

News



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National Lottery Retailer Commission Tops £3 Billion

Camelot, operator of the UK National Lottery, today announced that retailer commission has topped £3 billion.

Sales through retail account for over 90 per cent of all lottery sales, and with retailers receiving five per cent commission on lottery ticket sales and a further one per cent commission on prizes paid out between £10 and £200, the landmark £3 billion has been reached in just over 12 years of lottery operation.

Camelot works closely with its retail partners to focus on increasing the value of the lottery in-store. Continued innovation and support helped further boost lottery sales in the first three quarters of 2006/07 by 2.9%, compared to the same period the previous financial year.

But the value of the lottery extends far beyond just commission for the retailers running the 26,200 lottery terminals now in operation the length and breadth of the UK. It has been proved that having the lottery can bring more customers into a store and can also be more profitable for retailers once shoppers are inside.

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Research shows that lottery shoppers visit their store more frequently and spend on average 67 per cent more than non-lottery shoppers¹, rising to 80 per cent between 5-7.30pm on draw nights. Research carried out specifically in the convenience store sector shows that one in five customers come in to play The National Lottery – and that it was the second most mentioned category when shoppers were asked for their main reason for visiting the store.

Steve Lucas, Camelot Sales Director said: “We are delighted to see retailer commission pass the £3 billion mark. At Camelot we have worked extremely hard to make sure that retailers have all the tools they need to get the best lottery sales possible – for Good Causes and for their own businesses.”

A recent study into the contribution that the National Lottery makes to shops in both the most deprived and the most rural areas of the country, highlighted the extent to which the lottery ensures the continued viability of these stores.

The survey, conducted by The Corporate Citizen Company and Illuminas surveyed stores in the 10% most deprived electoral wards as well as those in the most rural areas around the UK.

The survey found that a quarter of all the shops in the study, and a third of all Newsagents questioned, said The National Lottery was the most important product they sell. Four-fifths of the businesses questioned believed that the lottery is vital to their business, and in the case of independent retailers that figure rose to 90%.

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Steve Lucas said: "As well as generating sales in itself, the lottery is a massive footfall driver into stores in the first place. We work with our retailers to make sure we are constantly refreshing the products they have to sell, making sure they have new, engaging and up to the minute point of sale, and that our training is second to none.

"Accessibility is key. We want to make sure that the lottery is simpler and more convenient to buy for players, and simpler and more convenient to sell for retailers. As we enter our bid for the next lottery licence retailers can be assured that they and the service they offer players are at the heart of our plans."

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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 £19 billion has been raised for Good Causes by The National Lottery, and more than 250,000 individual awards have been made across the UK – the biggest programme of civic and social regeneration since the 19th Century. The National Lottery has given away over £29 billion in prizes and created more than 2,000 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, Sky Active and Play By Text 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 is ranked first in the leisure sector in Business in the Community's 2006 Corporate Responsibility Index
- 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.

¹ Harris International, Convenience Tracking Programme 2005)