

Allwyn to build the UK National Lottery of the future with formal award of Fourth Licence

- Commitment to substantially increase returns for UK good causes
- Will introduce exciting new products and technologies, improving player protection
- Fourth Licence starts 1st February 2024, Allwyn implementing transition plan from new Watford base
- Allwyn leading new chapter of reinvigorating National Lottery

(London) **20 September 2022:** Allwyn Entertainment Ltd (“Allwyn”), a wholly owned subsidiary of Allwyn AG, has been officially awarded the Fourth Licence to operate the National Lottery for a decade starting 1st February 2024. Today’s formal award by the UK Gambling Commission kickstarts the process of transition to a bigger, better, and safer National Lottery.

Under Allwyn’s stewardship, sales growth is expected to result in the money allocated to UK good causes more than doubling. The National Lottery of the future will build on a cutting-edge technology platform that will improve player protection over the next 10 years and beyond.

Allwyn’s plans will transform and improve the way the National Lottery operates; bringing more efficiency, greatly improving convenience and access for participation, utilising technology to protect players from gambling harm and providing new and exciting ways to play. Allwyn will invest in retailers to support the recovery and transformation of high streets up and down the country. Together with strategic partners Scientific Games and Vodafone, Allwyn will also put emphasis on working with local SMEs throughout its operations, supporting the growth of a world-class British supply chain.

As the new operator of the National Lottery, Allwyn will prioritise the protection of all participants, particularly those who are vulnerable, and discourage excess, unaffordable play whether online or in stores. Allwyn also intends to reinvigorate safer draw-based games.

With 16 months remaining until the start of the new chapter for the National Lottery, an intensive transition period lies ahead. To that end, Allwyn has opened an office in Watford in order to work near the heart of the current operations, thereby helping to ensure Allwyn and Camelot can work collaboratively to deliver the transition successfully.

Allwyn’s chairman, Justin King, commented on the formal award of the Fourth National Lottery Licence:

“Today’s award formally marks a fresh start for the National Lottery. We have exciting plans for this important and cherished institution, crucially raising even more proceeds for good causes across the country, improving the player experience through the latest technology and ensuring safe participation. Everyone at Allwyn is ready to meet the challenge of working under a shortened timeframe for transition. We look forward to working closely with Camelot’s team over the coming months to ensure the lottery is in its best ever shape when we take the reins in February 2024. “

Sir Keith Mills, bid chair during the Fourth National Lottery Licence Competition and now senior independent director, commented on the formal award of the Fourth National Lottery Licence:

“The whole team at Allwyn is immensely proud to be taking on the responsibility for growing the National Lottery over the next ten years. In our bid proposals we set out our plans to win back customers that have stopped playing and to bring a new generation of players to the National Lottery by introducing new games and technology to capture the imagination of the nation. I’m really looking forward to working with Justin, the Allwyn board and the wider management team to manage the transition as we take over in 2024.”

Allwyn’s CEO, David Craven, added:

“This moment signals a time for change for the National Lottery. We have already begun this exciting new chapter; our transformation programme has started with energy and purpose from our Watford based headquarters. We must seize this moment, creating the right conditions for The National Lottery to innovate. Our primary transition objective is to responsibly boost performance leading to increased contributions to good causes. We look forward to welcoming the existing Camelot colleagues in Watford to be part of this new, exciting chapter.”

Beyond Allwyn’s stewardship of the National Lottery, the Company is committed to a wider societal contribution centered on three priority areas of protecting the planet through sector-leading net zero plans, empowering people through greater diversity and accessibility and supporting prosperous places by bringing innovation and investment to UK high streets across the country.

Transition plans are already in motion, and Allwyn is committed to seamless transition from the Third to Fourth Licence, working constructively with Camelot. The Company has assembled a world-class team, led by CEO David Craven, enhanced by secondees from across Allwyn Entertainment’s other national lottery businesses.

Allwyn’s highly capable and experienced UK team continues to grow and is underpinned by the operating excellence of its global parent company - a leading global lottery operator - whose trusted brands and industry-leading technology are the backbone of thriving lottery operations in Italy, Austria, Greece, Cyprus and the Czech Republic.

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About Allwyn Group

The Allwyn group is a leading global lottery operator with wagers grown up to €19 billion in just over ten years. Allwyn builds better lotteries that return more to good causes by focusing on innovation, technology, efficiency and safety across a growing casual gaming entertainment portfolio. The lottery-first approach of focusing on affordable recreational play has earned Allwyn leading market positions with trusted brands across Europe in Austria, Czech Republic, Greece and Cyprus, and Italy.

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