



News

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Camelot Reports On Social Responsibility Successes

Year of achievement as National Lottery operator hits more than 93 per cent of Social Responsibility commitments

Camelot Group plc publishes its sixth annual Social Report today, outlining a year full of record achievements in social responsibility – and demonstrating the company's continuing commitment to running The National Lottery® in a socially responsible way.

In 2004/05, Camelot jumped 45 places in Business in the Community's latest Corporate Responsibility Index – from 73rd to 28th – and became sector leader in the leisure category. Camelot also entered the Sunday Times list of the 100 Best Companies to Work For – the first time the company has been listed in this, the definitive guide to the UK's best employers.

In last year's report the company publicly set itself 45 commitments to meet, ranging from a strategic review of social responsibility, to improving accessibility for players across games and platforms. Other target areas included achieving demonstrable commitment to player protection and maintaining a high rate of giving back to the community. Camelot has successfully met 42 of these targets, with the remaining three forming key elements of new commitments set for 2005/06.

Camelot's unique test purchase scheme, Operation Child, again proved highly effective in the prevention of selling lottery tickets to under-16s. Last year 10,223 Operation Child visits were carried out to National Lottery retailers by test purchasers who are over 16 but who look younger.

Eighty-nine per cent of retailers refused to sell to a test purchaser on the first Operation Child visit in 2004/05, representing an increase of 3 per cent from last year. Just one retailer had their terminal removed as a result of selling to a test purchaser on three separate occasions, further underlining the success of the scheme.

The report also highlights that Camelot was among the first organisations in the UK to gain GamCare* accreditation for the National Lottery internet site *and* Sky Active service. In addition, the National Lottery website was one of only two gaming or gambling sites from the sample tested by Children's Charity, NCH, which stopped a young person from illegally registering.

Camelot donated 5.5 per cent of its pre-tax profit to charity, maintaining its position as one of the UK's largest corporate donors – this compares to an average of 0.97 per cent pre-tax profit contribution from the FTSE 100 companies. Camelot employees have also contributed nearly 1,000 hours of volunteer hours to assist in the community.

Other successes came from across the spectrum of Camelot's business activities and addressed the concerns of all National Lottery stakeholders. They included achieving a player satisfaction rating of 76 per cent, 98 per cent of retailers finding the lottery valuable to their business, a 10 per cent increase in paper recycling, and a six-fold increase in levels of plastic recycling.

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Dianne Thompson, Camelot's Chief Executive, said: "Our strategy is to grow sales in a socially responsible way. We have not increased the price of a Lotto ticket – still a pound to play more than 10 years after we launched. In fact, Camelot has incorporated responsibility into game conception and development, how and where we sell lottery products, and into the marketing and advertising of our games.

"At the same time as maintaining these commitments to social responsibility, Camelot has achieved sales of over £4.7 billion, up 3.3 per cent on the previous year – and more than three times the rate of growth we achieved in 2003/04.

"Social responsibility is integral to every aspect of the company's operation of the lottery and its development. In the year ahead we will continue to raise the bar, and will be setting ourselves even tougher targets. For 2005/06 we are making a further 49 commitments to our stakeholders, underlining the importance of social responsibility to Camelot and ensuring it remains at the heart of everything we do."

Details of last year's commitments and achievements – as well as plans for the future – can be found in a printed Summary Report available on request.

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Notes to Editors:

- Camelot Group plc is the operator of The National Lottery and is committed to raising money for the Good Causes designated by Parliament. Camelot is not responsible for distributing or awarding these funds
- To date, over £17 billion has been raised for Good Causes by The National Lottery, benefiting more than 200,000 individual projects across the UK in the biggest programme of civic and social regeneration since the 19th Century. The National Lottery has given away £25.4 billion in prizes and created more than 1,800 millionaires or multi-millionaires since launch in 1994
- Camelot runs one of the most cost-efficient lotteries in the world, with around 5 per cent of total revenue taken in operating costs. At 40 per cent of total sales (28 per cent to Good Causes and 12 per cent in lottery duty to the Government), Camelot returns a higher proportion of lottery revenue back to society than any other lottery operator in the world. National Lottery retailers receive 5 per cent of total revenue in commission, and 50 per cent of sales is paid out to players in prizes
- Camelot is committed to the highest standards in player protection and social responsibility in both the retail and interactive environments. The National Lottery website and Sky Active services have been accredited by GamCare – the UK’s national centre for information, advice and practical help regarding the social impact of gambling – while Camelot’s approach to game design, test purchasing and retailer vigilance campaigns ensures player protection at retail. Camelot has been ranked among the top 30 UK companies in Business in the Community’s 2005 Corporate Responsibility Index, becoming sector leader in the leisure category
- For further information on Camelot, The National Lottery and its games, please visit the following websites: www.camelotgroup.co.uk and www.national-lottery.co.uk
- Players of all National Lottery games must be aged 16 or over.

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