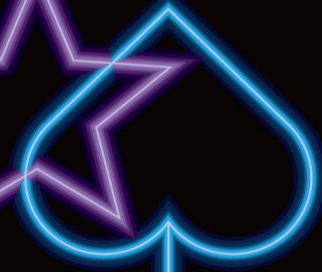


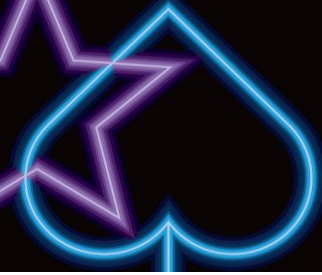
Changing the Game on Customer Service:

Responsible
Commercialization
Innovation from Loto-Québec



LOTO-QUÉBEC

- Founded in December 1969 – 50th Anniversary
- Lottery (1970)
- 4 Casinos (1993; 1994; 1997; 2009)
- 2 Gaming Halls (2007)
- Online Gambling (2010)
- VLT Network (1994)
- Bingo (1997) & Kinzo (2010) Networks

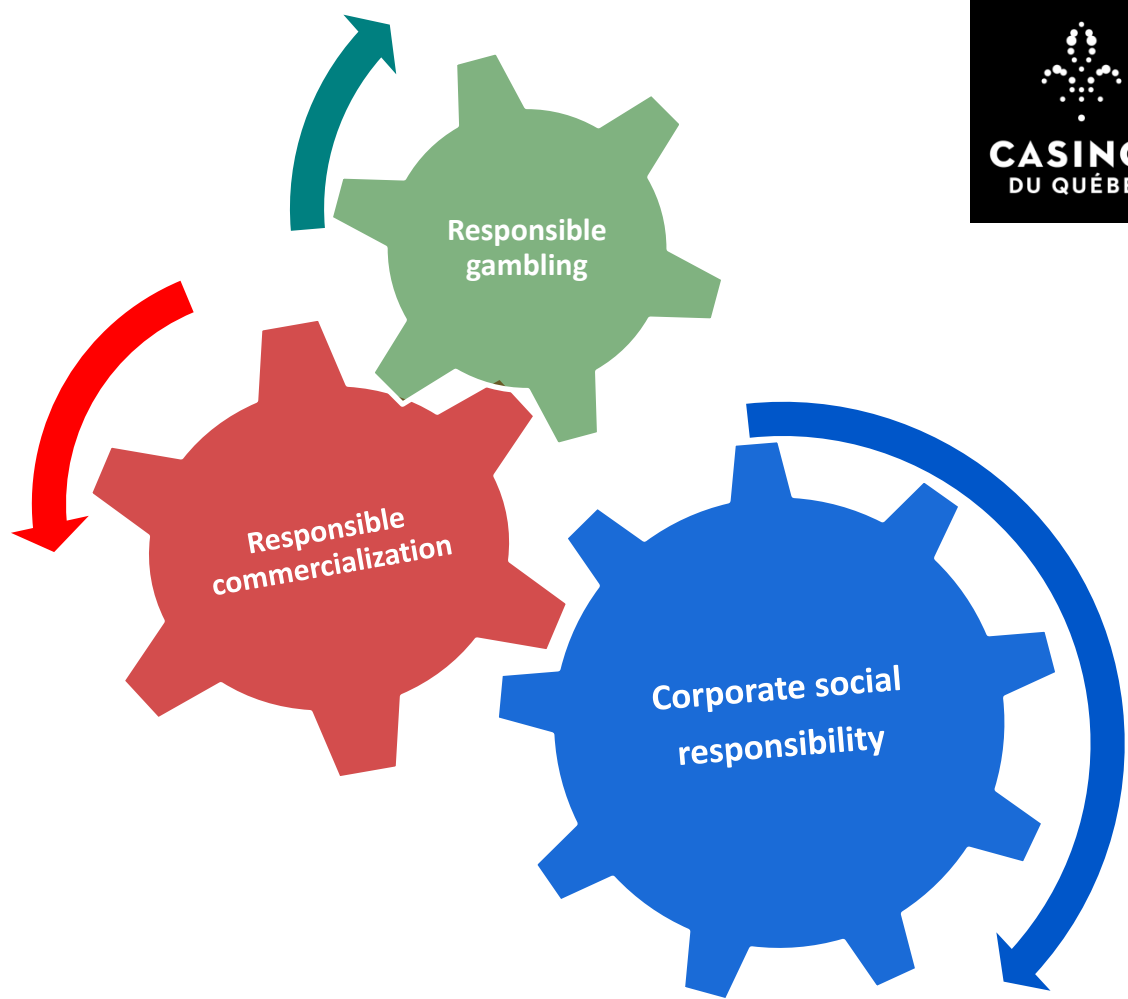


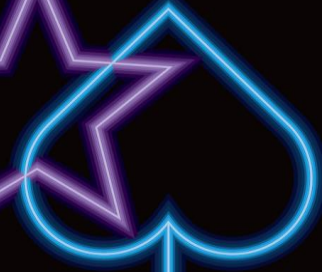
LOTO-QUÉBEC

MISSION : To responsibly and efficiently manage games of chance in a controlled and measured fashion, in the interest of all Quebecers.

VISION : To offer Quebecers first-rate entertainment thanks to an appealing, innovative and competitive offering, while remaining a recognized leader in responsible commercialization.

**To responsibly
and efficiently
manage games of
chance:**





RESPONSIBLE GAMBLING

Policies and practices designed to :

- Prevent & reduce potential harms associated with gambling.
- Promote player's and population awareness and education.
- Offer access to support & treatment (Health & Social services Ministry).



LOTO-QUÉBEC

- information and awareness-raising initiatives, including a campaign about the importance of respecting one's limits
- online information on games of chance and how they work
agamemustremainagame website
- a new slide-out menu (Best bet banner) on *lotoquebec.com* to information on responsible gambling.

CASINO

LIVE CASINO

SLOT MACHINES

TABLE GAMES

VIRTUAL SPORTS

KENO



PRIZES UP FOR GRABS



Check out the responsible gambling tools and features we've put in place to ensure that our games remain just a game.



INFORMATION



- It's all up to chance »
- Tips for staying in control »
- False beliefs, and the facts »
- About online gambling »



TOOLS YOU CAN USE

To maintain control over your gambling habits, it's vital that you set yourself limits – and stick to them.

[Know your limits »](#)



If your gambling is starting to become an issue, you can always take a break or self-exclude. Use our tools below to do so.

[Take a break »](#)

[Request self-exclusion »](#)



If the game is no longer just a game for you...

[Get help now »](#)

GAMBLING HELP AND REFERRAL
1 800 461-0140





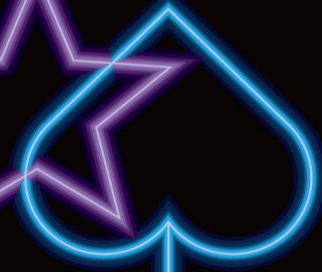
More of LQ's RG program

- Self-exclusion program
- Support chain in all 6 gambling venues
- Employee support line (24/7)
- Employees and retailers training
 - Mandatory & Specialized training
- VLT network action plan
 - fewer than 9,500 VLTs
 - increased monitoring
 - new socioeconomic criteria for distribution of terminals

CASINO



**SOCIÉTÉ DES CASINOS
DU QUÉBEC**



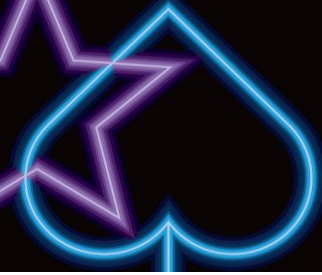
Société des casinos du Québec

MISSION:

To operate and develop Québec's casinos, gaming halls and online games.

VISION:

To ensure that its establishments provide the best in customer service while offering innovative and diverse games.



Société des casinos du Québec



– GAMBLING OFFER:

- 4 casinos, 2 gaming halls and online gambling (lotoquebec.com)



– NB VISITS:

- 10 millions visits/year in 6 venues
- 3 millions visits /year on lotoquebec.com



– EMPLOYMENT:

- 10 000 direct & indirect jobs



Société des Casinos' GOAL

Provide a **unique customer service & an **unprecedented client experience** based on numerous innovative activities in order to endeavor the promotion of a responsible commercialization of our entertainment offer.**

SCQ's Innovative ways



Event series (5 to 8 weeks)



Base



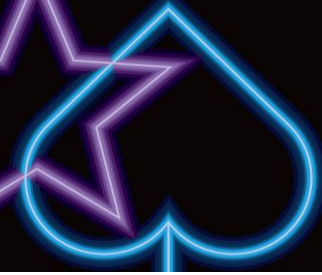
Zone



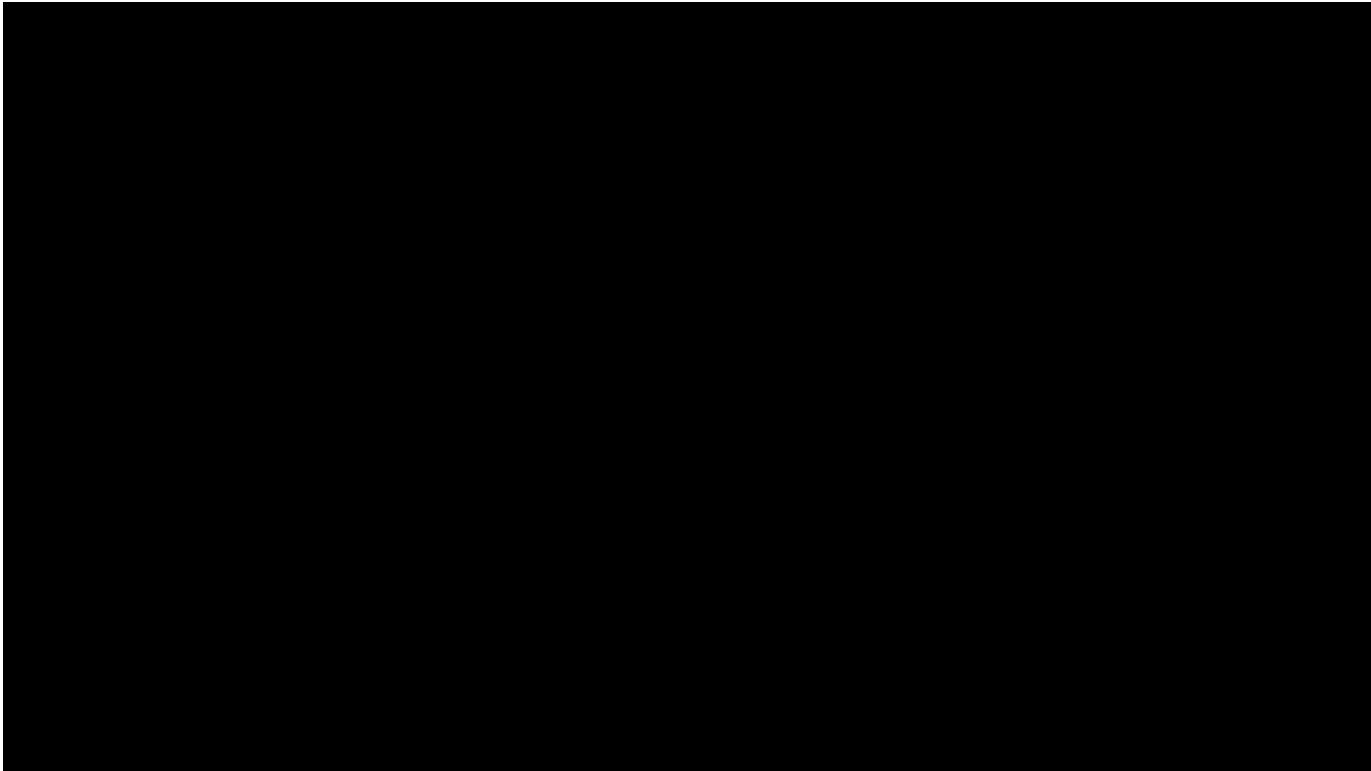


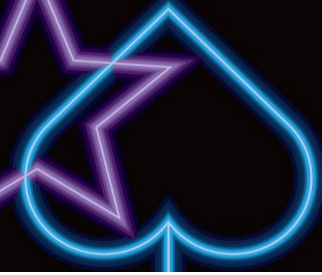
Entertainment Approach

- **Introducing our regular gamblers to other forms of entertainment**
- **Bringing in non gamblers into our venues**



Entertainment/ video SCQ





WOW Experience in Gatineau





RG in a non traditionnal RG way



c'est plus facile
de commencer par là
aire d'initiation
aux machines à sous

base

IT'S EASIER TO START THERE
SLOT MACHINE INTRODUCTION AREA

THE BASE

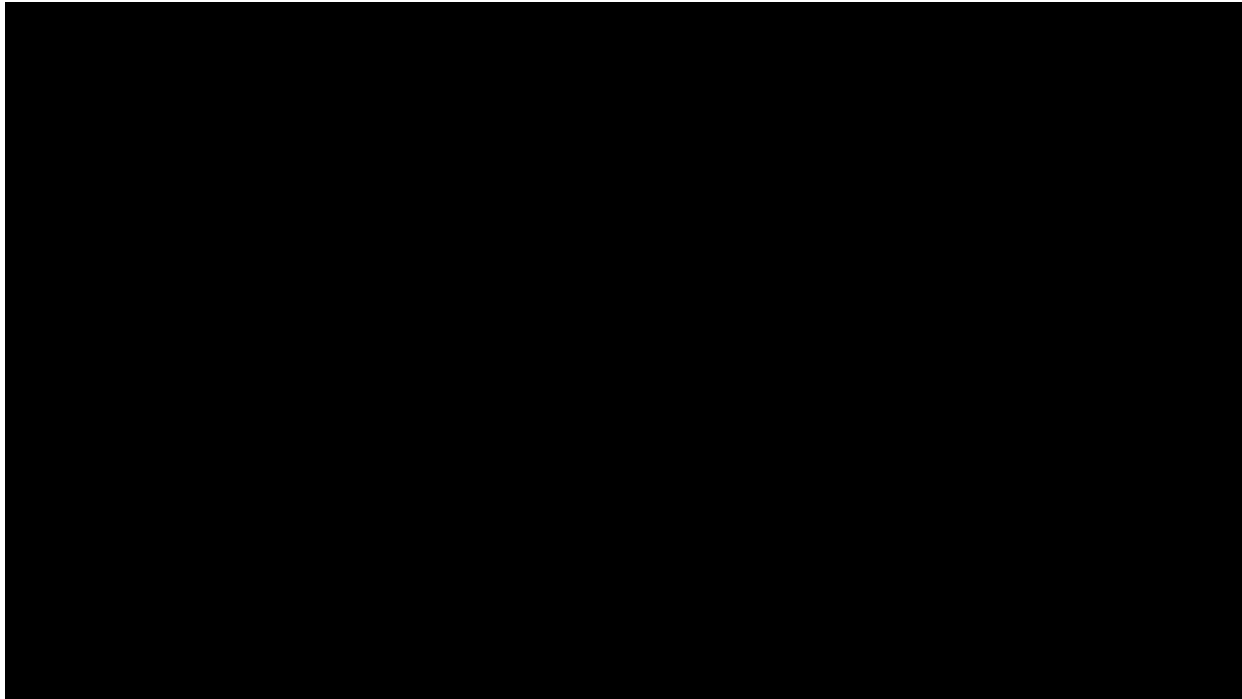


Base : Slot Machine Introduction area

- ✓ Slot machines are complex and difficult to understand.
- ✓ Play areas are not conducive to socialization and interactions.
- ✓ There is no accessible place to be informed about slot games functioning.
- ✓ Employees are not always proactive in explaining slots to customers in need.
- ✓ The slot game play area is not festive enough.

A neon graphic in the top-left corner showing a hand holding several cards. The hand and cards are outlined in bright blue and purple neon light.

LA BASE: THE EXPERIENCE



Recommendations



Votre choix



Five Times Pay



France 3rd - To the right of the elevators



Mise minimale : 1,00 \$
Mise recommandée : 1,50 \$

1¢

EN



Adressez-vous à un préposé aux machines à sous pour plus de précisions sur l'emplacement du jeu.

Nos suggestions



Happy Lantern



France 3rd - To the right of the elevators
France promenade - High Limits (ext.)



Mise minimale : 1,00 \$
Mise recommandée : 1,50 \$

1¢



Lock it Link Diamonds



France 3rd - To the right of the elevators
France promenade - High Limits (ext.)



Mise minimale : 1,00 \$
Mise recommandée : 1,50 \$

1¢



Triple Red Hot 7s



France 3rd - To the right of the elevators
France promenade - High Limits (ext.)

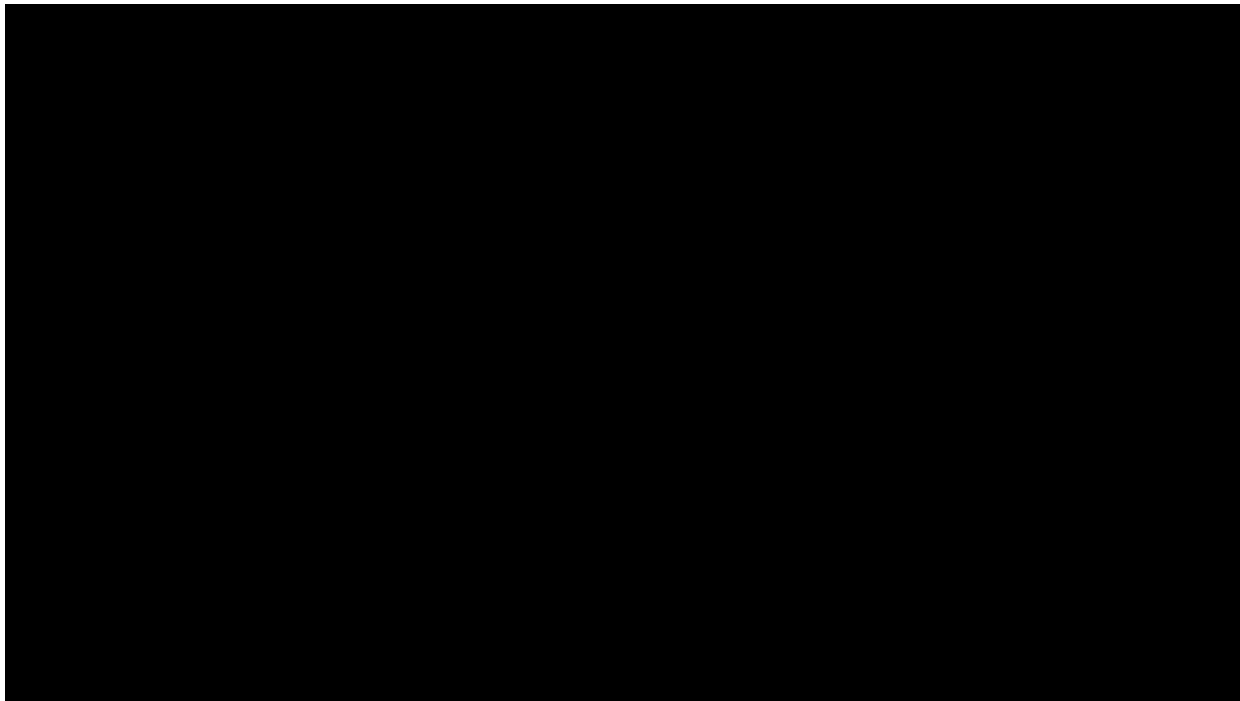


Mise minimale : 1,00 \$
Mise recommandée : 1,50 \$

1¢



TUTORIAL: COST OF A GAME





The Zone



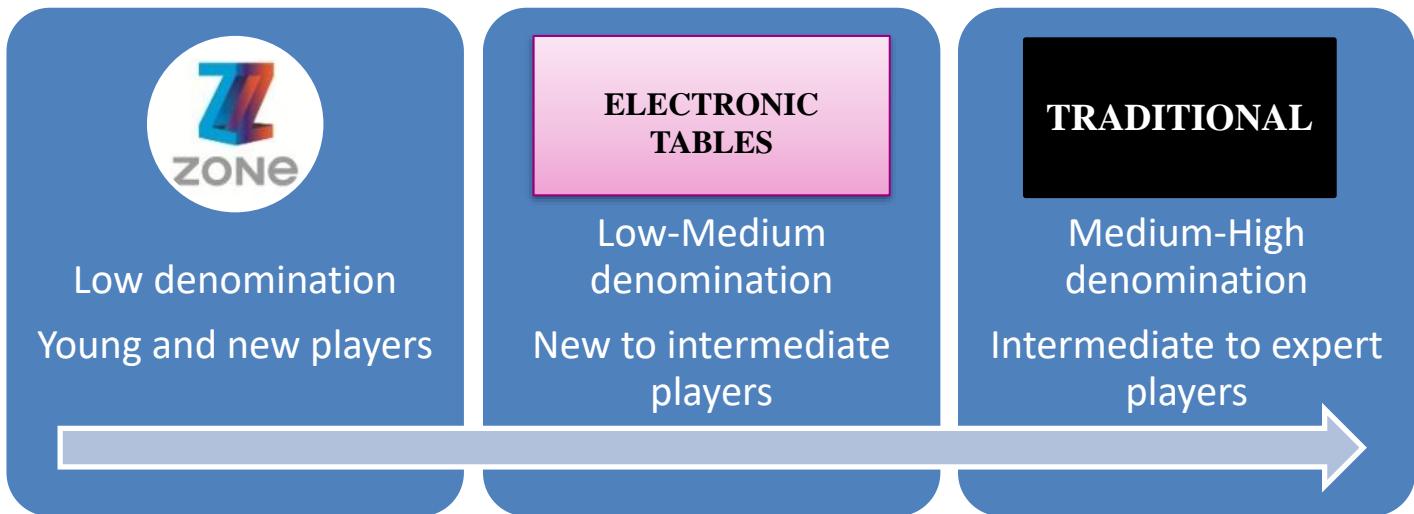
THE ZONE

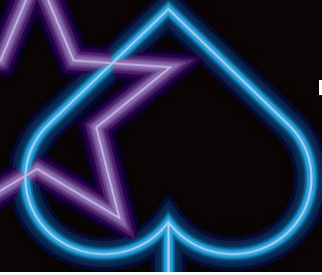
Electronic live multigame environment

- ✓ SOCIALISATION.
- ✓ PLAYERS ARE ABLE TO PLAY DIFFERENTS TABLES GAMES SIDE BY SIDE.
- ✓ LOW BETS.
- ✓ EMPLOYEES ARE ALWAYS PROACTIVE IN EXPLAINING THE GAMES TO CUSTOMERS IN NEED.
- ✓ A LIVE AN ANIMATED EXPERIENCE.
- ✓ CREATE A NO PRESSURE ENVIROMMENT.

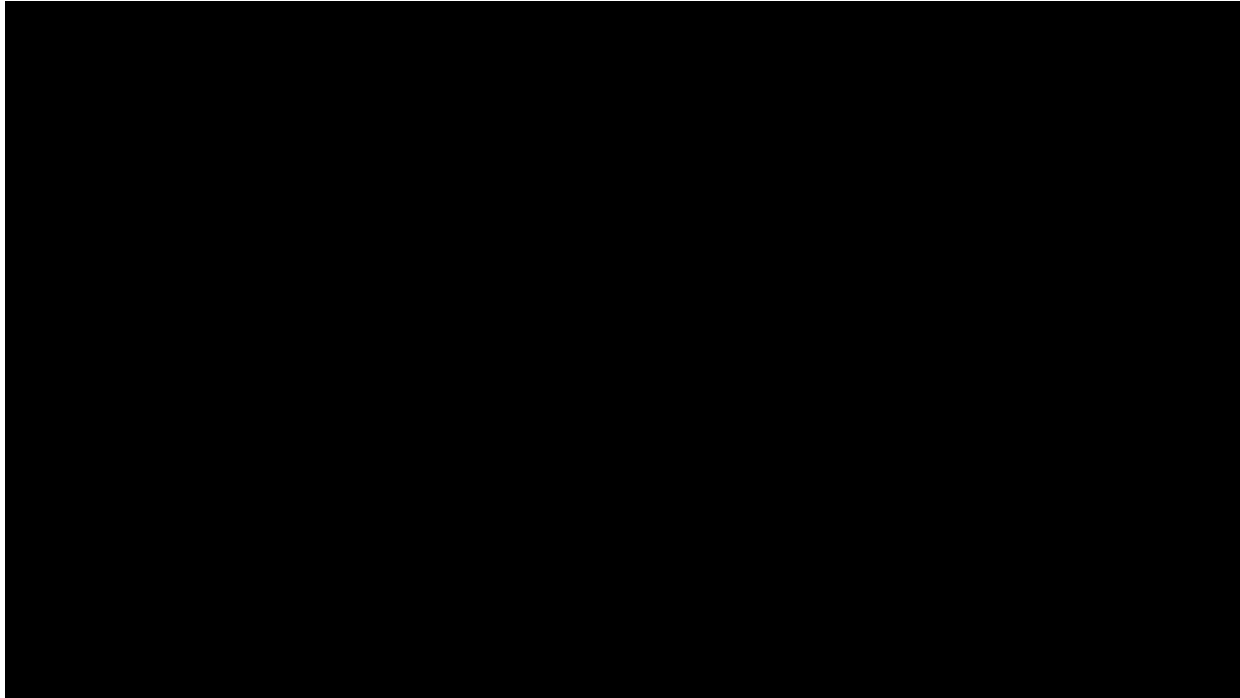


THE ZONE





THE ZONE





What we know to know more about

- Are we meeting our goals?
 - Informed decision
 - New customers and regular ones
- Who are these new clients?
- Impact on gambling habits/behaviors



**THANK
YOU!**

