

# About Camelot

## **Camelot Group plc is the operator of the UK National Lottery.**

Camelot is unique – a single-purpose company owned by five shareholders running a national institution for the public good. Our prime business objective is to maximise returns to the Good Causes in the most efficient and socially responsible way. However, while Camelot is committed to raising money for the Good Causes designated by Parliament through the sale of National Lottery games, it is not responsible for distributing or awarding these funds.

Camelot manages the National Lottery infrastructure, designs new games, develops the marketing support for lottery products, provides services for players and winners, and runs the network that sells tickets to players in partnership with over 26,000 retailers UK-wide.

National Lottery games include draw-based games: Lotto, Lotto HotPicks, Dream Number, Thunderball, Daily Play and EuroMillions – as well as National Lottery scratchcards and online Instant Win Games.

Camelot solely operates in the UK and Isle of Man and employs over 900 staff based mainly in its Watford head office. Other sites include a telesales centre in Aintree, a warehouse facility in Northampton, the communications department in London and three additional regional prize payout centres in Belfast, Cardiff and Glasgow.

Camelot is a public limited company, wholly owned by five shareholders: Cadbury Holdings Limited, De La Rue Holdings, Fujitsu Services Ltd, Royal Mail Enterprises Ltd and Thales Electronics plc. Its full board comprises an independent chair, three independent non-executive directors, three executive directors and non-executive representatives from each of its shareholder companies.

Our vision is 'To serve the nation's dreams through The National Lottery'. We have developed a series of company values and behaviours that help bring this vision to life.

During the second licence period, we have identified our key company goal as being 'to build a growing and respected National Lottery'. We want our players and the public to have a high degree of confidence in the integrity of The National Lottery.

## **Camelot's Partners**

Camelot's role is critical to the lottery's success. However, it is just one element in the partnership of organisations responsible for the differing functions of The National Lottery. They are:

- **The Government**, empowered by the National Lottery Act 1993, which, through the Department of Culture, Media and Sport, appoints and directs:
- **The National Lottery Commission**, which, after a competition against an Invitation to Tender, awards the licence to run The National Lottery and regulates:

- **Camelot**, the lottery operator, which raises money for:

14 distributors of Good Causes funding, who in turn decide which beneficiaries should receive lottery funding in the arts, sport, heritage, health, education, environment, charities and voluntary sectors, as well as the London 2012 Olympic Games and Paralympic Games.

### **Licence Facts**

In May 1994 Camelot was awarded a seven-year licence to run The National Lottery and on 14 November 1994, the first draw-based tickets went on sale. In December 2000, Camelot was awarded the second seven-year licence to run The National Lottery, which commenced on 27 January 2002 and will expire on 31 January 2009.

In August 2007, the Enabling Agreement was signed, which formally appointed Camelot as the successful bidder for the third Licence to operate The National Lottery. If it satisfies conditions set by the National Lottery Commission it will be awarded the licence, to run from February 2009 to 2019 – with a possible extension for a period of up to five years.

### **Breakdown of the lottery pound**

Under the terms of Camelot's current licence, each pound spent on The National Lottery over the seven-year period is allocated as follows:

- **50p** is paid to winners in prizes
- **28p** is given to the Good Causes as set out by Parliament
- **12p** is passed on to the Government in lottery duty
- **5p** commission is paid to National Lottery retailers on all tickets sold
- **4.5p** covers Camelot's operating costs, which comprise of running the lottery data network and computer system, marketing expenses, player and retailer support services, and administration costs
- **0.5p** is retained as Camelot's profit in the second licence, down from just under 1p in the pound during the first licence period.