

Lotteries for a better world



December 2022

Dear friends,

We hope you are doing well in these special times.

At the Postcode Lottery Group we are looking back on yet another successful year for all our Lotteries. Despite the challenging conditions, we managed to continue growing and in December the Postcode Lottery Group reached the milestone of **€12.5 billion raised in total for charities and good causes!** Thanks to the efforts of our international team of 1,500 colleagues and our new and loyal players.

Highlights 2022 Postcode Lottery Group

€850 million (a new record) for charitable causes
€2.3 million every day of the year for charities!

13.8 million players in five countries

1,200 long-term partnerships with charities, social enterprises and community projects

... and millions of happy winners, winning together with their neighbours!



The nationwide, multichannel end of year campaigns are running in every Postcode Lottery country. With the biggest prize pots and Millions ever!

Thanks to our 13.8 million loyal players in five countries:

In the Netherlands, through Join Us, young people come together to work on their social skills because peer pressure and digital presence increase the risk of long-term loneliness. To expand its work, €500,000 was granted.

The number of clients of Food Banks in the Netherlands has increased by more than 20%, including many single elderly people. Therefore, its multi-year contribution has been increased to €900,000 a year.



The community of Weert, the Netherlands, celebrates the KoningsKanjel of €36.7 million in May 2022.

The **VriendenLoterij** has achieved a **record turnover and contributions to culture and welfare.**

Amsterdam's National Maritime Museum was the winner of the Museum Award, issued by the VriendenLoterij, for its strong local community engagement work.

The **Swedish Postcode Lottery** is well on its way to reach 1 million players and has donated SEK 13.5 billion to charities since 2005. November became a winning month, when the Swedish Parliament finally decided that charity lotteries also in the future should be guaranteed a special position on the Swedish gambling market.



Her Majesty Queen Silvia of Sweden visits the Swedish Postcode Lottery office in December 2022.

We were very pleased to welcome World Childhood Foundation and **Her Majesty Queen Silvia to the Swedish office**, as we hosted this year's Childhood Award. Her Majesty is the founder of Childhood Foundation, which has been a charity partner of the Swedish Postcode Lottery since 2015.

In November **People's Postcode Lottery hit £1 billion** raised for charity since launching in Great Britain 17 years ago. Thousands of charities and local good causes in postcodes across England, Scotland, Wales and beyond have benefitted thanks to the vital funding raised by players. Re-engage is one of those charities. It has received £ 2.3 million to tackle loneliness and isolation in **older people, helping them make meaningful connections** through social groups and telephone befriending services.

People's Postcode Lottery players raise close to £16 million every single month for charity. Money which is helping transform lives and communities at a time when it's needed most.



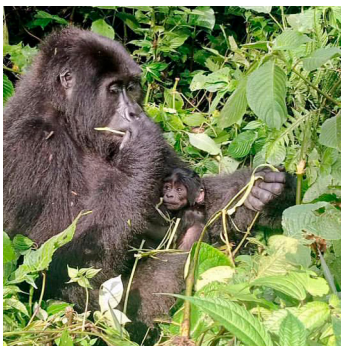
Team members in the office in Edinburgh, celebrating the milestone of £1 billion in total funds raised for charity in November 2022.

The **German Postcode Lottery** had a brilliant year, reaching 1.4 million subscriptions in December. The Lottery has realised a revenue of **more than €200 million** this year benefitting over 3,300 initiatives across Germany.



The first seven long-term charity partners were announced on the Charity Gala in Düsseldorf, June 2022. Greenpeace, WWF Germany, Doctors Without Borders, SOS Children's Villages, Amnesty International, UN Refugee Aid and Sea-Watch received a total of €12 million.

The Norsk Postkodelotteri is now in its fourth year of operating. The Lottery has continued to grow and reached a milestone funding total to SOS-barnebyer and WWF Verdens naturfond; over NOK 100 million in 2022. Made possible thanks to over 125,000 Norwegian players.



Ambassadors Tom Stiansen and Jorun Stiansen travelled to Uganda in July 2022 to visit SOS Children's Villages, and saw the mountain gorillas which population has grown significantly in the last few years, thanks to WWF's work.

The Postcode Lotteries are committed to supporting initiatives that drive **positive change**. Our Lottery donations are making an impact like never before. And our unique way of donating money, means that - in a world that is changing so rapidly - our charity partners can decide and use the money in the best possible way. On top of that, because of our long-term partnership with them, this funding empowers them to take risks and make an impact.



Watch our **new Group video** [here](#) (scroll down): 'How can we make a lasting difference together?'

Thank you for your continuing support and for being part of our Postcode Lotteries' journey, helping to make a real difference in our global future! We look forward to seeing you soon.

Best wishes,



Sigrid van Aken



Imme Rog



Michiel Verboven

Sigrid van Aken

Imme Rog

Michiel Verboven

Executive board of Novamedia/Postcode Lottery Group

Novamedia
Lotteries for a better world