

MEDIA RELEASE

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Tatts Group launches new Lotteries brand – the Lott

Tatts Group, Australia's largest non-casino gambling group, announced its Lotteries division will be repositioned under a unified channel master brand – the Lott.

The new name and logo will be launched across all customer touch points and communications channels and will operate as a channel umbrella brand for the lottery operations that include Golden Casket, NSW Lotteries, Tatts, SA Lotteries and Tatts NT across seven jurisdictions in Australia.

Lotteries Chief Operating Officer Sue van der Merwe said Tatts Group's Lotteries business has had a long and proud history of operating lotteries and delivering dreams to players across the country.

"Lotteries has evolved and we recognised we were ready for our next growth phase – our next evolution. While our game brands offer players a high level of trust and integrity with strong emotional attachment and community core values, we know the global landscape is changing and we needed to adapt our branding strategy to remain ahead of the game," Ms van der Merwe outlined.

"We're confident **the Lott**, a derivative of the word lottery, captures the essence of our games that our customers know and love to play. Our new brand is bold and simple. Inspired by the rainbow, our new symbol dynamically sweeps over the horizon to where you would expect to find a pot of gold."

For more than twelve months Tatts Group has worked with Hulsbosch – one of Australia's leading branding and design agencies – to create the new channel umbrella brand that will be introduced across all channels: retail, on-line and via the app.

"We're taking a long term approach to establishing **the Lott** as the single destination brand for Australia's official lotteries – a one-stop lotteries shop for customers which will sit alongside the well-known and trusted state licensee brands of Golden Casket, Tattersall's, New South Wales Lotteries and SA Lotteries," Ms van der Merwe said.

"The new channel umbrella brand will build on the strength and market leading capability of the Tatts Group's Lotteries business and puts the customer at the centre of the experience.

"We're focussed on continuing to improve the experience for all our players as we work hard to retain our loyal lottery players and attract new players to our popular lottery games that customers across the country love to play.

"We're confident **the Lott** delivers the spirit and attitude that encompasses who we are – boldly vibrant, inclusive, community focussed, real and genuine. We offer bright, colourful and exciting games that inspire dreams and possibilities for our customers every day of the year."

After stepping into the role of CEO and Managing Director at Tatts Group in 2013, Robbie Cooke recognised the Lotteries business needed to be unified by simplifying the complex brand architecture that had been created following its lottery acquisitions which had resulted in multiple retail lottery brands.

"The channel umbrella brand initiative will build and unify the value of all lottery licensee entities operated by Tatts Group," Mr Cooke added.

The new brand will be operational from 1 June as Tatts Group's Lotteries business continues to be the national icon of lotteries in Australia.

Introducing the Lott

Tatts Group has developed a unified master brand for its lotteries division. The new brand is called the Lott. The Lott will operate as a channel master brand for the lottery in each jurisdiction including Golden Casket, NSW

Lotteries, Tatts, SA Lotteries and Tatts NT.

The Lott operates and markets Australia's leading lottery games that customers know and love including Saturday Lotto, Monday and Wednesday Lotto, Powerball, Oz Lotto, Set for Life, Lucky Lotteries, The Pools and Instant Scratch-Its.

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