

## **Factsheet Nationale Postcode Loterij & VriendenLoterij (2024)**

### **Vision**

Strong communities and charities contribute to a better world, playing an important role in creating a healthier, fairer, greener world.

### **Mission**

By running our lotteries, we raise long-term funding for our local and international charity partners and increase awareness of their work.

### **The Dutch Charity Lotteries: 70 years of private initiative**

- In 1954 the first charity lottery was founded by Catholics: the Sla-uw-Slag Loterij (SUS Lottery) as a fundraiser for the reconstruction of the Netherlands
- In 1989 the Humanitas Foundation and some small charities founded the Sponsor Loterij (now VriendenLoterij (FriendsLottery))
- In 1989 Nationale Postcode Loterij (Dutch Postcode Lottery) was founded by Novamedia by four men, three of which were former employees of Oxfam Novib. Among them was Novib-founder father Simon Jelsma. First campaign was the Christmas Children's Run (Kinderkerstloop) for the Dutch Council for Refugees (VluchtelingenWerk Nederland)
- In 1998 the Sponsor Loterij joined forces with Nationale Postcode Loterij
- In 2002 the BankGiro Loterij (BankGiro Lottery) also joined forces with Nationale Postcode Loterij and VriendenLoterij
- In 2021 VriendenLoterij and BankGiro Loterij continued under the name of VriendenLoterij
- Both lotteries have their own license, with rules approved by the Dutch Gaming Authority
- They operate on a non-for-profit basis. The lotteries do not have shareholders and no dividend payments are made
- Nationale Postcode Loterij and VriendenLoterij contribute a minimum of 40% of the stakes to charitable causes

### **Nationale Postcode Loterij and VriendenLoterij today**

- Nationale Postcode Loterij raises funds for charities and good causes working in areas of nature conservation, environment, social cohesion, human rights, poverty alleviation and climate change
- VriendenLoterij, since 2021 merged with BankGiro Loterij, raises funds for charities that work to preserve cultural heritage and the well-being of the people
- Nowadays, 4.5 million players take part in the monthly draw
- In 2023 the Dutch players raised €492 million euros for charity. Since its inception in 1989, €10.2 billion euros in total has been donated to beneficiaries in the Netherlands

### **Postcode Lottery Group**

Postcode Lottery Group is an international private company that combines business with ideals, working on the basis that together we can be a force for good. It establishes and operates Postcode Lotteries, with the purpose of raising long-term, unrestricted funding and awareness for local and international charity partners working in culture, nature, climate, health, human rights, poverty alleviation and community projects.

Our goal is to turn every home's postcode into a ticket for good so everyone has the chance to win prizes – each and every day of the year – with their neighbours in monthly draws.

The successful Postcode Lottery format currently operates in the Netherlands, Sweden, Great Britain, Germany, and Norway. The lotteries are collectively known as the Postcode Lottery Group.



Novamedia has safeguarded its social role for the future, with a foundation (Stichting de Novamedia Fundatie) holding 100% of shares in the company.

Up to and including 2023, the lotteries raised over €13.5 billion in total that has been donated to thousands of charities and social initiatives.