



CAMELOT

MEDIA BRIEFING SHEET

June 2021

As operator of The National Lottery, Camelot's objective is to maximise returns to National Lottery Good Causes through selling tickets in a socially responsible way. Since 1994, Camelot has made a winning business of running one of the world's most successful lotteries. By continuing to put its players first and through offering a multi-channel experience, it has achieved an impressive track record in innovation and long-term, responsible growth.

KEY FACTS

- **National Lottery licences:** In May 1994, Camelot was awarded a seven-year licence to run The National Lottery. In December 2000, it was awarded the second seven-year licence, starting on 27 January 2002.

Camelot's third licence, this time for 10 years, began on 1 February 2009. In 2012, it was extended by four years to 2023 following the National Lottery Commission's agreement to Camelot's proposal to deliver around £1.7 billion in additional lottery funding to society.

- **Efficiency:** Camelot runs one of the most cost-efficient major lotteries in Europe, with around 4% of total revenue spent on operating costs.
- **Returns to society:** In operating The National Lottery, Camelot delivers, on average, around £36 million each week to National Lottery Good Causes. Combined with the Lottery Duty it pays to the Government, Camelot returns one of the highest percentages of lottery revenue back to society in the world.

To date, National Lottery players have helped to raise over £43 billion for Good Cause projects, with more than 635,000 individual awards made throughout the UK – the equivalent of more than 225 lottery grants in every UK postcode district.

Although Camelot is responsible for generating returns to the Good Causes, it plays no role in the allocation of funding. This is the specific responsibility of 12 lottery distribution bodies, each with specialist knowledge of their sectors.

- **Lottery Duty:** £18.5 billion to date.
- **Long-term growth:** Camelot's strategy for long-term, responsible growth – an approach based on offering players a balanced and appealing range of games that offers something for everyone, and making its games as accessible as possible so that people can play anytime, anywhere and on any device – has seen total National Lottery sales grow by 62% over the course of the third licence¹.
- **Reach:** Around 94% of the UK adult population live or work within one mile of a National Lottery terminal, and around 60%² of UK adults currently play National Lottery games – underlining the huge reach of the brand.
- **Leading UK brand:** The National Lottery crossed fingers logo is recognisable to 95% of the UK population. Camelot operates some of the UK's top FMCG brands, with Lotto the single biggest FMCG brand in the country.

Total National Lottery sales in 2020/21 were bigger than the UK sales of Cadbury, Coca-Cola, Nestlé, Walkers, Heinz, Warburtons, Pepsi and Birds Eye combined³.

- **Winners:** The National Lottery creates over nine million winners a week across its range of draw-based and instant play games – and, on average, seven new millionaires.

More than 6,100 millionaires or multi-millionaires have now been created since launch in 1994.

- **Prize money:** Over £80 billion to date.

- **Olympic and Paralympic Games:** Each time people play The National Lottery, they are transforming British sport:
 - following the introduction of National Lottery funding in 1997, Team GB has moved from 36th in the Olympic medal table in 1996 to second at the Rio 2016 Games;
 - 864 Olympic and Paralympic medals have now been won by British athletes since National Lottery funding began;
 - 89% of Team GB and ParalympicsGB medallists at Rio 2016 received National Lottery funding via UK Sport;
 - since 1997, National Lottery funding has supported more than 6,000 athletes in their pursuit of medals, enabling them to train full time, and access world-leading coaches and innovative technology, science and medical support;
 - since 1997, National Lottery funding has enabled over 270 sporting events to be hosted in the UK and is supporting athletes on their journey to the Games.

The National Lottery is on course to contribute over £300 million as part of the wider funding package to help Team GB and Paralympics GB prepare for Tokyo and beyond.

Previously, The National Lottery contributed up to £2.2 billion towards the cost of the London 2012 Games, with Camelot achieving its target of raising £750 million towards this sum from sales of specially-designated lottery games ahead of schedule.

SALES

- **Annual National Lottery sales:** 27 years on from launch in 1994, Camelot achieved record ticket sales of £8,373.9 million in 2020/21 – an increase of £468.8 million on the previous year and a fourth successive year of sales growth following the company’s wide-ranging strategic review carried out in 2017.

As a result, £1,887.5 million was generated for Good Causes in 2020/21 – making a real difference to people and communities across the UK – and a record £4,854.7 million was awarded in prize money to players, creating 389 new National Lottery millionaires in the process.

Sales growth over the year was driven by a number of factors, including record digital sales of £3,509.5 million – up 42.8% year on year. Following an accelerated investment plan for the digital channel and increased resources to support new online players – with 2.7 million new registrations during the year – sales through smartphones and tablets rose to an all-time high of £2,481.9 million, accounting for 70% of all digital sales.

Camelot succeeded in growing sales of all six of its draw-based games to £4,690.7 million, an increase of £153.6 million. This was primarily driven by Lotto, with National Lottery players seeing the benefits of a new feature introduced to Lotto in November 2020 that sees around a million players win an additional £5 cash prize for matching two main numbers in a ‘Must Be Won’ Rollover draw. This innovation has supported the growth of the flagship game while most others in international markets around the world are in decline.

EuroMillions grew marginally despite depressed ticket sales in some partner countries, while The National Lottery’s newest game, Set For Life, continues to grow in popularity and exceed sales expectations.

Sales of The National Lottery’s range of Scratchcards and online Instant Win Games grew to £3,683.2 million over the period, following work to give players a wider range of differently-priced products with varying themes.

IN-STORE

- **Retail network:** Accounting for nearly 60% of sales last year, retail is the largest National Lottery sales channel. Camelot now works with around 44,000 retailers across the UK, with independent outlets making up the majority.
- **National Lottery Fast Pay:** Camelot’s ground-breaking National Lottery Fast Pay service was a world-first. It enables players to store their lucky numbers on a re-usable, wallet-sized card and play draw-based games at the checkout.
- **Extended Means of Play:** In February 2012, Camelot successfully launched the facility to

play National Lottery games through tills at WHSmith stores across the UK. This marked the first deployment of Camelot's world-leading EMoP (Extended Means of Play) solution through EPOS (Electronic Point of Sale), which has extended The National Lottery's reach from just one terminal in each outlet to every till.

- **Sales commission:** National Lottery retailers earn 5% commission for each draw-based game sold and 6% on each Scratchcard sold – as well as 1% on certain prizes paid out in-store. On average, National Lottery retailers earned around £6,200 in commission per store in 2020/21. To date, National Lottery retailers have earned over £7.1 billion in total sales commission.

DIGITAL

- **www.national-lottery.co.uk:** Leading the field of digital lottery innovation and e-commerce, Camelot operates the largest digital lottery in the world by revenue. With over 9.7 million active registered players, [national-lottery.co.uk](https://www.national-lottery.co.uk) is also one of the top e-commerce sites in the UK⁴.

In September 2014, Camelot launched a major new online and mobile platform, which has transformed the way players interact with National Lottery games across all devices – especially on mobiles where, for the very first time, it enabled players to play Instant Win Games.

- **National Lottery Official Apps for iPhone⁵ and Android⁶:** Camelot's popular and free National Lottery Official Apps for iPhone[®] and Android[™] make it easy for players to play National Lottery games and check the latest draw results on the move.
- **Twitter and Facebook:** In 2011, Camelot launched Twitter (@TNLUK) and Facebook profiles (facebook.com/TheNationalLotteryUK) for National Lottery players.

With more than 189,000 followers and 834,000 'likes', Camelot keeps in touch with players on a daily basis, sharing news of games, winners, National Lottery-funded projects, competitions and exclusive behind-the-scenes content.

CORPORATE RESPONSIBILITY

- **Per capita spend:** Camelot is internationally recognised for selling National Lottery tickets in a socially responsible way. The UK National Lottery is ranked just 60th in the world in terms of per capita spend, despite being the fifth largest lottery in the world in terms of sales – underlining the effectiveness of Camelot's strategy to encourage lots of people to play but to only spend relatively small amounts.
- **Game design:** Camelot uses two tools to assess a game's potential risks, including its structural characteristics and possible appeal to vulnerable groups. If the tools show an above-average risk, Camelot will revise the product or review additional factors, such as its advertising strategy and in-market testing. If this does not reduce the risk, Camelot will not launch the game.
- **Global recognition:** In 2019, Camelot became the first lottery operator and one of the first online gaming operators to achieve Advanced Level 2 of GamCare's Safer Gambling Standard for its online and retail operations. Its Head of Corporate Responsibility has chaired the World Lottery Association Responsible Gaming Working Group and continues to chair the European Lotteries Responsible Gaming & CR Working Group.
- **Operation 18:** Operation 18 involves mystery shopping visits carried out by people who are over 18 but look younger. Retailers who sell on three separate occasions to mystery shoppers may have their terminal removed.
- **Interactive safeguards:** Camelot was one of the first organisations in the UK to achieve GamCare accreditation for its interactive services and has now been accredited since 2003 – underlining the effectiveness of the robust measures it has in place to prevent excessive and underage play.
- **Living Life Changing:** Camelot encourages employees to engage with its life-changing purpose by volunteering with National Lottery-funded projects.

¹ When comparing 2020/21 and 2008/09 annual sales

² Hall & Partners Tracking (April 2020-March 2021)

³ When comparing annual sales with 'Britain's Biggest Brands', The Grocer/Nielsen – April 2021

⁴ Comscore – February 2018

⁵ Apple, the Apple logo and iPhone[®] are trademarks of Apple Inc., registered in the U.S. and other countries

⁶ Android[™] is a trademark of Google Inc.