



**Postcode
Lottery
Group**

**Every postcode has the power
to change lives**

The Netherlands | Sweden | Great Britain | Germany | Norway

€2.7 billion

ticket sales

14.8 million
subscriptions

Growth 7.7%

€969 million

for 439 long-term charity partners
and thousands of projects

€1.0 billion

in prizes + gifts

€697 million

lottery operations

€14.5 billion

1989

2024

RAISED FOR CHARITABLE CAUSES

Contents

1	The Power of Postcodes	2
2	A record-breaking 2024	10
3	Funding philosophy	12
4	International ambassadors	14
5	Making life better for everyone	19
6	Postcode Lottery winners	26
7	Our international team	30



Executive Board: Sigrid van Aken (CEO), Imme Rog (CMO) and Michiel Verboven (CCO) at the annual Svenska Postkodlotteriet celebration with charity partners in City Hall, Stockholm, March 2025.

"The Postcode Lottery Group has always believed that where you live can help you, your neighbours and your community change how we all live. It is why we turned every home's postcode into a ticket for good. A simple set of numbers and letters has the power to spread joy, brighten days and change lives near and far."

Sigrid van Aken,
CEO, Postcode Lottery Group

1. The Power of Postcodes

The Postcode Lottery Group is an international foundation-owned private company that combines business and ideals, working on the basis that together we can be a force for good.

We turn every postcode into a ticket for good, so everyone can contribute to a fairer, greener, healthier world. At the same time, communities win together thanks to players using their postcode as a ticket number. With almost 15 million subscriptions across five countries, our unique lotteries serve as a fun, safe and impactful form of community fundraising.

We are dedicated to establishing and operating Postcode Lotteries with the aim of raising long-term, unrestricted funding and increasing awareness for local and global charity partners working in the fields of culture, nature, climate, health, human rights, poverty alleviation and community projects.

Through engaging entertainment and attractive prizes, the Postcode Lottery Group and the lotteries it operates strive to attract as many players as possible. This enables us to maximise the funds we raise annually to benefit small local charities and large international NGOs alike.

An innovative format

The Postcode Lottery format is an international success story with a unique concept at its heart: neighbours and communities winning together. The Nationale Postcode Loterij launched in the Netherlands in 1989, operating on a subscription model instead of traditional individual ticket sales. The idea was a game changer, reinventing how lotteries work by using postcodes as tickets and letting players win not just for themselves but also with their neighbours and communities. In the wake of the Nationale Postcode Loterij's success, the holding company (the format owner) has launched four more Postcode Lotteries since 2005.



Nationale Postcode Loterij ambassador Quinty Trustfull surprised winners in the Dutch village of Delfgauw, who won a shared €1 million in September 2024.

Postcode Lotteries in five countries

The successful Postcode Lottery format currently operates in the Netherlands (Nationale Postcode Loterij), Sweden (Svenska Postkodlotteriet), Great Britain (People's Postcode Lottery), Germany (Deutsche Postcode Lotterie), and Norway (Norsk Postkodelotteri). The five lotteries, with the VriendenLoterij in the Netherlands, are collectively known as the Postcode Lottery Group.

2024: A record year

The Postcode Lottery Group achieved a record turnover of €2.7 billion in 2024, marking a 7.7% increase compared to the previous year. In the last five years the Group has achieved growth of over 37%.

A total of €969 million was raised for charity in 2024. Together, Postcode Lottery players have generated an incredible €14.5 billion for charitable causes since 1989. Our players celebrated extraordinary wins in 2024, sharing a total of €1 billion in prizes and gifts.



Logging horse Tarzan helps extract tonnes of non-native trees from ancient Scottish woodlands while preserving native species.

Expanding opportunities

At the Postcode Lottery Group we strive to be a leading and trusted funding partner within civil society. Our goal is to generate more income every year, supporting even more social initiatives. This requires continuous innovation and investment in our brand and format, and further growth in all lottery operations. In 2024, the Postcode Lottery Group expanded its efforts to explore opportunities in Canada and other countries, aiming to establish new Postcode Lotteries that will enable even more communities and charities to benefit from our fundraising model.

And there is huge potential: a 2023 report highlighted that expanding the charity lottery model to more countries could allow charity lotteries to generate €10 billion annually across Europe.

Postcodes as ticket numbers

Every player is assigned a unique ticket number made up of their postal code followed by a personal number. When a winning number is drawn (under notary supervision), both the individual holder of that number and any neighbours playing with the same postcode win a share of the prize or win the same prize per ticket.

Lotteries: Safe games of chance

The Postcode Lotteries remain among the safest games of chance globally. Unlike gambling and betting companies, charity lotteries like ours are distinguished by their fundamental purpose – charity fundraising rather than private profit-making – and their minimal risk of problem gambling. In our subscription-based lotteries, players sign up in advance, with no prospect of instant gratification or reward, and draws occur weekly or monthly, allowing ample time between subscription and outcome. Despite the low risks, the Postcode Lottery Group is committed to protecting potentially





In June 2024, the mood was euphoric in Vara, Sweden, when the Svenska Postkodlotteriet's SEK 48 million Summaryra prize turned winners into millionaires.

vulnerable players, guided by our Code of Conduct for Responsible Play, which was updated in 2023 to align with the Responsible Gaming certification framework of The European Lotteries, of which it is a member. This ensures our operations adhere to the highest standards of safety and integrity.

Our Code of Conduct for Responsible Play includes policies regarding:

- Safe offer
- Payment
- Player knowledge
- Responsible marketing

Official statistics show that charity lotteries are complementary to state lotteries and do not pose a threat to their income. Charity lotteries raise significant additional revenue alongside state lottery systems.



Scan to read
our Code of
Conduct for
Responsible
Play.



Scan to read
Charity Lotteries
and the European
Lottery Sector:
Impact Analysis.

"The Postcode Lottery Group is one of the most innovative funding organisations I have ever worked with, and every year they answer CGI's call to action. I am grateful for our extraordinary partnership and for this commitment to help save the oceans, protect rivers, increase access to carbon markets, and more."

Bill Clinton,
Former US President



At the Clinton Global Initiative's 2024 summit, former US President Bill Clinton (centre) and Postcode Lottery Group CEO Sigrid van Aken (right) awarded a critical \$1.66 million in funding to Dr Enric Sala, founder of National Geographic Pristine Seas, to support the establishment of marine protected areas worldwide.

Connecting people and building partnerships

At the Postcode Lottery Group we engage with a diverse network of stakeholders in civil society, as well as parliaments, governments and regulators in the countries where we operate. Key relationships include links with ministries responsible for lotteries and civil society, national regulatory and supervisory bodies, and academics, researchers and organisations working in the areas of charity funding and responsible games of chance.



Executive Board Member Imme Rog (centre), was the keynote speaker at Women's Voices in London, with Liz Ward of Stonewall (left) and Su-Mei Thompson of Media Trust.



In November 2024, Sigrid van Aken presented the Paris Peace Forum's Fabienne Hara with €100,000 in funding to support innovative solutions to global challenges.

We are also an active member of trade bodies such as The European Lotteries, the Association of Charity Lotteries in Europe (ACLEU) and The Lotteries Council, contributing to pan-European discussions on games of chance. These partnerships allow the Postcode Lottery Group to promote the vital role charity lotteries play in supporting civil society organisations globally. The Postcode Lottery Group's Code of Conduct for Public Affairs guides our engagement with our stakeholders.



Scan to read our
Code of Conduct
for Public Affairs.



In August 2024, eighteen winners in Darwen, England, bagged £30,000 each in the People's Postcode Lottery's weekly Street Prize.

Germany



The map illustrates the **6,448 donations** to charities and thousands of local community projects across Germany that have benefitted from a total of **€332,062,359** in funding from players of the Deutsche Postcode Lotterie, since it started in 2016 through to 2024.

FUNDING IN GERMANY
FEDERAL STATES AND NATIONWIDE
Projects 6,118 Contribution €286,492,128

INTERNATIONAL FUNDING
Projects 330 Contribution €45,570,231

TOTAL FUNDING
Projects 6,448 Contribution €332,062,359



The renowned fundraiser Dan Pallotta and hundreds of Ontario charities came together in an online session hosted by the Canadian Postcode Lottery Foundation and the Ontario Charitable Gaming Association (OCGA).

"Throughout 2024, we had the privilege of bringing together charities from across Ontario, exchanging knowledge, sharing best practices and learning how to strengthen the nonprofit sector. We are excited to start a Postcode Lottery and to raise funds for all those great charity organisations and social initiatives in the province."

**Judith Lingeman, Director of International Affairs,
Postcode Lottery Group**

The Canadian Postcode Lottery Foundation

We established the Canadian Postcode Lottery Foundation in September 2023 with the goal of setting up a Postcode Lottery in the province of Ontario to raise as many funds as possible for good causes. The foundation has already organised

several events for charities, including the 2024 online session "Volunteer Power: Boosting Recruitment and Retention", which brought together nearly 200 charity representatives to explore strategies for effective volunteer engagement. In June 2024, the foundation awarded its first grant: \$10,000 to Right To Play, supporting the organisation's Indigenous youth programmes.

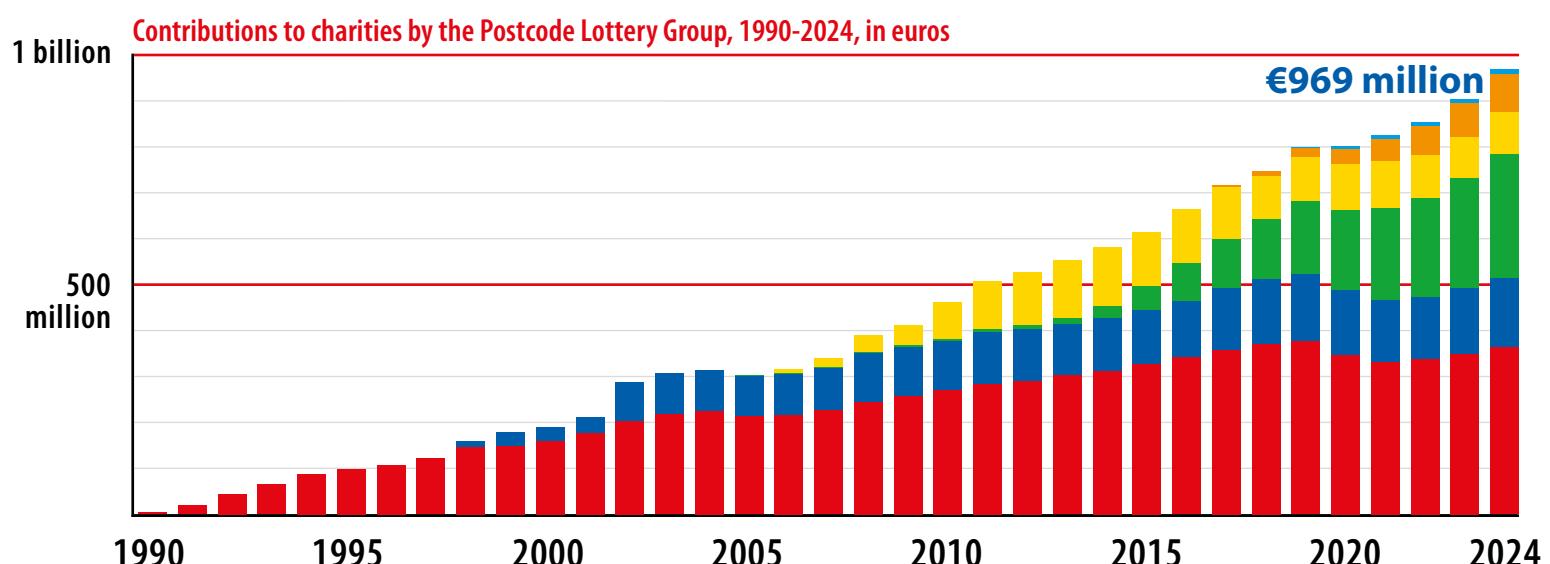
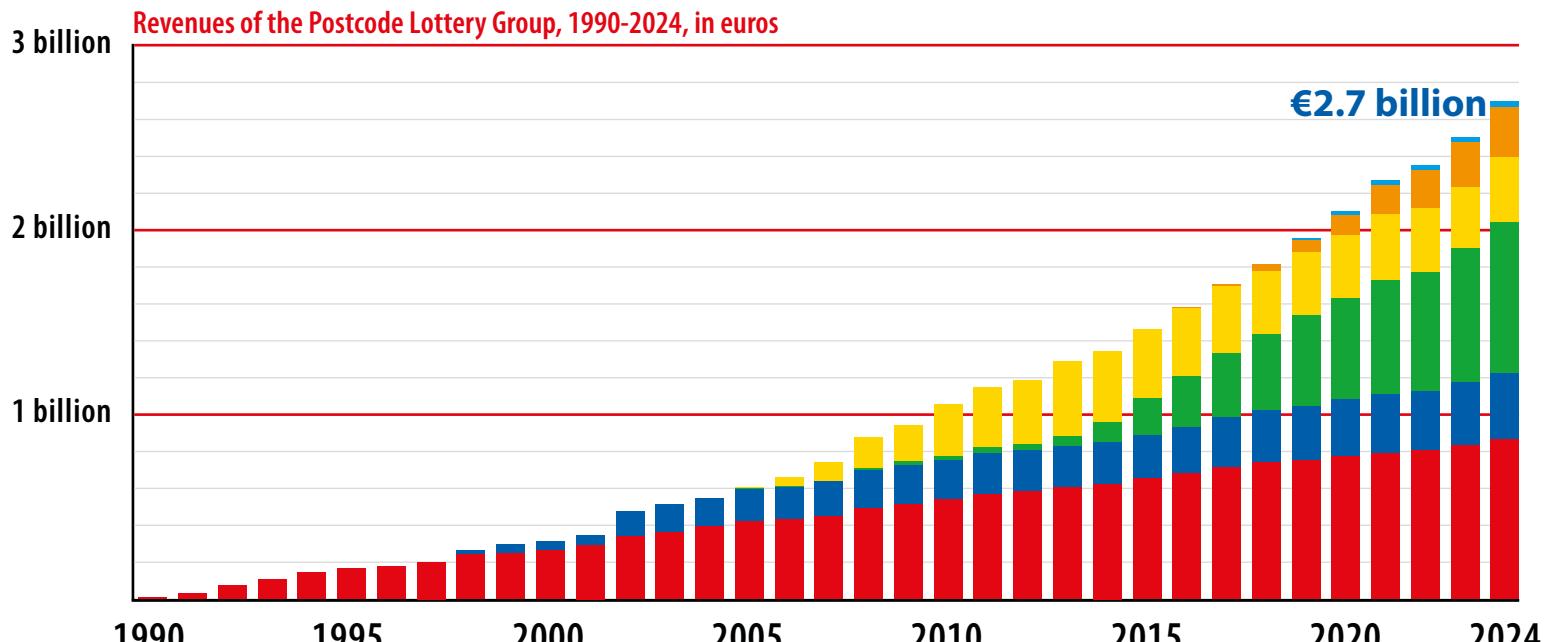


Practical Action empowers communities in Rwanda facing poverty and climate change to build sustainable solutions.



Is Linköping the luckiest city in Sweden? In October 2024, the big Grannyrä prize landed there for the third time in the Svenska Postkodlotteriet's 20-year history.

2. A record-breaking 2024



Nationale Postcode Loterij



Svenska Postkodlotteriet



People's Postcode Lottery



Deutsche Postcode Lotterie



Norsk Postkodelotteri



VriendenLoterij



Note: to players includes the value of cash and non-cash prizes and gifts.

3. Funding philosophy

Multi-year, unrestricted support is the cornerstone of the Postcode Lottery Group's commitment to empowering our charity and cultural partners to maximise their impact. Our funding model is built on trust-based philanthropy, ensuring organisations have the freedom to allocate resources where they are most needed. By organising charity lotteries, we raise millions of euros every day for organisations of all sizes, ranging from small local initiatives to large international NGOs, near and far, helping to create a healthier, fairer, greener world.



The Nationale Postcode Loterij was a game changer in funding the Marker Wadden, a man-made archipelago in the Netherlands offering a haven for wildlife and a retreat for nature enthusiasts.

Before providing financial donations and entering multi-year partnerships, we carefully assess organisations on criteria such as societal support, national reach, financial diversity, self-fundraising efforts, good governance with internal checks and balances, and professionalism.

We enter a multi-year partnership once due diligence is successfully completed. Thereafter, yearly evaluations are conducted, with a comprehensive reassessment after several years. A new multi-year agreement will proceed once due diligence has been successfully repeated.

A trust-based approach to funding

Our trust-based funding approach ensures charity partners have the freedom to allocate the money where it is most needed.

By providing unrestricted funding, we empower our partners to invest in innovation, infrastructure and strategic planning and support them in responding quickly to unexpected challenges. At the same time, we strengthen communities by providing small grants to local organisations working in neighbourhoods and postcodes close to our players.

In each Postcode Lottery country, a local grants council oversees the allocation of proceeds, ensuring decisions are tailored to the specific societal needs and context of each country. These councils, composed of experts from diverse fields, focus on evaluating long-term partnerships, selecting new partners, approving one-time contributions and addressing pressing societal challenges. This approach strengthens local ties and ensures funding decisions are tailored to each country's specific context.



HALO Trust teams work to locate and destroy dangerous explosives in northwest Syria, helping families reclaim their land and rebuild their lives.

"Multi-year unrestricted funding is key for civil society organisations to contribute to a better world for everyone. Unrestricted funding allows organisations to address those needs they feel are most relevant or urgent. Moreover, it allows them to flexibly shift priorities when circumstances change."

**Dr Pamala Wiepking, Professor of Societal Significance of Charity Lotteries,
Vrije Universiteit Amsterdam**



Scan to read
Our Funding
Philosophy.

4. International ambassadors

The Postcode Lotteries' purpose is supported by international ambassadors, including world-class athletes, actors, entrepreneurs and the Nobel Peace Prize winners Dr Denis Mukwege, Nadia Murad and Muhammad Yunus. All our ambassadors share a commitment to creating a better world and changing lives.



Katarina Witt



Bill Clinton



Nice Nallantei Leng'ete



Toni Kroos



Emma Thompson



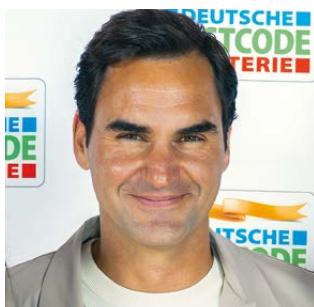
George Clooney



Nadia Murad



Rafael Nadal



Roger Federer



Sarah Brown



Dr Denis Mukwege



Muhammad Yunus

Hope and justice

To commemorate the 10th anniversary of the Yazidi genocide in northern Iraq, Nobel laureate and Postcode Lotteries international ambassador Nadia Murad unveiled a memorial sculpture in Stuttgart, Germany, symbolising hope and justice. The event in July 2024 signified the importance of holding perpetrators accountable, especially as conflict and related sexual violence continue to rise globally. The memorial not only highlights the harrowing stories of Yazidi survivors but also serves as a beacon of hope that justice is achievable. Nadia's Initiative, supported by the Nationale Postcode Loterij and the Deutsche Postcode Lotterie, continues to advocate for survivors globally.



Nadia Murad thanked the Deutsche Postcode Lotterie for their generous support of the Yazidi memorial project.



In September 2024, Deutsche Postcode Lotterie winners met tennis legend Roger Federer in Berlin, together with lottery ambassadors Katarina Witt and Kai Pflaume (centre). The Roger Federer Foundation, long supported by Postcode Lottery players, helps children living in poverty and has already improved the lives of three million kids.

Our community of 14.8 million subscription-based players across five European countries have the chance to win prizes and contribute every month to a healthier, fairer, greener world. Together we have raised a total of €14.5 billion for thousands of major charities and local projects.

TOP 5 PRIVATE CHARITY DONORS IN THE WORLD

1. Bill and Melinda Gates Foundation (USA)	\$3.93bn
2. Wellcome Trust (UK)	\$1.04bn
3. Postcode Lottery Group	\$981.3m
4. Ford Foundation	\$916.6m
5. Novo Nordisk Foundation	\$913m

SOURCE: CITY AM CHARITY INDEX, PUBLISHED DECEMBER 2021. RESEARCH CONDUCTED BY NFPSYNERGY.

€968,992,290

Raised for charities in 2024

Postcode Lottery Group



€363,311,192

THE NETHERLANDS



€82,690,408

GERMANY



€90,993,469

SWEDEN



€10,394,448

NORWAY



€269,561,212

GREAT BRITAIN



€152,041,561

THE NETHERLANDS



RIJKS MUSEUM GREENPEACE





Assistenzhunde By My Side e.V. trains assistance dogs and matches them to people with disabilities, giving those people greater independence and confidence. A €30,000 Deutsche Postcode Lotterie grant will help train more of these life-changing dogs.

5. Making life better for everyone

The Postcode Lottery Group is dedicated to contributing to a fairer, greener, healthier world by supporting charities and initiatives working for nature, climate, health, education, culture, social cohesion, human rights and development.

Strong communities and charities, locally and globally, play a vital role in creating a better world. It is why we provide most of our charity partners with long-term, unrestricted funding. Our players support both larger charities and smaller community organisations and initiatives.

Healthy neighbourhoods, healthy future

In 2024, the National Postcode Lottery awarded a €13 million Dream Fund grant to Longfonds (Lung Foundation Netherlands) and MIND for Project BRUIS, which aims to improve the health of children living in priority neighbourhoods throughout the Netherlands. The initiative places health and well-being at the heart of urban renewal and brings key stakeholders together. Scientific research shows how integrating health into urban development can shift the focus from cure to prevention.



Children in Tanzania take part in an educational game. Right To Play provides children like these with critical life skills and the confidence to overcome challenges, unlock their potential and build a better future for themselves and their families.

Playing for brighter futures

The power of play is transforming the lives of vulnerable children affected by war, poverty, climate change and exploitation. In 14 countries, Right To Play empowers these children by providing education, life skills training and psychosocial support to help them overcome adversity and build better futures. With funding from Nationale Postcode Loterij and People's Postcode Lottery, Right To Play creates safe spaces for refugee and displaced children, helping them to heal, learn, and reclaim their childhoods.

Guardians of the Amazon

The jaguar, the top predator in South America's Amazon rainforest, plays a crucial role in maintaining a healthy ecosystem. Sadly, illegal deforestation, habitat loss and climate change threaten both the jaguar and the region. WWF, with support from the Norsk Postkodelotteri, works to protect jaguar habitats, promote coexistence between wild animals and humans, and preserve the rainforest. Together we are working to secure a future where jaguars thrive and the Amazon remains intact.

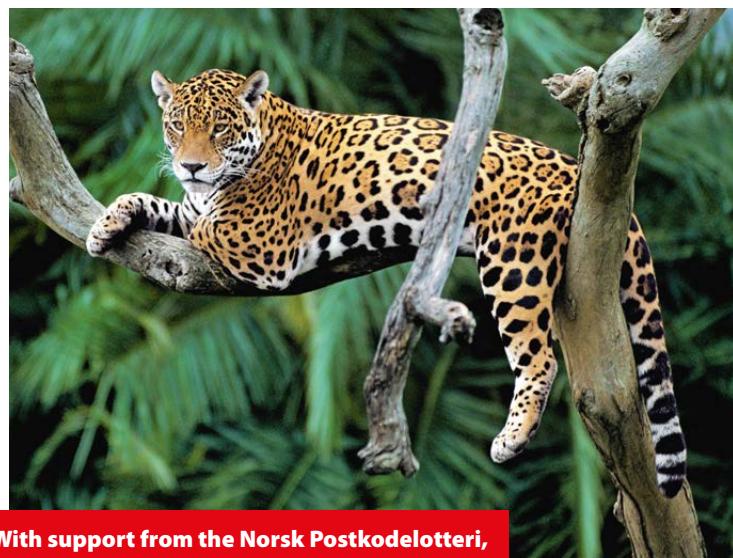
Karate training against violence

In Bangladesh, girls are learning the basics of karate and self-defence thanks to a programme run by OWDBE and supported by the charity Diakonia. OWDBE also provides the girls with human rights education, helping them to gain confidence. "I am proud to be able to defend myself," says 16-year-old Anni Mitra. "I enjoy talking about gender equality and advocating against child marriage and violence."

Since 2010, players of the Svenska Postkodlotteriet have supported Diakonia in their efforts to combat inequality and poverty.



OWDBE and Diakonia empower girls in Bangladesh with self-defence skills, confidence and an understanding of their human rights.



With support from the Norsk Postkodelotteri, WWF works to protect jaguars and maintain a healthy ecosystem in the Amazon rainforest.



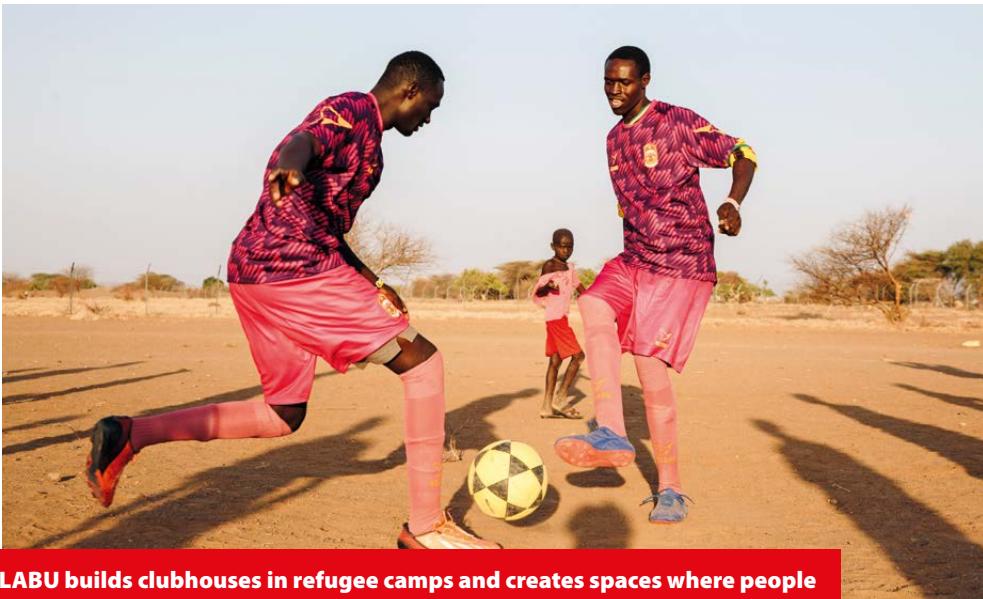
In Germany, through the GemüseAckerdemie, children learn where the food they eat comes from.



Through the Esther Vergeer Foundation, set up by the seven-time Paralympic tennis champion, kids with physical disabilities can play sports at “regular” clubs.

“Sports are much more than just games. They are a powerful source for positive change, enriching lives and building stronger, healthier and more connected communities.”

Roger Federer and Rafael Nadal, international ambassadors, Postcode Lottery Group



KLABU builds clubhouses in refugee camps and creates spaces where people can find joy, pride and hope through sport and build a feeling of community.

The power of sports

Sports have the power to bring people together, fostering well-being, inclusion, and confidence and creating a healthier, fairer world. Supported by Postcode Lottery players, sports-focused initiatives improve lives and strengthen communities. By boosting a broader movement, these contributions help to make a meaningful difference.

A catalyst for positive impact

Postcode Lottery players support international projects that use sport to build healthier, more connected communities. The Johan Cruyff Foundation’s Cruyff Courts provide safe spaces for children to play and grow, while Skateistan empowers underserved young people through skateboarding and education.



With support from the People's Postcode Lottery, Sporting Equals promotes ethnic diversity in sports and physical activities with the aim of advancing racial equality and equity at all levels.

In Germany, LitCam's Fußball trifft Kultur (Football Meets Culture) programme blends football with academic support, helping disadvantaged children to thrive. In Sweden, Jitex BK's street football scheme fosters inclusion and active lifestyles for children of all backgrounds, while Fight for Zero uses boxing to build resilience and leadership in at-risk youth groups.

Working together for well-being

Partners like the Roger Federer Foundation and the Rafa Nadal Foundation demonstrate how sport can break barriers and provide vulnerable children with opportunities to grow through education and play. Initiatives like KLABU's refugee clubhouses and Greenhouse Sports' programme in London

demonstrate how sport brings down walls between people and strengthens communities.

The power to change the world

As Nelson Mandela, the Postcode Lottery's first international ambassador, said: *"Sport has the power to change the world"*. His vision continues to inspire us to support initiatives that improve well-being and create opportunities for all.



Scan to read
more about the
power of sports.



At Stichting Nu De Toekomst (the Future Now Foundation), social entrepreneurs and community residents come together through handyman services, gardening and cooking, enlivening one neighbourhood in Wageningen, the Netherlands.

Helping neighbourhoods thrive

The Postcode Lotteries in the Netherlands, Sweden, Great Britain and Germany have established neighbourhood funds to help thousands of smaller local organisations make a big impact in the communities they are at the heart of.

Players are funding grassroots activities that are improving communities and helping them to thrive. These range from a shared city garden providing green space for all, to a clothes up-cycling project with local artists and a neighbourhood boules court. Projects like these encourage people to be active and connect with each other.

People of all ages, stronger together

Young people lend a hand to older neighbours through Stichting Het Komt Goed (the No Worries Foundation). Community members helping each other with everyday household chores is not only practical, it is a great way for the generations to meet and empower one another, narrowing the age gap.



Whitchurch Silk Mill, the oldest working silk mill in the UK, employs one of only four artisan silk ribbon weavers in the country. Funding will preserve the heritage craft of silk weaving.



From gardening workshops to fun community days, 22 local projects received German Neighbourhood Prize grants in 2024.

German Neighbourhood Prize

In 2024 the Deutsche Postcode Lotterie was the main funder of the Deutscher Nachbarschaftsprize (German Neighbourhood Prize) for the second time. The prize, for grassroots initiatives, is awarded by Nebenan.de Stiftung gGmbH, a foundation run by Germany's largest

online community platform. The 16 winning projects were honoured by the foundation, the lottery and political leaders at special receptions in the various federal states. Additional awards were also made to six projects.



Every month the Nationale Postcode Loterij awards the €1 million Super Postcode Prize – and in September it did so 12 times. Players in the Dutch town of Berkel en Rodenrijs were among the lucky winners.

6. Postcode Lottery winners

For millions of players in the five Postcode Lottery Group countries, the fun never stops. Every day they get a chance to win while contributing to good causes. In 2024 the total prize pot was worth a staggering €1 billion.

Using their postcodes as ticket numbers, neighbours win together in monthly draws and weekly Street Prizes. A few times a year, cash windfalls like the Super Postcode Prizes, PostcodeKanjers and Grannyran make our winners millionaires overnight. Winners are often overwhelmed with joy and disbelief upon discovering their good fortune, as they realise their lives are about to take an extraordinary turn.

Exclusive prizes

Alongside cash amounts, we give away a range of other prizes – luxurious holidays, new cars, VIP experiences, TVs, musical tickets, museum vouchers and more. In the Netherlands and Sweden we offer Plus and Premium ticket options: for a small extra fee, players can upgrade their lottery tickets and qualify to win exclusive additional prizes such as a home makeover or a camper van.

Sustainable products

We develop sustainable prizes that are often made by businesses employing people who face barriers on the job market. We use our prize budget to encourage change in the market and introduce our players to fantastic products made by sustainable companies. One example is the Nationale Postcode Loterij's Re-Cycle bicycle, made with parts from old Postcode Lottery bikes. In total, 95% of the reclaimed bikes' materials are reused, and the makers work in a sustainable way, using premium parts for a long product lifespan.



Norsk Postkodelotteri ambassadors Jorun and Tom Stiansen presented the NOK 10 million prize to winners in Sandefjord, Norway, in January 2024.



In April 2024, more than 520 winners in six villages across a Perthshire postcode area shared the £10.2 million Postcode Millions prize – Scotland's biggest ever People's Postcode Lottery win.



In January 2024, the SEK 268 million Grannyra made 37 winners in Stockholm's Bagarmossen district new millionaires.



During the Golden Weekend in Stockholm in November 2024, players - neighbours from all over Sweden - enjoyed an evening of entertainment and met charity partners.

Celebrating with players

In addition to millions in cash and non-cash prizes and gifts, players of the Postcode Lotteries get a chance to participate in special events. These activities spread joy, give our players cultural experiences and introduce them to the wonderful work of our charity partners.

A Golden Weekend in Stockholm

In 2024 the Svenska Postkodlotteriet reintroduced a fantastic prize – the unique all-inclusive Golden Weekend for two in Stockholm. Winners enjoyed nice hotels, unique concerts and free entry to ABBA The Museum, leading up to the highlight: the Saturday evening gala dinner. Over 1,400 seated guests enjoyed food, entertainment

and onstage interviews and met ambassadors and representatives of a few of the inspiring charities they support. Some lucky players got an added surprise, receiving golden envelopes with their winning cheques inside.

The Golden Weekend is a way to thank our players while highlighting all they do to support good causes.



In October 2024, 305 neighbours in Duisburg, in Germany's Ruhr area, shared a €6 million prize, marking the biggest single monthly prize pot ever.

7. Our international team

The Postcode Lottery Group's primary purpose is to attract as many players as possible to raise vital funding for charities and good causes, locally and internationally. By turning every postcode into a ticket for good, we inspire communities to come together and make a meaningful difference.

This goal is supported by our international team of experts across various fields. Working at the Postcode Lottery Group means contributing to a purpose-driven organisation within a welcoming, collaborative and supportive environment.



Players of the Nationale Postcode Loterij raised over €363 million for charities in 2024.

Corporate governance

The Postcode Lottery Group's governance model is designed to ensure stability and purpose. Our structure prioritises the protection of the unique Postcode Lottery formats and intellectual property, safeguarding their value across all operational countries. All shares are held by a non-profit foundation. This ownership model ensures that there are no private shareholders and that long-term objectives remain at the forefront of all decisions. By safeguarding the integrity of our lotteries, we create an environment where our unique model can flourish, ensuring its continued ability to support charities.

Reinvesting to widen our impact

The holding company receives a licence fee from each Postcode Lottery for the use of its intellectual property rights, including its brands and formats. These licence fees are reinvested in the continued development and protection of the unique Postcode Lottery formats, expanding operations into new markets and countries and setting up local infrastructure.



People's Postcode Lottery lit up Piccadilly Circus in London on Europe's largest billboard, announcing the lottery's biggest-ever April 2024 prize draw of £24.7 million.

and marketing campaigns for new lotteries. Launching a new Postcode Lottery requires significant financial investment and involves inherent risks. These investments enable local lotteries to offer attractive prize plans and provide substantial funding for charities from the start. Each lottery operates independently, with funds raised by players and distributed directly to local charities in the country of operation.

Foundation-owned, purpose-driven

The Postcode Lottery Group operates as a foundation-owned organisation, with all shares held by a non-profit foundation. This ownership structure ensures that long-term societal impact is prioritised over short-term financial gains. Two guiding principles define this approach: self-determination (ensuring that control over the company remains with stewards and that formats and

intellectual property cannot be sold) and purpose orientation (profit is seen as a means to an end and reinvested to support the mission rather than extracted by shareholders). This proven model allows the Postcode Lottery Group to continue growing sustainably while focusing on its core purpose: attracting as many lottery players as possible in order to raise vital funding for good causes and support healthier, fairer, greener communities worldwide.

Credits

Publisher:

Postcode Lottery Group,
Amsterdam

Printing:

Ecoprinting De Toekomst

Graphic design:

Melroy Bisel and Wonderwerk,
with Moker Ontwerp (illustration)

Production and text:

De Schepper Direct Marketing,
Martijn van Klaveren, Grant Thomson,
JudithBeers&

Editing and proofreading:

Laura Martz

Photos and illustrations:

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