

ANNUAL REPORT 2016

PANTELOTTERIET



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+ Røde Kors

Pantelotteriet 2016

41%

Lottery share in #1 shop

32 millions

Contribution to Red Cross in 2016

156 millions

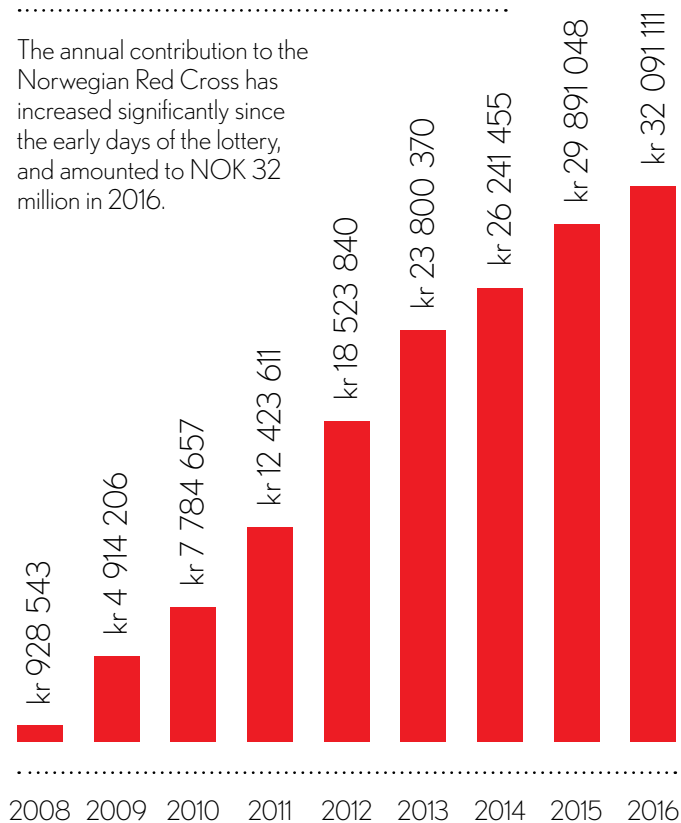
Contribution to Red Cross since 2008

312 259 kroner

Lottery turnover in #1 shop

Contribution to Red Cross

The annual contribution to the Norwegian Red Cross has increased significantly since the early days of the lottery, and amounted to NOK 32 million in 2016.



An amazing year

2016 turned into an amazing year for the Recycling Lottery.

The lottery generated the 40th (and the 41st and the 42nd) millionaire, an unidentified and oblivious participant left his million kroner winning ticket at the recycling machine. We officially crossed the NOK 150 million threshold for charitable contributions to the Red Cross, we got the top story on vg.no - the largest Norwegian newspaper, got 22,000 likes on Facebook, and achieved an incredible 15,4% in market share.

All these achievements enabled us to contribute a record sum of NOK 32 million to the Norwegian Red Cross for 2016. These funds are an important contribution to the charitable work of the Red Cross, both internationally and, equally important, locally in Norway. Half the charitable proceeds goes to the local Red Cross societies across the country, and the lottery has become an important source of revenue for local Red Cross societies. In reality, this means more search and rescue, more activities for the elderly, more activities for young people and more activities for our immigration guides, and so on.

I'd like to extend my personal gratitude to everyone who contributes to this success, both the shops, the super market chains, the Red Cross, as well as the contributors from the Olav Thon Group, our suppliers and above all to all those out there that press the Red Cross button every time they recycle empty bottles and cans.



Gaute Langda
Director, Norsk Pantelotteri AS



“ The Recycling Lottery has turned into an extraordinary success, and the proceeds have become an important source of funding for our humanitarian works.

Bernt G. Apeland

150 million to the Red Cross

The Recycling Lottery has had a tremendous growth since the start in 2008, and in November we crossed the 150-million threshold for charitable contributions to the Red Cross.

In 2016 approximately 11 percent of the value of all used beverage containers were committed as stakes in the Recycling Lottery, and by the middle of November the general secretary for the Red Cross, Mr. Bernt Apeland, received a symbolic «recycling receipt» showing that the Red Cross had received 150 million kroner from the lottery.

Important contribution

It took roughly a year for the Recycling Lottery to contribute NOK 1 million to the Red Cross, and in 2009 we handed over the first symbolic «recycling receipt». This was only a start, and the numbers kept growing. In April 2015, we crossed the NOK 100 million threshold for charitable contribution and by the end of 2016, a total of NOK 155 million had been transferred to the Red Cross.

- The Recycling Lottery has become a tremendous success and an important contributor to our charitable cause. The lottery contributes funds that the Red Cross may use without constraints, wherever it is required, both locally and internationally, said Mr. Bernt G. Apeland during the 150 million-event.

Simple excitement

Director of Norsk Pantelotteri AS, Gaute Langdal, had the pleasure of handing over the 150-million recycling receipt to the Red Cross.

- We are incredibly proud of what we have achieved with the Recycling Lottery. Thanks to a close co-operation with the shops and the supermarket chains, we see steady growth in the

conversion rates and increased turnover. Currently we have consistently in excess of 12 percent market share (amount of the recycling turnover committed to the lottery), and many shops have significantly more. Our customers regard the Recycling Lottery as a easy and fun way to support the Red Cross, says Mr. Langdal.

Biggest in Oslo

Half of the Red Cross proceeds from the lottery goes to the local Red Cross society. The Oslo Red Cross society is the biggest recipient of funds from the lottery, and received more than NOK 2,7 million in 2016. The funds are spent on more than 40 different activities, for which funding is always scarce.

- The proceeds from the Recycling Lottery enables us to offer good quality and appropriate activities for the people of Oslo, and this is so important, says Ane Sunde, head of volunteer work at Oslo Red Cross.

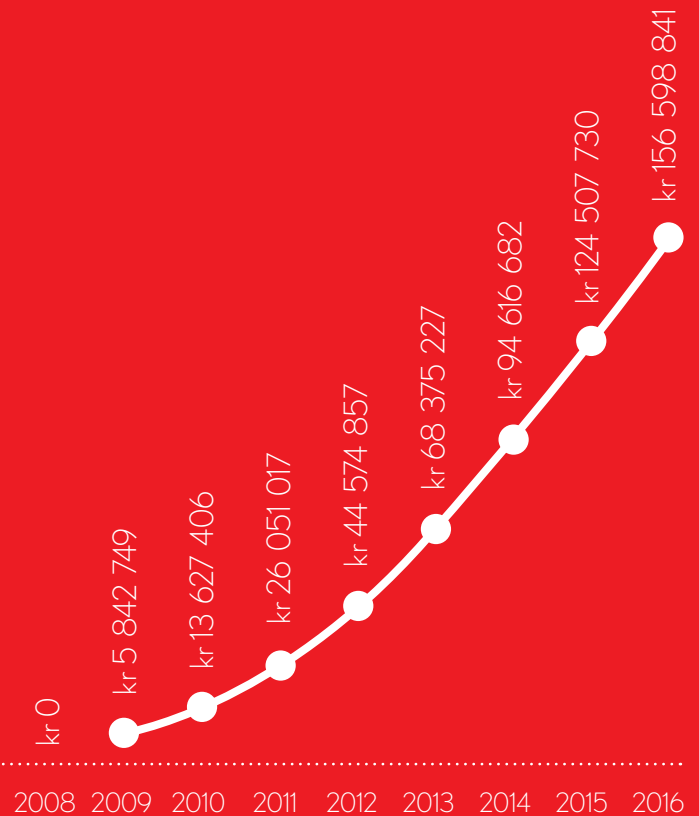
- Last year, we expanded our offering to kids and youngsters through the Children's Red Cross, which is an after-school offering to children from the age of 6 to 13 years old. We will continue to expand this work in 2017. Our Resource Centre at Grønland will get access to a new and bigger locality, which will benefit our School Homework Assistance for children, our social activities for youngsters and other activities. More volunteers will be able to create greater opportunity and security for even more kids and teenagers.



150 MILLION EVENT: Director of Norsk Pantelotteri As, Gaute Langdal, was in 2016 able to hand over a symbolic recycling receipt for NOK 150 million to General Secretary Bernt G. Apeland of the Norwegian Red Cross. (Photo: Katrine Lunke)

Accumulated contribution to the Red Cross

The contribution to the Red Cross since the start of the Recycling Lottery in 2008 now exceeds NOK 156 million.





The mystery of the missing millionaire

On September 29th, a participant drew a winning ticket worth NOK 1 million at Spar Skånevik. Then everything went quiet. Following an intense manhunt, it was discovered that the oblivious individual had actually left the winning ticket hanging from the recycling machine.

We have had a lot of exciting stories of people winning our top prize, and 2016 was no exception, but the event that unfolded at Spar Skånevik is nothing short of extraordinary. The special story of the Skånevik-mystery has been covered in the local and national media, both on net, print, radio and TV more than 100 times.

Honest employee discovered the ticket
It has certainly happened in the past that a winner of the top prize does not report to the lottery company for a day or two. The lucky winner from Skånevik was reported «missing» across the media, just in case someone accidentally forgot to check their ticket. We were substantially surprised however, when discovering that the oblivious winner had left the ticket at the machine, and one the shop employees discovered it and turned it in to the manager, who put it in the

store safe. This was an exceptional act of honesty, and within the a few days the story spiked unprecedented media coverage for the Recycling Lottery. Many people reported that they were the lucky winner, but given that the lottery company knows exactly when, how much and the make of the bottles used for that particular lottery session, it is easy to identify the owner given that only they had the correct information.
On December 5th, the Recycling Lottery and the Red Cross drove to Skånevik to hand out a big cheque of 450,000 kroner to the local Red Cross society and 450,000 to the national Red Cross. The finders-reward of 100,000 kroner, based on the wishes of the employee who discovered the ticket, will be distributed to local charities and good causes. An incredible story with a happy ending.

Gir opp å finne den mystiske pantemillionæren

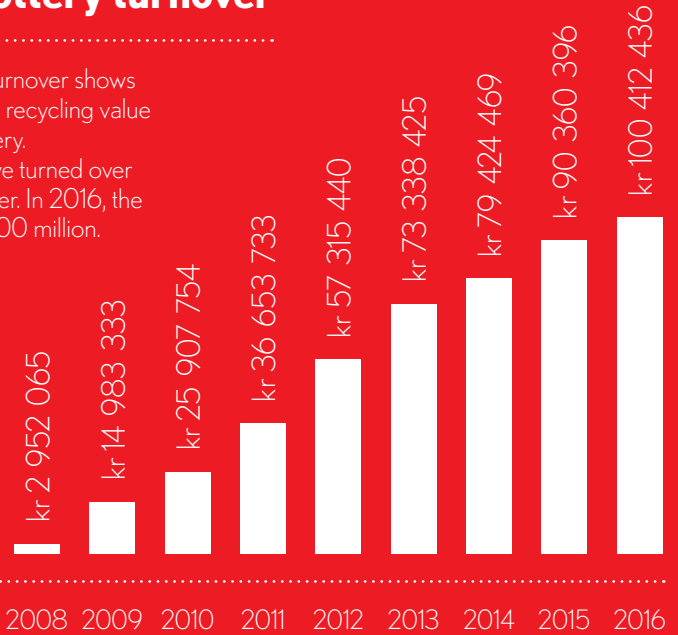


pantemillionen ingen ville ha



Recycling Lottery turnover

The recycling lottery turnover shows the total amount of the recycling value committed for the lottery. During our first year, we turned over close to 3 million kroner. In 2016, the amount increased to 100 million.



Thought it was a prank

The first millionaire of the year was a gentleman from Balsfjord in Troms County. At the end of January he pressed the Red Cross button at Rema 1000 Storsteinnes, and got the surprise of his life. At first glance he thought the amount on the ticket was 1000 kroner.

«But, when I moved my thumb an extra three zero's appeared, and I realized the prize was 1 million kroner», he told the Nordlys newspaper.

The winner at Meny Sletten in Bergen April 1st also did not believe what he saw.

«At first, I thought this is was somebody's April Fools prank. Then I called the support phone number on the ticket, and it turned out to be real», he told NRK Hordaland.

The Oslo-citizen who won at Kiwi Løren in June was personally congratulated by Sven Mollekleiv, president of the Norwegian Red Cross. They were both interviewed by TV2, and the lucky winner had just got an idea on how to spend the money.

«Maybe I'll buy a new motorbike, but I need to sleep on it. This has barely dawned on me», he told the reporter.



National hockey player and first winner in Finnmark

The successful 2016 ended with two fantastic millionaire stories. In the middle of December a player on the national ice hockey team won a million, which led to our first front-page in the sports section of VG.no. The winner told the newspaper that this prize would be «a nice bonus for a poor hockey player», with high expectations for some great Christmas gifts for friends and family.

Just before New Year we got our first Recycling Lottery millionaire in Finnmark. A local gentleman recycled for 17 kroner at Kiwi Hammerfest, and suddenly a very long receipt was printed by the recycling machine. The winner didn't wear his glasses at the time, so he asked another person in the store to explain what it said on the ticket. He was very surprised when he realized that he had won a million kroner. And to top off the story: On the very same day, another person won a million on a scratch card purchased in the same store.

«When I realized that we had two winners on the same day, I got the chills. Couldn't think of anything else for the rest of the night», said one of the employees at Kiwi Hammerfest to the local newspaper Finnmark Dagblad.





Pantet flasker for 27 kroner - vant 1 million

Hun skulle bare handle inn mat til en bursdag og pante noen flasker. Da hun gikk ut av butikken var hun 1 million kroner rikere.

Kjøpte dopapir,

26-åringen fra Porsgrunn skulle bare en kjapp tur innom Kiwi for å kjøpe dopapir – og pante noen flasker. Ett trykk på lotteriknappen, og vips så var han millionær.

01.05.2016 kl 15:56 (Oppdatert 01.05.2016 kl 18:42)



Fredrik Nordahl
Tlf: 971 04 504

Mannen som ønsker å være anonym pantet flasker for 59 kroner og 50 øre. Men istedenfor



in Ronny Bremnes ved Rema 1000 på Brekstad er strålende fornøyd med at en av kundene vant én million på pante...



Coop Mega Søgne er nummer to av pantelotteri-butikker brukes til lotteriet. Foto: Katrine Lunke/Pantelotteriet

Coop Mega Søgne

Trønder vant én million på tomflasker - skal kjøpe hus

Mannen på 40 år er stolt over å vinne hele én million kroner med tomflasker i Ørland. Han har vært sikker på å vinne i mange år.

Flere gir panten

Østfold Røde Kors fikk nesten 800.000 pantekroner i fjor

2015 ble et rekordår for pantelotteriet.

blitt en svært viktig inntektskilde, som blant annet bidrar til at vi kan styrke den lokale beredev...



TAKKNEMLIG: Stadig flere velger å trykke på Røde Kors-knappen når de pante flasker. Det gleder Øyvind Bruflåt i Østfold Røde Kors.

akuttmottak Østfold Røde Kors sette opp et akutt-nyankomme flyktkom over grensen and. 200 frivillige net rundt i fem uker de nyankomme flykt og gi dem et verdig i Norge.

vi er veldig taknemlige for at folk her i fylket å støtte oss med sin BRUFLÅT leder i Østfold Røde Kors

villigheten i forkant, sier Bruflåt.

Pantelotteriet har blitt en viktig inntektskilde i Østfold og vi er veldig taknemlige for at vi er veldig taknemlige for at fylket velger å støtte

Milliongevinst. Siden 2008 har pantelotteriet

Fy fela, for overraskelse

Adrian Løseth Waade (24) fra Levanger ga flaskepantten på 20 kroner til Røde Kors. Tilbake fikk han 1 million kroner.

– Først ble jeg veldig skjelt og tenkte at – nå skjer det. Jeg følte meg likevel ikke sikker på at det kunne være sant og at det kanskje hadde skjedd en Waade.

Etter at vinnerkvit kom i retur etter flasgen tok han kontakt butikksjansatt – som Løseth videre til butik – Der ble det tatt et Røde Kors som kunne jeg var en million kroner sier Waade.

– På leting etter leiligheten Den ikke ukjente fra Levanger ble i 50.000 i kunststipen kommunen. Da var på at utøvende jazz er det mest lukrative pengene derfor kom Da sier det seg selv million kroner fikk av på dagliglivet.

På dette tids Waade på leting et i Oslo, med et bud 2,5 millioner kroner vinsten gjorde at til på et toroms droye 3,5 millioner

Tomflasker har millioner

Pantelotteriet har blitt en betydelig inntektskilde for Røde Kors.

nytt morsok generalsekretær Berns G. Apeland i Røde Kors en symbolsk pantelapp på hele 190 millioner kroner fra lotteriet.

Beløpet utgjør det Pantelotteriet har gitt til organisasjonen siden den spesielle begynnelsen i 2008. Da var lotteriet tilgjengelig kun i enkelte butikker i Oslo.

Nå er det tilgjengelig i nærmere 2.000 butikker over hele landet, og rundt 12 prosent av all pant brukes som inntekt i Pantelotteriet.

1,1 mill. fra tomflasker

HAUGESUND: Røde Kors i Rogaland fikk 1,16 millioner kroner bare fra tomflasker i fjor. Det er over 400.000 mer enn året før, forteller Røde Kors i en pressemelding. Pantelotteriet er tilgjengelig i 162 butikker i Rogaland. I Nord-Rogaland fikk følgende lokallag støtte fra Pantelotteriet i fjor: Haugesund Røde Kors: 138.786,46 kroner, Sauda Røde Kors: 6.810,54 kroner, Suldal Røde Kors: 1.098,09 kroner, Tysvær Røde Kors 9.753,74 kroner, Vindafjord Røde Kors 2.882,02 kroner, Karmøy Røde Kors 62.389,44 kroner og Rogaland Røde Kors 89.854,38 kroner.

som ikke er på landsbasis tra... tektskilder som Pantelotteriet, et i fjor. Røde Kors i er det mulig å respondere på slike hendel...

vant en million



Fikk inn ca. 1 million kroner på tomflasker

Pantet seg til én million på Løren

GRATULERER: Sindre Blandkjenn (h) og kollega Kristoffer S. Kristiansen satt i kassa da vinner-fanfaren ble spilt. - Han har én million, siden han står helt stille og stirrer på pantelappen Kristoffer. Men det var såvisst ikke en spøk!

Her er det ingen som slår Telemark: - Jeg må innrømme at jeg ble overrasket

TELEMARK: Tomflasker kan være gull verdt - spesielt om man kvitter seg med dem i Telemark. Så langt har seks personer blitt millionærer foran en panteautomat i fylket.

11. August 2016, kl. 16:54



UKJENT VINNER: Butiksjeff Håvard Pedersen på Rema 1000 i Lørenveien og frivillighetskoordinatoren Røde Kors smiler fra øre til øre på vegne av den heldige pantemillionæren som vant forrige uke. FOTO: PER MAGNE MIDJØ

på topp tre

gjort 40 nordmenn til millionærer.

en se!

ongevinsten har også til at tankene om en ny sommer oftere. Han legger jul på at han gjerne enkelt seg å bytte ut fløisalt til 120.000 kroner. er jevnlig på utkikk nytt. Men brukmarketre fløiner er ikke veldig derfor regner jeg med at a litt tid før jeg blir kvitt

r gitt 150

« Det kan være et tøft liv innen den bransjen jeg jobber, med mye usikkerhet rundt framtidig inntekt. Derfor



Han skulle bare pante to poser med tomgods. Sekunder seinere var han millionær

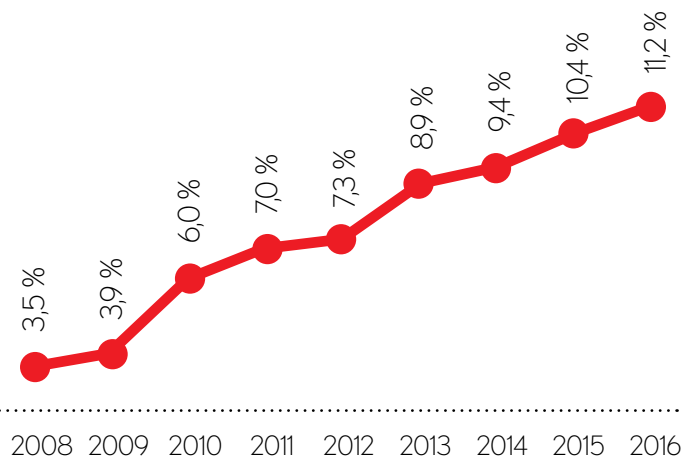
Pantesuksess hos Spar millionstøtte til Røde

Nylig kunne kjededirektør Ole Fjeldheim i Spar overrekke president Sven Mollekleiv i Røde Kors.

Storgevinst: Spellemannen Adrian Løseth Waade byttet inn flasker og fikk mye mer enn fela igjen da han vant én million kroner i pantelotteriet. FOTO: PER MAGNE MIDJØ

Share of the recycling value committed for the lottery

In 2008, only 3,5 percent of the recycling value was committed for the lottery. The lottery share is currently exceeding 11 percent on average.



Record lottery participation

No other place in Norway has as many people participating in the Recycling Lottery than Meny Ringnes Park in Oslo. Here, more than 40 percent of the recycling value is committed to the lottery.

In 2016, an average of 11 percent of the recycling value was committed to the lottery. Following a fantastic year, the year ended at 15,5 percent. Meny Ringnes Park is one of the shops that are increasing the average significantly, and pulls in a staggering 40,76 percent lottery share.

No explanation

The 2 500 sqm Meny-shop has one recycling machine generating an impressive 217 956 kroner for the lottery in 2016. Between 18-20 000 customers visit the store every week, but the shop manager Martin Sande Stensrud does not offer an explanation why so many of his customers contribute to the Red Cross.

- Maybe people are more into volunteer and charitable work in this area? There are many nice people living at Grünerløkka, says Stensrud. He does not believe that people in this area are richer or less interested in their recycling refund.

- We have all sorts of customers in our shop, young and old, with very different backgrounds, says the shop manager, who himself is an avid lottery participant.

- I play every time, and encourage everyone else to do the same. The Red Cross is doing a marvelous job, and with such a high share benefitting the local Red Cross, there are many activities being created in the neighborhood, says Stensrud. In his

experience the customers at the shop have a very positive attitude to the Recycling Lottery, irrespective of them winning or not.

Contributes to a good cause

Oslo County is the geographical area in Norway with the largest share of the recycling volume being committed to the lottery, followed by Akershus and Telemark. Stian Nordby works as well as recycles at Meny Ringnes Park, and hence makes his contribution towards bringing both the shop and the County to the top of the statistics.

- I recycle once a week, and always commit my recycling to the lottery and Red Cross. It is a fun and easy way to make a small contribution to a good cause, says Nordby. Ane Sunde of the Red Cross concurs.

- The enthusiasm we see in Oslo and the rest of the country means a lot to us, and makes a big difference for the volunteers and the people working with Red Cross activities, Sunde says while recycling at Meny Ringnes Park, her local shop.

- I am contributing to the high recycling lottery turnover in this shop, she says with a big smile.



KNOB TO THE TOP: Shop manager Martin Sande Stensrud, employee and customer Stian Nordby and Ane Sunde from the Red Cross contribute to making Meny Ringnes Park the best recycling lottery shop for 2016. (Photo: Katrine Lunke)



Top 3 shops by market share

40,76%

Meny Ringnes Park

35,54%

Rema 1000 Rodeløkka

34,67%

Meny Fornebu



Top 3 shops by turnover

Kr 312 259

Rema 1000 Torshov

Kr 297 815

Meny Cc Vest

Kr 273 934

Meny Bjølsen



Top 3 Counties by market share

16,25%

Oslo

14,02%

Akershus

13,81%

Telemark

Marketing boosts turnover

Marketing of the Recycling Lottery makes a valuable contribution to increased turnover. The two most important messages are that the lottery creates great value for the Red Cross, and that you can actually win a million kroner.



Social media: Facebook is used actively throughout the year, and the number of followers have increased from 4 784 to 8 474 during the year. All our best media stories are posted and shared,

and the best stories have reached as many as 300 000 unique users, and in total our stories have reached as many as 3,5 million people. Significant effort is spent on promoting our message via the

stores and the local Red Cross societies. On top of that, we are running our own campaigns, like the Easter-campaign.

Radio: The recycling lottery have been running radio commercials in regular intervals throughout the year on both P4 and Radio Norge. Our message is short and to-the-point, in order to get best value for money.





TV: During Christmas and New Year we aired our brand new TV Commercial on TV2 and associated channels. In three short movies featuring Coca Cola, TINE and Elkjøp we explained why they are supporting Red Cross, and how each and everyone can do the same by simply pressing the Red Cross button. The Commercials will also air in the first few weeks of 2017.

3 690
New followers
on Facebook

330 000
Most unique users on
a Facebook-post

Internal communication: In November we communicated that the lottery had contributed more than 150 million to the Red Cross since the start in 2008. Both at the Olav Thon Group and at the Red Cross we set up a stand with a designated recycling machine and information material. Our target was to increase ownership and awareness in both organizations.



230

Positive news
articles/segments

Rekord for pantelotteri

Tomflasker ga rekordbidrag til Røde Kors i Adlar. I Adlar er pantelotteriet blitt et viktig bidrag til Røde Kors. I Adlar er pantelotteriet blitt et viktig bidrag til Røde Kors. I Adlar er pantelotteriet blitt et viktig bidrag til Røde Kors.

Tomflasker verd 20 kroner ble til million
- Jeg klarte ikke å lese alle nullene

Hadde gjort seg for å lese alle nullene på tomflasker. En 23 år gammel musiker fra Oslo satte rekord. Det endte med en million og flere strenger å spille på.

2 081

Most number of
comments on
a Facebook-post

Editorial coverage: An important part of our marketing and PR-strategy is the utilization of editorial coverage, where we actively search for opportunities to create value. In 2016 we achieved more than 230 positive articles and news segments about the lottery in Norwegian media. Most of the articles were generated by the communication agency Apeland AS, and cover the importance of the lottery proceeds for the Red Cross.

Advanced technology behind every game

Whenever someone pushes the Red Cross-button, advanced technology comes into play. In a matter of seconds the system will reveal whether or not the participant has a winning ticket.

More than 2100 recycling machines across the country are connected to the Recycling Lottery game server.

Connected to a central game server

Whenever a participant pushes the Red Cross-button the recycling machine communicates with a central game server - which firstly will authenticate the purchase of the lottery tickets - and then communicates the right number of tickets and the draw result back to the recycling machine. Finally, the result will be printed on the ticket. If the ticket is a winning ticket, the machine will print a bar code which can be scanned and identified at the store cash point for immediate cash-out of prizes up to NOK 1000.

Impressive up-time

The technology utilized for the recycling lottery has caused very few problems for the lottery, and last year we experienced 99,998% up-time during shop opening hours. The lottery is well secured against misuse and manipulation and is approved by NMi Gaming Ltd. - a third party testing institute for gaming products. Our servers are located in a secure hosting facility, under constant surveillance and control.

Playsafe Norway AS (of Sandefjord, Norway) has developed the technology behind the lottery, and



Lottery system up-time

99,998%

the company is also responsible for the technical operations of the lottery system. Playsafe is a company specializing in the development and operation of data-intensive gaming applications, and runs similar systems for both domestic and international clients.

Happy lottery winners

Playsafe Norway AS is also responsible for running the Recycling Lottery customer support. The support function is open during shop opening hours, and serves the needs of both the shops as well as the individual participants, both via email and telephone. Being at the support desk is always a little extra fun whenever a new recycling millionaire is made. All participants winning prizes in excess of NOK 1000 have to call our support desk to cash in the prize. This means that Playsafe staff are always first in line to congratulate the new winners.



PANTELOTTERIET



Røde Kors

Norsk Pantelotteri AS

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