexico. Sorteos Tec ticket sales make a valuable contribution to Mexican society with money raised being used to fund scholarships for low income students at Tecnológico de Monterrey.

The project will be managed by TQG-LS in Germany as well as onsite at Sorteos Tec in Monterrey.

Commenting on the selection of TQG-LS by Sorteos Tec, Karsten Hagemeister, COO and Head of Business Development at TQG-LS said: *"Entering the Latin-America lottery market is a strategic step forward for TQG-LS. We will deploy a highly customized solution and integrate these functions in the TQG-LotterySuite standard software. With Sorteos Tec we will build up a regional support organization as a hub in Latin-America."*

Fernando Carillo, Digital Strategy Director of Sorteos Tec said: *"With TQG-LS we have selected an innovative and agile lottery technology supplier. They have excellent expertise and have implemented several projects for society lotteries. Their technology and consulting services will help us to transform Sorteos Tec to a customer-centric organization. Therefore getting more resources for education in Mexico through our scholarship program Lideres del Mañana."*

For more information about new products in the field of iLottery and central lottery systems, as well as the Innovation • Performance • Quality of TQG-LS, please visit: [www.tqg-lotterysolutions.com](http://www.tqg-lotterysolutions.com).

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