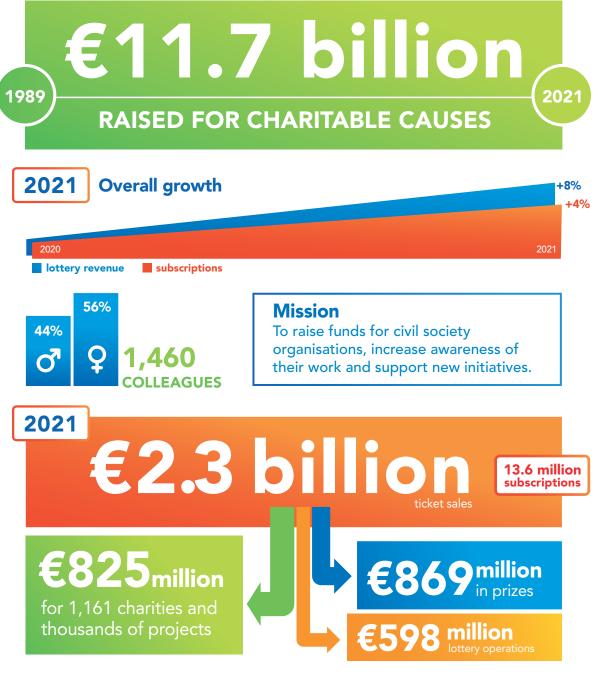
Annual Report 2021 Postcode Lottery Group





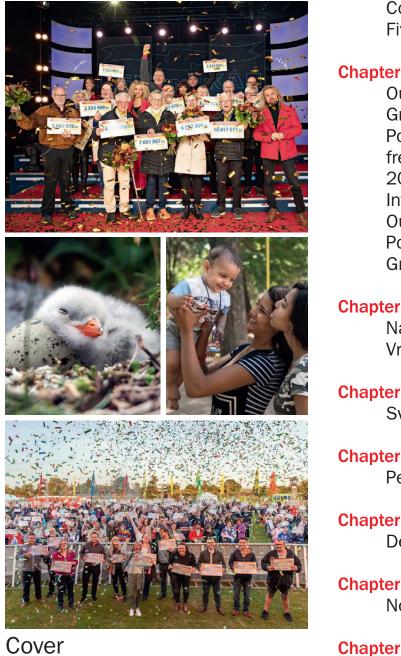
Novamedia | Postcode Lottery Group for a better world



3rd largest private donor in the world



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Cover Happy winners celebrate in Martock, England. In October, 411 players of the People's Postcode Lottery shared a £7.3 million prize.

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1

Committed people



B ig changes often start with a minority that then grows into a majority. In the end, it takes millions of thoughtful, committed individuals working together to bring about change, whether it's ending apartheid, halting the devastating effects of climate change or overthrowing a dictatorship. The women's movement, the environmental movement, the civil rights movement, and so on – they all needed, and still need, millions of people.

The Postcode Lotteries are committed to raising funds with our players. Those funds are used in the way that we believe has the most positive impact on the world. Only together can we achieve change and build a better world. That means making an impact by funding growing numbers of smaller charities and local community groups as well as supporting bigger charities and community organisations around the world.

Our vision is supported by more than 13 million lottery players in five countries and innumerable charity partners. And our ambition is to add more.

In recent years, the Postcode Lotteries, with their Dutch roots, have grown to become one of the world's largest private donors. Now that the organisation is bigger abroad than in the Netherlands, we have moved into a new phase as an international enterprise. That makes it even more important that the teams are aligned and cooperate internationally. And they do. This past year, they made it through together once again despite remaining physically separated.

In these difficult times, our colleagues, our partners, other stakeholders, and people all around the world have maintained a positive attitude, kept an eye on the bigger picture, and done their part. It is heartwarming and encouraging to see how, even in this past year, people have been ready to help each other. Volunteers, many of them new, have boosted essential community support work since the start of the pandemic. Additional donations from our lotteries have enabled necessary aid.

Our beloved, wise international Postcode Lotteries ambassador the late Desmond Tutu, who the world will miss dearly, put it this way: "We are made for goodness. We are made for love. We are made for friendliness. We are made for togetherness. We are made for all of the beautiful things that you and I know. We are made to tell the world that there are no outsiders. All are welcome: black, white, red, yellow, rich, poor, educated, not educated, male, female, gay, straight, all, all, all. We all belong to this family, this human family, God's family." I will forever be inspired by him. He sets an example for us all.

In 2022, we will continue to contribute as much as possible to building a greener, healthier, better world where human rights are respected. We will do it together with, and thanks to, all our loyal players, with whom we share this goal.

Gerdi Verbeet Chair, Supervisory Board Novamedia/Postcode Lottery Group

Five countries, one dedicated team



reativity, dedication and hard work ensured the Postcode Lotteries performed exceptionally well this year. Our lotteries are now found in five different countries, yet our team is united by one common goal. Put simply, it's our job to help make the world a better place. We do that by raising funds for the many charities, good causes, community groups and social entrepreneurs that share our vision. That is why we were especially proud to retain our ranking as the world's third-largest private charity donor after raising a record \in 825 million for good causes in 2021. We couldn't have achieved that without the more then 13 million people who enjoy taking part in our lotteries, playing together and celebrating together.

We offer a unique blend of great cash prizes, sustainable prizes in kind, entertaining TV shows and special events. It really is a winning combination. And our charity partners are at the heart of everything we do. We believe strong communities need strong charities and other non-profit organisations. The change we need can't be achieved without them.

Novamedia and its Postcode Lotteries are proud to have developed their own funding model. We want to see action, not bureaucracy. That's why our funding is unrestricted. The charities and other organisations which benefit from money raised by our players are free to set their own priorities. Our approach empowers these organisations, enabling them to adapt as circumstances change, to respond quickly to societal needs, to invest in long-term strategies and, crucially, to experiment and innovate.

From Amsterdam to Stockholm and from Edinburgh to Düsseldorf, with the dedication and commitment of our 1,500 colleagues, we have set ambitious long-term goals to ensure our lotteries stay competitive and fun to play. We aim to amaze our millions of current and potential players every day. We believe that together we can build a fairer, greener world.

As our Postcode Hero Sir David Attenborough told world leaders at the COP26 climate conference in Glasgow, "We must use this opportunity to create a more equal world, and our motivation should not be fear but hope."

Spriel was Ahen

Sigrid van Aken CEO Novamedia/Postcode Lottery Group

Lotteries for a better world

The mission of Novamedia/Postcode Lottery Group is to help make the world a better place. Novamedia, the creator of the Postcode Lottery format, believes the world benefits from strong civil society organisations. For this reason, we finance and set up charity lotteries internationally to raise funds for organisations and innovative projects of an idealistic nature.

Our ambition and strategy is aimed at expanding our player base to keep us strong and stable in a competitive offline and online market and to be able to safeguard financial support for our charities.

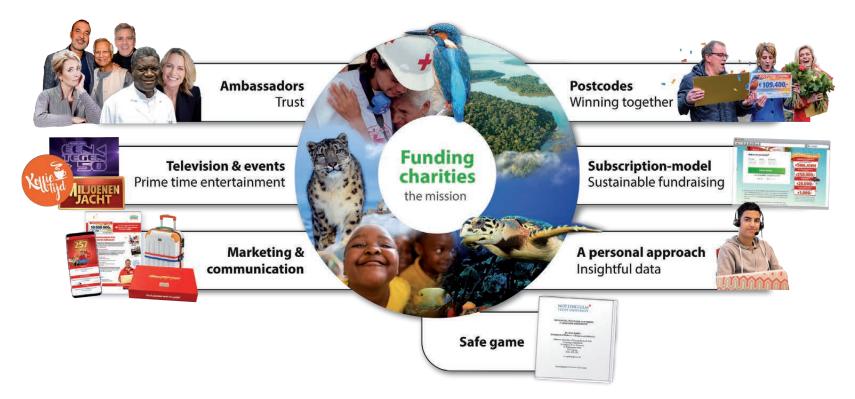
Our funding is long-term and unrestricted, so our charity partners can use it where it is most needed – for example, in response to crises such as the coronavirus pandemic, climate change and the situation in and around Ukraine.

feel courageous fun like sharing live sustainably

Our core values

Employees of Novamedia/Postcode Lottery Group are inspired by four words: courageous, fun, sharing, and sustainable. These are the values that keep the heart of the Postcode Lotteries in the Netherlands, Sweden, Great Britain, Germany and Norway beating strongly.

For more information, see novamedia.nl/who-we-are/vision-mission



Our 5 Lotteries

Nationale Postcode Loterij

(Dutch Postcode Lottery) was launched in 1989 and has grown phenomenally ever since. By December 2021, 3.1 million players were taking part annually with over 4.1 million tickets.

Svenska Postkodlotteriet

(Swedish Postcode Lottery), which began in 2005, had more than 980,300 players participating with almost 1.8 million tickets by the end of 2021.

People's Postcode Lottery

reached a milestone in June 2021. It crossed the 4.5-million-ticket mark for a single draw and had more than 4 million players.

Five years after the launch of the **Deutsche Postcode Lotterie** (German Postcode Lottery) in 2016, the German team celebrated two milestones. It crossed the million-ticket mark for a single draw, and the total raised for charity so far exceeded €100 million.

Norsk Postkodelotteri

(Norwegian Postcode Lottery) carried out its first draw in Norway in 2018. By December 2021, more than 99,350 players were playing with nearly 117,000 tickets.

A disruptive new format

The Postcode Lottery concept is the first innovation to the lottery format since the game was invented in Genoa 400 years ago.



CCO & Executive Board member Michiel Verboven:

"To keep surprising our players with innovations and excellent execution, we need to align and collaborate as a Group."

The Postcode Lotteries began in 1989, operating on a subscriptionbased model instead of traditional individual ticket sales. This was revolutionary: players became members. Since then, we have continued to refashion our formats, products, entertainment and prizes in order to constantly surprise our loyal players. Our tickets relate to the players' own postal codes. So an entire street or neighbourhood can win together.

Win-win

The idea of winning together is also reflected in the distribution of proceeds to charities. In 2021 our lotteries contributed up to 42% of their ticket sales income to good causes. The total amount donated was more than €825 million.

Awareness

As part of our mission, the Postcode Lotteries provide their players with information about the charities they support to create awareness of the organisations' work. Their work features in magazines, letters, emails, newsletters on the lotteries' websites, and, in the Netherlands, Sweden and Germany, in special TV game shows and documentaries. We've been making successful game shows for over 25 years. We continue to develop new formats when and where we can.

One brand, different markets

The Postcode Lotteries' operations and donation percentages differ due to variations in local laws and regulations and in the lotteries' and markets' maturity levels. A charitable lottery's legal minimum contribution to charities differs from country to country. In the Netherlands, 42% of the revenue was awarded to charities. In Great Britain, the Lottery awarded 33% of its ticket sales income to charity, well above the minimum of 20%. In Sweden, which has no legally fixed percentage, the Lottery awarded 29% of its revenue to charities in 2021. In Germany, 30% went to charities. And at the Norwegian Lottery, after deduction of prize money, 50% of proceeds went to the charities SOS-barnebyer and WWF Verdens naturfond. All Lotteries exceeded the legal minimum percentage.

Media: a crucial tool

A unique, broad mix of online and offline media enables us to recruit new players, thank existing ones and increase aware-



CMO Imme Rog explains our disruptive format and innovative marketing strategy in a video message. Big TV-shows, exclusive events and entertainment will always be an important part of our strategy. It connects us with our players, who we see as our members.

ness of our charities' work. Entertainment is part of our DNA. Popular TV shows like Sweden's *Postkodmiljonären* and the Dutch *Postcode Loterij Miljoenenjacht* are enjoyed by millions of viewers. In Germany, *Murmel Mania* has a loyal following and is becoming ever more popular.

Joining forces in Europe

In order to discuss games of chance at the European level and underline the importance of fundraising for civil society organisations, all six Lotteries belong to the Association of Charity Lotteries in Europe. In June 2021, Novamedia/ Postcode Lottery Group also became a member of European Lotteries, Europe's largest association for the industry. Membership gives us the opportunity to join forces with a broad network of national lotteries.

Our six Lotteries in figures for 2021

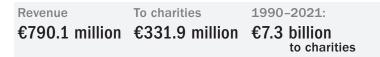


3,089,946 players

4,176,656 tickets

7,241,154 prizes

176 charities





980,351 players 1,788,447 tickets 3,507,404 prizes 59 charities

RevenueTo charities2005-2021:€357.3 million€101.6 million€1.4 billion
to charities



4,113,706 players

4,565,007 tickets

8,209,252 prizes

98 charities and more than 9,000 charities and good causes in total

RevenueTo charities€619.5 million€201.4 million

2005–2021: €976.5 million to charities



932,267 players 1,174,656 tickets 2,624,301 prizes 936 projects

RevenueTo charities€162.2 million€48.6 million

2016-2021: €115.9 million

to charities



99,380 players 116,854 tickets

40,314 prizes

2 charities

Revenue €25.1 million To charities2018-2021:€8 million€15.1 million

Re on €3

to charities



1,296,717 players

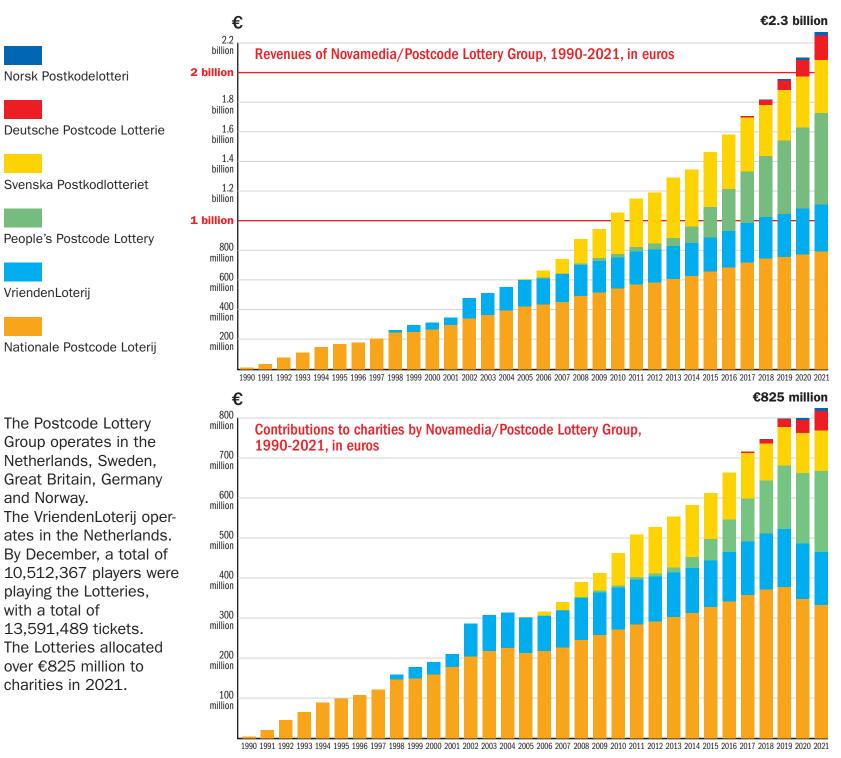
1,769,869 tickets

6,272,054 prizes

67 charities and 3,296 clubs and associations

RevenueTo charities1998-2021:€318.2 million€133.6 million€1.9 billion
to charities

Growth of Novamedia/Postcode Lottery Group, 1990-2021



Postcode Lotteries band together to support free expression and independent media

The Media Development Investment Fund (MDIF) has received a €3.2 million grant thanks to the players of the Svenska Postkodlotteriet (Swedish Postcode Lottery), the People's Postcode Lottery in Great Britain, the Deutsche Postcode Lotterie (German Postcode Lottery) and the Nationale Postcode Loterij (Dutch Postcode Lottery).

MDIF has over 25 years of experience funding independent media outlets. It also receives support from bodies including the Swedish International Development Cooperation Agency, the Democracy & Media Foundation and the DOEN Foundation.

Token of solidarity

MDIF COO Majka Nemcova expressed her gratitude to the players of the Postcode Lotteries "for this token of solidarity, especially in these awful times," referring to the war in Ukraine. The contribution is meant to sup-



Rickard Sjöberg interviews Maria Ressa for the Svenska Postkodlotteriet Charity Gala.



The Postcode Lotteries awarded a \in 3,223,200 grant to the Media Development Investment Fund.

port Pluralis, a fund that aims to strengthen media independence and pluralism in Eastern Europe.

'Courageous fight for freedom of expression'

MDIF also supports the work of Maria Ressa, a Filipino American journalist and co-founder of Rappler, an independent media platform based in Manila. She reports on human rights abuses and corruption in the government of Philippines president Rodrigo Duterte. She and Dimitry Muratov, who reports on the same themes but with a focus on the government of Russian president Vladimir Putin, jointly won the Nobel Peace Prize in 2021 for "their courageous fight for freedom of expression".

Exclusive interview with Maria Ressa

Postcode Lottery ambassador and TV presenter Rickard Sjöberg conducted an exclusive interview with Nobel laureate Maria Ressa for the Svenska Postkodlotteriet Charity Gala. They spoke about her work and that of all independent, critical journalists, which is becoming both more important and more challenging. "Without facts you can't have truth," Ressa said. "Without truth you can't have trust. And without trust we do not have a shared reality, and no democracy. And it becomes impossible to deal with our world's existential problems." Freedom of expression and independent facts are therefore essential for a strong civil society.

2021 Dream Fund winners



With the help of Solidaridad, this farmer is planting trees among his crops. Trees capture CO_2 , helping farms to offset their emissions.

Nationale Postcode Loterij

In 2021, Solidaridad received €12.7 million for its project From Climate Victims to Climate Heroes from the Nationale Postcode Loterij's Dream Fund. With the Dream Fund allocation, the foundation helped 100,000 smallscale farmers in Uganda, Kenya, Colombia and Nicaragua to fight poverty and climate change. Solidaridad invests in them and helps them to implement climatesmart farming methods that prevent emissions and promote the absorption of CO₂ from the air. Solidaridad then ensures that they can sign up for an emissions trading platform. This is the first time that a climate change project with a focus "on the ground" is rewarded for its impactfull work.

Svenska Postkodlotteriet

In 2021, the Svenska Postkodlotteriet distributed SEK 143.3 million to nine Dream Projects. One of them is No Place for Abuse: Welcome Venezuela, for which Sverige för UNHCR (Sweden for UNHCR) and Amnesty International received SEK 27.9 million. The project aims to protect refugees from sexual abuse and gender-based violence and make them aware of their rights and local protection options. The organisations will also spread knowledge and awareness to the general public and opinion leaders.

People's Postcode Lottery

Three ambitious new projects designed to change life for the better are to receive £1,250,000 each, thanks to players of People's Postcode Lottery in Great Britain. Duchenne UK, the University of Liverpool and Spinal Muscular Atrophy Support UK will work together to develop a revolutionary Smart Suit which will restore upper body function and deliver dignity in disability.



The endangered dormouse is just one of the species set to benefit thanks to the Space 4 Nature project.

Tackling climate change and biodiversity loss by promoting new ways of working in the food industry is the aim of a collaboration between the Ellen MacArthur Foundation and the Food Sustainability Trust.

And, the Space 4 Nature project will see Surrey Wildlife Trust, Painshill Park Trust, the University of Surrey and Buglife harness the power of artificial intelligence, satellite data, and citizen science to drive long-term nature recovery.

Deutsche Postcode Lotterie

Near-natural rivers and floodplains are a unique habitat for many rare species and deserve protection. But these species-rich ecosystems are threatened by human intervention. WWF Germany wants to give the rivers more space again. In its Lebendige Flüsse (Living Rivers) project, watercourses throughout Germany are being renatured. Human-built obstacles will be removed so that fish and other new life have full access again. Flood protection will be improved, and local people will be able to use the new natural areas for recreation. The Deutsche Postcode Lotterie is supporting the WWF's Lebendige Flüsse project with €1.5 million from the 2021 Dream Fund. The money will help to renature numerous biodiversity hotspots.



No Place for Abuse: Welcome Venezuela aims to protect refugees from sexual abuse and gender-based violence.

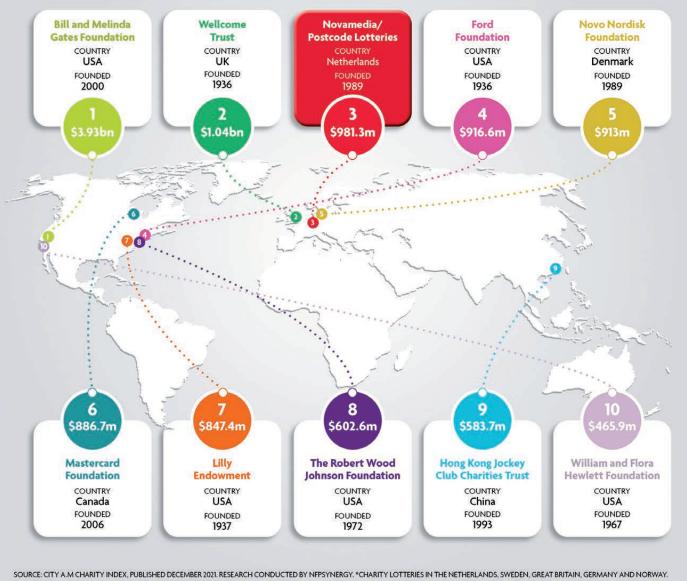


A threatened ecosystem: the wild landscape of the Isar river in southern Germany.





THE WORLD'S TOP 10 PRIVATE DONORS IN 2020



In December 2021 the UK business newspaper City A.M. named Novamedia/ Postcode Lotteries as the world's thirdlargest private charity donor for the previous year.

International ambassadors

The Postcode Lotteries' mission is exemplified in the work of our international ambassadors. We are proud to combine forces with world-class athletes, accomplished actors and successful entrepreneurs, and with the Nobel Peace Prize-winners Nadia Murad, Muhammad Yunus and Dr Denis Mukwege. Over the years we've built strong relationships with them and with our other ambassadors like George Clooney, Rafael Nadal, Emma Thompson, Toni Kroos, Roger Federer, Katarina Witt, Sarah Brown and others. At the end of 2021 we bade farewell to our esteemed ambassador Desmond Tutu, whose integrity, compassion and moral leadership were crucial in the international effort to build a more just and equal world.

This year the world-renowned doctor, noted human rights activist Dr Denis Mukwege, visits the Postcode Lottery colleagues in Amsterdam. Mukwege travels through Europe, to talk about his new book: The Power of Women. Mukwege advocates learning from women's resilience, strength, and power. "Sexual violence against women, whether as a weapon of war or in the domestic sphere, must be banned everywhere. Education, regulation and legislation is the only way to achieve peace, equality and security."

Tutu: a legacy for eternity

The late Archbishop Desmond Tutu was an international ambassador for the Postcode Lotteries from 2012 until his death in



Dr Denis Mukwege and Esther Dingemans spoke with Martijn van Klaveren, the Postcode Lotteries' Director of Communications.

December 2021. He gave voice to hope, compassion and the fight for human rights. In 1984 he received the Nobel Peace Prize for his work. After retirement he devoted his life to the Desmond & Leah Tutu Legacy Foundation and The Elders. Both organisations receive funding from the Postcode Lotteries. We remember the humour and wisdom of his speech at our 2014 Charity Gala. "Each one of us is potentially a Nobel Prize laureate," he said. "Why not?" His inspiration and insight will continue to guide us in our worldwide work. The same can be said of Nelson Mandela, our first international ambassador in 2001, whose influence still shines through in our thoughts and actions. We will always be extremely grateful to them both.



Desmond Tutu was keynote speaker at the Postcode Lottery Charity Gala in 2014.



Six of our ambassadors expressed their thanks for the Lotteries' support of their projects.

Our funding philosophy

International online events in 2021 highlighted key aspects of the Postcode Lotteries' funding philosophy of giving multi-year, unrestricted grants based on trust.

Playing for a better world

Our funding philosophy is "Playing for a better world". In the Postcode Lotteries' view, multiyear unrestricted grants are vital for enabling civil society organisations to work towards a better world for us all. Unrestricted funding allows our charities and cultural partners to address the issues they find most relevant and urgent, and to shift priorities when circumstances change. During the ongoing pandemic, this was an especially welcome aspect of our partnerships with charities.

International, national and local support

Besides providing hundreds of long-term charity partners with unrestricted annual funding, money raised by each lottery also support numerous smaller local initiatives in the country where it operates. So our community of players is connected to projects nearby and further away.

Postcode Lotteries have established foundations to support smaller green, socially inclusive and creative initiatives with subsidies, loans and impact investments. Some of the pioneering organisations we support have become suppliers of lottery prizes in kind. Partnering with us gives them a boost in the market. The first lottery foundation, the DOEN ("doing") Foundation in the Netherlands, celebrated its 30th anniversary in 2021. Its success has led to more foundations in the lottery countries, like the Postcode Lottery Neighbourhood Trust, originally set up by DOEN. It provides financial support for community projects that connect local residents and make the neighbourhood more livable.

Courageous funding

With the support of more than 13 million players every month, we believe we must actively look for innovative and daring ways to solve global and local challenges. We work with partners who share our values and dare to be disruptive in order to drive change. To us, courageous funding means:

- Entering into long-term partnerships with our charities and trusting them to spend money where it is most needed.
- Daring to enable organisations to start projects that would otherwise never get off the ground.
- Supporting organisations and causes that may trigger resistance, be politically sensitive or generate debate in society.



Maria Ressa spoke at the Nobel Peace Prize award ceremony in Oslo on December 10, 2021.

Maria Ressa

"My work has become more dangerous, and therefore even more important," the Filipino American journalist Maria Ressa said in an inspiring live online presentation during our International Management Summit with 70 colleagues in September. Two weeks later she won the Nobel Peace Prize for her independent, critical investigative coverage of Philippine president Rodrigo Duterte's drugs policy, for which she was subjected to personal threats and slander. Ressa also writes about the dangers of social

media, which, she says, is "biased against facts" and thus poses a threat to democracies worldwide.

"Without facts, you can't have truth. Without truth, you can't have trust. Without trust, we have no shared reality, no democracy, and it becomes impossible to deal with our world's existential problems - climate, coronavirus, the battle for truth." - Maria Ressa

The Postcode Lotteries support Ressa and her important work. In March 2021 she received a Four Freedoms Award from





Sociology professor Pamala Wiepking delivered inaugural lecture on March 19, 2021.

Almost 200 employees and over 450 charity representatives attended the Postcode Lotteries' exclusive online session with the activist Dan Pallotta.

the Roosevelt Institute, which itself receives support from the Nationale Postcode Loterij.

Professor Pamala Wiepking

On 19 March 2021, Professor Pamala Wiepking gave an inaugural lecture as part of her installation as the first Professor of Societal Significance of Charity Lotteries at Vrije Universiteit Amsterdam. "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 and urgent. Moreover, unrestricted funding allows organisations to flexibly shift priorities when circumstances change, which is the case with crises like Covid-19 or natural disasters." - Pamala Wiepking

Dan Pallotta

Activist and philanthropist Dan Pallotta shook up the non-profit world with his 2013 TED Talk, "The way we think about charity is dead wrong". It has been viewed by over 6 million people, and its message remains relevant. On 2 December, almost 200 Postcode Lotteries colleagues and over 450 charity representatives attended an exclusive online session with Pallotta.

"You need to think and act as a pro-profit company if you really want to change the world. Dare to spend money in order to make real impact."

- Dan Pallotta

He supports the Postcode Lotteries' funding philosophy. "It's incredible to have a resource this large that is willing to finance your dreams in an unrestricted way," he says. "I hope everyone realises how important it is to invest that money in your dreams. Don't be embarrassed or shy about actually articulating your dreams to the full measure."

Postcode Lotteries Green Challenge 15 years

In 2021 we celebrated the 15th anniversary of the Postcode Lotteries Green Challenge. Back in 2007, the Postcode Lotteries pioneered one of the first annual international competitions of this magnitude for innovations designed to contribute to a greener world. The goal was to help idealistic start-ups – which are often founded by students or social entrepreneurs with brilliant ideas – to bring their valuable inventions to market.

In addition to a cash prize, winners receive coaching and assistance with building international partnerships and obtaining media coverage. In recent years, this approach has become more common worldwide, and the amount of attention paid to climate issues has increased enormously. Here, we look back at the 2021 winner and some highlights from previous years.

The 2021 winner: a smart washing solution for a cleaner earth

Isabella Palmgren of the Swedish company Mimbly won the €500,000 grand prize in this anniversary edition of the competition. The jury deemed its technology – which recycles water from washing machines, saves energy and filters out microplastics all at the same time – the most convincing of all the finalists' entries.

Hanson Cheng of Great Britain's Tyre Collective received the runner-up prize of €200,000. The start-up's product helps to keep harmful particles released due to car tyre wear from ending up in the environment. The other three



2021: Isabella Palmgren, Mimbly

finalists, the Netherlands' Jardo Stammeshaus (Liion Power), Germany's Oliver Baum (the Warmduscher) and Norway's Qazi Sohail Ahmad (ChargeBnB), won €100,000 each. "This prize money will help us achieve the commercialisation of our first product and also bring us closer to a consumer solution. Saving microplastics and water should not be a choice; it should automatically be in every device we buy." – Isabella Palmgren, Mimbly



2007: Igor Kluin, Qurrent



2008: Eben Bayer, Ecovative



2009: Dean Gregory, RidgeBlade



2010: Scot Frank, SolSource



2011: Nick Christy, Water Recycling Shower

"Our Postcode Lotteries in the Netherlands, Sweden, Great Britain, Germany and Norway were founded for a better, greener world. These young, socially engaged entrepreneurs are playing an important role in the necessary transition." – Sigrid van Aken, CEO, Postcode Lottery Group

A great idea mushrooms

One of the first winners of the Postcode Lotteries Green Challenge was Ecovative, founded by the then 23-year-old Eben Bayer. He was a student with an



2017: Gayatri Datar, EarthEnable



2012: Molly Morse, MangoMaterials

ingenious idea: packaging material made from fungi, as a sustainable alternative to polystyrene. The jury predicted a promising future for Bayer. Now, many years later, its expectations have been fulfilled. Ecovative supplies materials to the textile, food and packaging industries in North America, Europe and Asia and received €100 million in investments this year.

A seed is planted

In 2015 Jurriaan Ruys, the cofounder of Land Life Company, won the jury over with his effective method of nature restoration. One of the greatest weapons



2018: Anne Marieke Eveleens, The Great Bubble Barrier



2013: Ginger Dosier, bioMASON

against climate change is the afforestation of dry areas. Land Life's biodegradable Cocoon incubator helps seedlings to survive. It provides them with water and shelter and then breaks down naturally. This enables the seedlings to grow



2014: Arthur Kay, Bio-bean Ltd.

into trees that extract CO₂ from the air. Land Life is now active in 25 countries, and the DOEN Foundation, through DOEN Participaties, is one of its investors.



2015: Jurriaan Ruys, Land Life



2019: Sofie Allert, Swedish Algae Factory



2016: Willem Kesteloo, PHYSEE

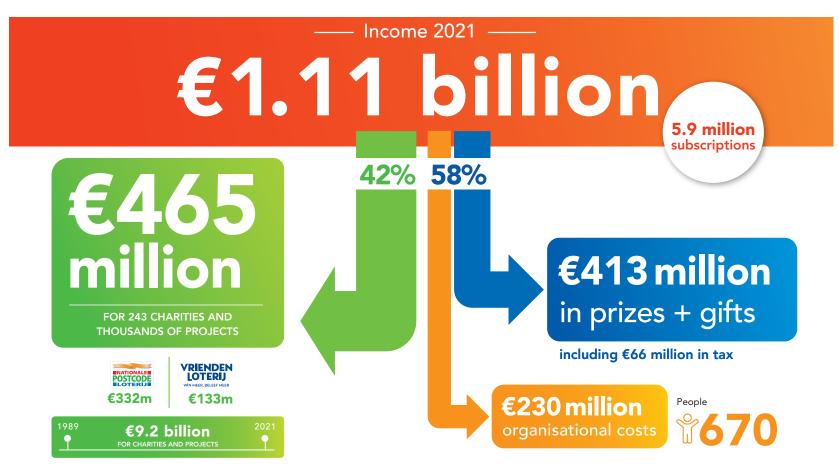


2020: Ayca Dundar, SoluBlue

CHAPTER 2

The Netherlands: Nationale Postcode Loterij and VriendenLoterij







Daan Peters Managing Director

Dorine Manson Managing Director



Lennaert Kuijpers Managing Director until March 2022

Highlights

At the Nationale Postcode Loterij (Dutch Postcode Lottery) we pack as many highlights as possible into every year, drawing attention to our partners' special projects, holding fun promotions for our players and, of course, giving out plenty of spectacular and unique prizes. 2021 brought its share of challenges, but great memories were also made during the year.

Helping people through the pandemic

In light of the ongoing Covid crisis, the Nationale Postcode Loterij gave the Netherlands Red Cross an extra €3.1 million grant to help it provide emergency aid. And with lockdown keeping people home from work and school, the Lottery



Every player received a book on Dutch birds in April.

and its partner Vogelbescherming Nederland invited players to explore nature. In April we sent every player a copy of the *Vogelboek* (Bird Book), which contains information on more than 180 Dutch bird species.

The biggest PostcodeKanjer in history

New Year's Day saw the draw for the biggest ever PostcodeKanjer, worth €56.7 million. It was the 25th time we closed out the year with this spectacular prize pot.

Traditionally, all our ambassadors take part in the last and biggest ad campaign of the year. 2021's highlight was a TV commercial cameo by George Clooney. The ambassadors' enthusiasm always has players watching excitedly on draw day to see if the well-known Kanjer truck will show up on their street. When players from Reuver won the PostcodeKanjer, there were no neighbourhood festivities because of coronavirus. Instead, we invited them to the Nationale Postcode Loterij headquarters in Amsterdam, where our ambassadors presented them with cheques.





At Christmastime 2021, international ambassador George Clooney starred in our end-of-year commercial.



Martijn Krabbé (l), Caroline Tensen and Winston Gerschtanowitz display the €56.7 million PostcodeKanjer cheque.

Charities

You can't make the world a better place overnight. That's why most of the Nationale Postcode Loterij's support for charitable organisations consists of long-term funding. Partners are free to spend the money as they wish. Thanks to our players, almost 150 charities can count on our help every year. Now that the VriendenLoterij (FriendsLottery) and BankGiro Loterij (BankGiro Lottery) have joined forces as the new VriendenLoterij, we're redistributing the three Dutch Charity Lotteries' partner portfolios. In 2021, the Nationale Postcode Loterij welcomed another 43 long-term partners working in the field of health and well-being in the Netherlands.

Hulphond Nederland

Hulphond Nederland (Assistance Dogs Netherlands) became a partner of the Nationale Postcode Loterij in 2021, after receiving an annual contribution from the VriendenLoterij since 2017. The VriendenLoterij highlighted the work of its former partner in its May 2021 SuperBingo marketing campaign. Players joining during



Esther Vergeer (m), ambassador of the Nationale Postcode Loterij, celebrated the opening of the Esther Vergeer Foundation's new sports clinic.



Hulphond Nederland trains dogs and horses to support people with physical and mental care needs.

the campaign played for the benefit of Hulphond's Domingo House. The centre provides animal therapy for clients who have suffered psychological trauma. Therapists work with dogs and also horses; both respond intuitively to human moods and non-verbal communication.

The Netherlands Red Cross

We support the Red Cross in providing aid around the world during emergencies and crises such as the Covid pandemic and have done so for many years. In 2021 the Red Cross provided desperately needed aid in Haiti after a powerful earthquake in August. Emergency aid initially focused on search and rescue, shelter and acute medical care. The Red Cross also provided psychosocial support and supplied relief items such as plastic sheeting, hygiene kits and water purification tablets.

Esther Vergeer Foundation

The Esther Vergeer Foundation receives support for its work using sport to improve the lives of children and young people with physical disabilities. In June, the foundation opened a sports clinic at the Radboudumc medical centre – the first of five to be housed in university hospitals – thanks in part to an earlier special grant from the VriendenLoterij. The clinics help children with disabilities to take part in sport at suitable mainstream sports clubs.

Centrum tegen Kinderhandel en Mensenhandel

The Centrum tegen Kinderhandel en Mensenhandel (Centre against Child Trafficking and Human Trafficking, CKM) opened its second innovative Veilige Veste (Safe Haven) shelter in Rotterdam in 2021, thanks to an extra €1 million Postcode Loterij grant over 2017. There, young victims of violence can find safety and receive the right help and treatment. The organisation opened its first shelter in Leeuwarden in 2012, partly thanks to long-term support from the Postcode Loterij.

Oranje Fonds

The Oranje Fonds (Orange Foundation) has been helping people to participate in society for two decades. At a special online anniversary event, Oranje Fonds director Sandra Jetten and board member Kim Putters spoke with Their Majesties King Willem-Alexander and Queen Máxima about the importance of community solidarity. The King expressed his gratitude for the Postcode Lottery's support for the Oranje Fonds, noting that the Lottery has been a consistent partner and major donor since the foundation's inception.



Postcode Lottery Group CEO Sigrid van Aken emphasised the importance of opening a second Veilige Veste shelter. "No one should be shown the door when they ask for help. CKM is a pioneer in this area."



From left, Oranje Fonds director Sandra Jetten and board member Kim Putters talk with the Dutch royal couple about the Oranje Fonds' 20-year history.

North Sea Foundation, WWF, Greenpeace, Nature & Environment

The Dutch House of Representatives adopted the North Sea Agreement on 2 February 2021, after years of effort by Postcode Loterij partners the North Sea Foundation, WWF, Greenpeace, and Nature & Environment. The document sets out terms for furthering the energy transition tasks set out in the Dutch Climate Agreement, nature restoration, and a healthy future for fish stocks. This years-long process underlines the importance of our long-term non-earmarked grants.

Players and winners

Many players have been with the Nationale Postcode Loterij for years. Their support is essential to fulfilling the lottery's mission. It's thanks to them that we're able to support groundbreaking projects that do good for people and the planet every day. Our 3 million-plus players are number one in our book. We thank them all year long with prizes, gifts and unique experiences.

A neighbourhoodwide party

The SuperPostcodeprijs (Super Postcode Prize) gives players a chance to win up to €1 million every month. Everyone who plays in the winning postcode gets a share of the grand prize. The amount a player can win depends on the number of tickets they hold and the number sold in their postcode. Since neighbours always share the prize, each monthly draw leads to a big party and strengthens community ties in a different locale in the Netherlands.

Streets full of winners

In between the monthly SuperPostcodeprijs draws, our ambassador Gaston Starreveld criss-crosses the country giving out the PostcodeStraatprijs (Postcode Street Prize) every week. Players in the winning post-



Ambassador Nicolette van Dam gives out the SuperPostcodePrijs cheque to winners in the village of Oudega.



In June, we award a Street Prize and a BMW every day. Gaston Starreveld surprised winners in Hoogvliet.

code win €25,000 per ticket, and one lucky person drives away in a hybrid BMW. Over 10 days in June, we award a Street Prize and a BMW every day. Winners are thrilled to receive enough money to make a long-held dream come true, from a new bathroom to an exotic holiday.

Veggie gift cards cut CO_2

In 2021, players once again cashed in their €12.50 Vega Favorieten gift cards en masse at Albert Heijn supermarkets. They can use the credit to put together a vegetarian meal. By using the cards, players have saved a total of 2,773 tonnes of CO₂. That's equivalent to driving a car 15.8 million kilometres or taking 3,201 flights to New York. And 10% of recipients say they've begun eating vegetarian food more often, showing that the campaign has had a lasting impact.

Winning in your pyjamas

October saw the start of a new prize campaign: Miljoenennacht (Millions Night). Once a week, in the early morning, we surprise players in a neighbourhood with



Ambassador Caroline Tensen holds up a veggie gift card and a tool for measuring spaghetti.



Every week we surprise players in a neighbourhood with the news that they've won a shared $\in 1$ million. This time ambassador Quinty Trustfull (m) visited Hellevoetsluis.

the news that they've won a shared €1 million. Often still asleep, they always wake up properly once they see Gaston Starreveld, Quinty Trustfull, Nicolette van Dam or Martijn Krabbé holding a big cheque. We commemorated the 2021 visits with a special Instagram display of winners in their hastily donned, often colourful dressing gowns. The full prizegiving features in RTL 4's popular



Nelly from the Dutch town of Zwijndrecht won €433,000 on the TV show Miljoenenjacht in September 2021.

Friday-evening TV programme *The Masked Singer.*

Golden Ticket

Every day for a week in 2021, Radio 10 listeners had a chance to win a Golden Ticket to a taping of Postcode Loterij Miljoenenjacht. Winners had to add up numbers mentioned in songs played by DJ Gerard Ekdom. Miljoenenjacht's 38th season started with a bang: in the first episode, Nelly from Zwijndrecht won €433,000 in the final. Winston Gerschtanowitz surprised Bennie at home in Oldeholtpade with the same amount, which he and his neighbours also got to share.

Bringing joy at Christmas

In celebration of the winter holidays, we brought light, warmth and cosiness into players' living rooms with a special gift. Every player received two red glass Postcode Loterij tea light holders as thanks for playing the lottery and a way of ending a difficult year on a warm note. The gifts were received enthusiastically, and players shared lots of atmospheric photos with us on social media.



Players shared photos of their tea light holders on social media.

Highlights



The VriendenLoterij (FriendsLottery) is the biggest lottery supporting the preservation of cultural heritage and human well-being in the Netherlands. For our players, the fun never stops, with cash prizes going out every hour of the day and night and unique experiences made possible with the help of our partners.

Double the fun

We celebrated the merger of the VriendenLoterij and BankGiro Loterij with a raft of special prizes and experiences. Every party needs surprises, so we doubled all the big cash prizes in September, giving players a chance to win an even more life-changing sum



In December 2021, ambassador Chantal Janzen announced the new prize pot for 2022 in a TV commercial, and it's bigger than ever: $\in 142.6$ million.

than usual. Ambassadors Chantal Janzen, Irene Moors, Albert Verlinde and Robert ten Brink spread the word about the new VriendenLoterij in commercials and ad campaigns. True to tradi-

These happy players in Groesen won the monthly $\notin 1$ million prize in November 2021.

tion, Janzen announced the coming year's prize pot in December – the biggest yet, with €142.6 million up for grabs in 2022.

Popular public awards

The VriendenLoterij Museumprijs (VriendenLoterij Museum Prize), running since 2007, is the biggest public award for museums in the Netherlands in terms of prize money and number of votes cast. The Hoensbroek Castle was the clear winner in 2021, with 27,745 votes, 41 per cent of the total. An expert jury assembled by the Prins Bernhard Cultuurfonds (Prince Bernhard Culture Fund) chooses the category in which each year's prize will be awarded; in 2021, it was digital storytelling. In a year when stories were often told from a distance, Hoensbroek Castle did

a brilliant job of pulling audiences in.

Every year, owners of historical Dutch mills submit their enhancement and restoration projects in hopes of winning the VriendenLoterij Molenprijs (Windand Watermill Prize). The board of the Dutch Mill Society chooses the finalists, and the public votes for the winner. In 2021, De Otter in Amsterdam, the Netherlands' oldest preserved sawmill, won the \in 75,000 grand prize. The other finalists received cash awards of \notin 1 per vote.

Our annual public awards are exciting not only for our thousands of players but also for people who haven't yet taken part in the VriendenLoterij. The winners are chosen by the general public, and the competitions are a great way to let people know about our charities' valuable work.

A prize for the Lottery's art podcast

The VriendenLoterij's popular *Topstukken* (Masterpieces) podcast tells the fascinating stories of artworks in Dutch museums. Ambassador and presenter Albert Verlinde interviews experts from institutions that receive lottery support and asks each of them about their favourite masterpiece. What makes the work so special? What's the story behind it? The Topstukken podcast, enjoyed by more than 44,010 listeners, won a bronze Spin award at the 2021 Dutch Creativity Awards.



Amsterdam's De Otter sawmill, winner of the VriendenLoterij Molenprijs, received €75,000.



Hoensbroek Castle won the 2021 VriendenLoterij Museumprijs.

Charities

Fifty-seven Dutch cultural organisations are longterm partners of the VriendenLoterij. Players can choose which cause they want to play for. That could be one of those partners or one of nearly 3,500 other charitable organisations, including foundations, clubs and associations. In 2021 the VriendenLoterij donated more than €133 million to charities.

Long-term partners

Our long-term partners include leading museums and major cultural foundations. They can spend their lottery grants on various core tasks, with the exception of operations. For example, VriendenLoterij players have helped the Rijksmuseum to purchase masterpieces including Rembrandt's "The Standard Bearer" and to stage exhibitions.

The art and the artist

The exhibition *Viva la Frida!* at the Drents Museum, funded in part by the VriendenLoterij, brought together items from the world's two largest Frida Kahlo collections for the first time. Paintings and drawings along with personal belongings provided a picture of Kahlo's life and its relationship to



Queen Máxima admires a Kahlo painting in the exhibition Viva la Frida! at the Drents Museum.

her work. Queen Máxima formally opened the show in October.

Mondrian in Amersfoort

The Mondriaanhuis museum in Amersfoort has obtained nine early works by Piet Mondrian, purchased with support from the Vereniging Rembrandt (Rembrandt Association) thanks in part to its VriendenLoterij Acquisition Fund. The paintings and drawings, made between 1899 and 1908, show the exclusively figurative style Mondrian worked in before creating his world-famous abstract canvases after the First World War.



"De Lappenbrink in Winterswijk" is one of nine Mondrians the Vereniging Rembrandt bought with support from the VriendenLoterij.

Emergency fund enters second year

The Kickstart Cultuurfonds (Kickstart Culture Fund) has continued to provide emergency support to the Dutch arts and culture sector as the pandemic wears on. Established by a group of organisations including the VriendenLoterij, the fund came to the aid of 1,126 theatres, music venues, museums and performing arts professionals with almost €40 million in 2020 and 2021. During months of lockdown, cultural organisations did all they could to continue to serve visitors, whether by holding online events or ensuring the public would be safe once venues reopened.

Where there's sport, there's life

Every football season, the VriendenLoterij and the Dutch premier league, the Eredivisie, award Eredivisie Social Project grants to the three best project plans submitted by member clubs. SC Cambuur's Cambuur Dreamschool, selected as the best entry in 2021, has received a €50,000 grant. The school supports a growing group of vulnerable young people in the region through sports activities and coaching. The VriendenLoterij and the Eredivisie have been partners since 2005.

Local grants

VriendenLoterij players can choose to play for specific good causes, including thousands of local clubs, associations and foundations all over the Netherlands, which receive earmarked funding. The VriendenLoterij's Club of the Week campaign, launched in 2021, enables us to support even more of these organisations. In 2021, the Lottery chose 100 of them to receive €5,000 grants for socially impactful projects. The SJVV football club in Deurne is using its grant to introduce sustainable solutions like solar panels, robot lawnmowers and energy-efficient



Outgoing Dutch culture minister Ingrid van Engelshoven (centre) learns about the outcomes achieved by the Kickstart Cultuurfonds in the presence of VriendenLoterij managing director Dorine Manson (right).



SC Cambuur's Cambuur Dreamschool, which supports vulnerable young people through sports activities and coaching, received a \notin 50,000 cheque from ambassador Wolter Kroes.

boilers. In The Hague, the Rocking Up X-Mas association surprised 200 struggling families with Christmas hampers full of toys, film vouchers and more.

Dancing for Longfonds

Our unmissable 2021 dance marathon brought us new players – and it's also brought Longfonds (the Dutch Lung Foundation) closer to achieving a dream: the "minilung", a laboratory model which will benefit patients with damaged lungs in the future. In a 50-hour live broadcast on SBS6, 100 couples battled exhaustion to compete for the €100,000 grand prize. Everyone who started playing during the campaign donates part of their ticket price to the charity.

Players and winners

Our almost 1.3 million players are vitally important. Without them there would be no lottery, and without a lottery we couldn't raise the funds we do. Thanks to our players, the VriendenLoterij is able to provide more than 3,500 organisations with a total of almost €134 million in funding raised in 2021. Our grants support the arts, Dutch cultural heritage – including windmills, museums, monuments, religious heritage and theatres – and organisations that work to make people's lives better.

Prizes by the hour

Playing is fun – and winning is even better. For VriendenLoterij players, not an hour goes by during the year without a chance to win a nice amount of money. Every hour we pay out €1,000; every day, €10,000; every week, €100,000; and every month someone wins €1 million. We congratulate 24 winners a day, seven days a week, 365 days of the year. "Making a winner happy every



We paid out €100,000 every week in 2021. This winner from Duiven was stunned to receive her prize.



Ambassador Irene Moors surprised winners with a €100,000 prize at De Haar Castle in Haarzuilens.

hour is the best thing there is," says VriendenLoterij ambassador Irene Moors. "There's nothing like it!"

Playing for what you care about

VriendenLoterij players are loyal and engaged. They play for what moves them – a museum in the neighbourhood, a unique windmill, the local sports club, a better life for others. And of course it's always nice to get something back, whether it's a big cash prize, a chance to attend a unique private event, or a great gift from our prize shop.

Every player a VIP

Each player receives a VIP Card that gets them free entry to 125 leading museums all



The VriendenLoterij gives away a range of great prizes that spotlight our partners, like this rain poncho.

over the Netherlands, including the Rijksmuseum and Van Abbemuseum. The card brings our players and partner organisations together, so players can see firsthand what charities have achieved with their help. Players also get discounts of up to 50 per cent on a range of other outings: musicals, movies, plays, concerts, dance performances, the zoo. In October, every player received the VIP Card Voordeelgids (Discount Booklet), packed with inspiration and discounts on performances, concerts and outings, plus vouchers for free gifts and treats from partner venues.

Surprising prizes

In addition to all the cash prizes, every month the VriendenLoterij gives away a great range of prizes in kind that spotlight our partners. Fantastic new ones in 2021 included exclusive rain ponchos and toiletry bags. The stylish, environmentally responsible ponchos were made of recycled polyester and printed with details of artworks from the collections of partner museums Singer Laren, the Mauritshuis and the Kunstmuseum Den Haag. The toiletry bags, featuring designs based on works from the Teylers Museum, the Kröller-Müller Museum and the Rijksmuseum, gave winners an eye-catching piece of art to decorate the bathroom or take on holiday.

Eurovision Song Contest

The Eurovision Song Contest has been delighting audiences with singing, dancing and human connection for 65 years. The VriendenLoterij is a proud partner of the competition, which fits perfectly with our mission to celebrate culture and make it accessible to everyone. In 2021, over 1,600 players and guests won tickets to the Eurovision shows and the final in May in Rotterdam. Lottery ambassador and singer Jamai Loman gave our social media followers a unique look behind the scenes.

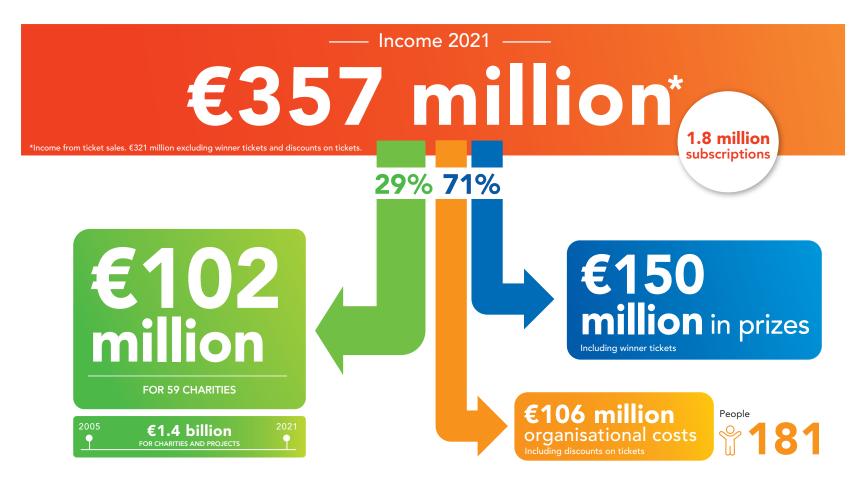


At a special event in Museum MORE, winners visited the Bob Ross exhibition and got a chance to learn to paint in the style of the iconic TV instructor.

CHAPTER 3

Sweden: Svenska Postkodlotteriet







Anders Årbrandt Managing Director

Eva Struving Managing Director

Highlights

Contributions to 59 charity organisations totalling SEK 1.03 billion were presented at the Charity Gala in March 2022 of the Svenska Postkodlotteriet (Swedish Postcode Lottery). For the second year in a row, the gala was broadcasted digitally due to the pandemic. As a result, an even wider audience was reached in Sweden and abroad.

Grannyra: neighbours win big

The Grannyra is the Svenska Postkodlotteriet's grand prize. In the last draw of 2021, the largest-ever Grannyra prize pot of SEK 261 million was shared by 191 neighbours in the town of Luleå, making 33 of them millionaires.

Increasing awareness of our "why"

To increase awareness of our charities' important work, we profiled all of them in two full-page summer advertisements in one of Sweden's largest newspapers, *Dagens Nyheter.* The concept raised the visibility of the contribution players make by participating in the Lottery.



Thanks to our players the charities can count on long-term funding. Managing director Eva Struving and Anders Årbrandt presenting 2021's cheque.



For the second time, the Svenska Postkodlotteriet's grand prize, the Grannyra, went to the small village of Mullsjö. Fortune struck in a different postcode this time. The 238 October winners shared SEK 58 million.

New electric car

Players of the Svenska Postkodlotteriet now have a chance to win a Volkswagen ID.4 electric car every Saturday. Sustainability is one of the Postcode Lotteries' core values, and we want to be part of the transition to a more sustainable world. The car's production and three years of driving are climatecompensated.

Grannskapsinitiativet

In November, the Swedish Postcode Foundation launched the new Grannskaps-initiativet (Neighbourhood Initiative) to strengthen local engagement in Sweden and promote healthy, vibrant, open neighbourhoods.

Charities

Thanks to all its loyal players, the Svenska Postkodlotteriet is Sweden's largest private contributor to the non-profit sector, having donated SEK 13.5 billion since it started in 2005.

New Important Bird and Biodiversity Areas

BirdLife Sverige is the Swedish partner of BirdLife International, an NGO concerned with nature protection as well as encouraging interest in and research on birds. The organisation strives to conserve birds, their habitats, and global biodiversity while involving local communities and the general public in activities that enhance health and well-being. In its first year as a lottery partner, BirdLife Sverige increased its number of full-time employees from seven to 12 and broadened its activities, volunteer coordination and communications. Ongoing research by its members enabled the identification of several new



Equal parenting benefits children's health, development and well-being. By facilitating conversations and challenging norms, Svenska med baby aims to improve immigrant integration and gender equality.



The Caspian tern benefits from BirdLife Sverige's work identifying Important Bird and Biodiversity Areas.

Important Bird and Biodiversity Areas (IBAs) along the Swedish coast. The new IBAs are now included in the Swedish government's efforts to fulfil its obligations under the EU nature directives, specifically the Natura 2000 system.

Equality and integration

The Swedish Postcode Foundation is supporting an initiative designed to open doors to society for families who have recently migrated to Sweden. Opportunities for networking and language development help these families to thrive in their new home country. The organisations Svenska med baby and MÄN are working to bring together fathers from different backgrounds and strengthen their bonds with their children as well as with each other. Increasing



"It takes me five minutes to fetch water for my mother," says Karim, 11. "Before, it took me five or six hours."

fathers' engagement also gives mothers more opportunity to enter the job market. By creating space for conversations between fathers and actively challenging gender norms, the project aims to help make society more equal in terms of immigrant integration and gender equality. The project was awarded SEK 2.2 million in 2021.

Improved access to clean water, sanitation and hygiene

Access to clean drinking water is a major challenge for the population in the Afghan countryside, not least for girls and women. Children are particularly affected due to the spread of waterborne diseases and because they are prevented from playing and going to school when they are sent to fetch water instead. With support from the Postcode Lottery, the Swedish Committee for Afghanistan has built a pumpless pipe network fed by a water source in the Marawara district in Kunar province. It supplies more than 4,400 households in five villages with at least 20 litres per person per day of safe drinking water.

Five people in these villages have been trained in repair and maintenance. Together with the water user councils, they are tasked with ensuring that the water supply is safeguarded over the long term.

A new charity: Läxhjälpen

The Lottery welcomed the Läxhjälpen foundation as a new charity in 2021. The organisation runs a targeted, results-focused programme that helps students having trouble in school to pass and become eligible for upper secondary school with confidence for the future. Läxhjälpen's vision is for everyone to grow up equipped to manage in school and shape their own future.

Players and winners

The Svenska Postkodlotteriet is the largest charity lottery in Sweden. By December 2021, more than 980,300 players were taking part with almost 1.8 million tickets, bought by monthly subscription. Since the Lottery started in 2005, nearly 1,400 people have become Postcode millionaires, 67 of them in 2021. The Svenska Postkodlotteriet has generated SEK 13.5 billion for charities so far.

People win every day with the Svenska Postkodlotteriet. In 2021, 85% of all players celebrated a win, and more than SEK 1.5 billion in prize money was shared in winning postcodes across Sweden. Prizes usually range from SEK 170 to SEK 100,000, with the highest amounts representing a share of the Grannyra, presented three times a year with a prize pot of up to 261 million SEK.



Winners Kerstin and Bernd got the good news from Daniel Paris. Many cheques were handed out in Bernd's garage.



Author Mark Levengood and skier Anja Pärson won SEK 100,000 for UNICEF in this special episode of the TV show Postkodmiljonären.

The more tickets sold, the more funds are available for good causes. The Lottery's much-needed funding supports 59 charities and hundreds of projects and initiatives, contributing to a better, fairer world.

Prime-time TV shows

Our two shows on TV4, one of Sweden's main TV channels, serve as an important branding tool for the Lottery. As linear programmes they entertain people while keeping the brand top of mind, resulting in increased ticket sales and decreased player drop-off.

Every week during the year, one of our two programmes airs: *Postkodmiljonären* or *Drömpyramiden*. Both are hosted by Rickard Sjöberg. Each episode contains clips of the Lottery's



Street Prize ambassador Magdalena Forsberg surprised Ingegerd and Anders with several golden envelopes.

weekly winners being surprised with their golden prize envelopes, as well as segments featuring our partners. On average, 750,000 people watch every week.

Celebrity *Postkodmiljonären* specials increase awareness of the Lottery's charitable donations. They help to support our communications and campaigns about the charities by letting people know why the Lottery exists and the great work our partners are able to achieve thanks to players' contributions.

Publicity and social media

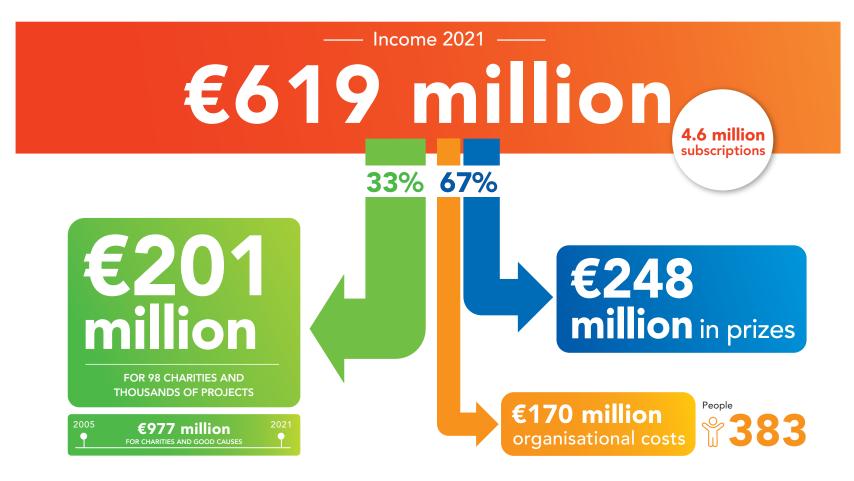
Our prizes and winners attract national and local media coverage several times a week all over Sweden. The charities' work, made possible by our players' ticket purchases, often features in articles. The Svenska Postkodlotteriet has a strong social media presence and connects with players and the wider public on Facebook, Instagram and YouTube. With over 218,000 followers, the lottery's Facebook page gives players a simple way to connect and interact.

Well-known ambassadors

The Svenska Postkodlotteriet has a strong team of Street Prize ambassadors. These well-known faces of the lottery meet our winners every week to hand out golden envelopes and also host our TV shows. During Covid restrictions the winners were surprised in online meetings with the Street Prize ambassadors. **CHAPTER 4**

Great Britain: People's Postcode Lottery







Clara Govier Managing Director Lorna Menzies Managing Director Robert Letham Managing Director

Highlights

Players of People's Postcode Lottery have now raised more than £800 million for 9,000 charities and good causes since it launched in 2005.

Charities can count on us

Since the beginning, players of the People's Postcode Lottery have helped raise funds and awareness for charities and good causes of all shapes and sizes. Going far beyond raising funds, People's Postcode Lottery is a partner to these organisations. It is this long-lasting partnership approach which supports charities to grow their reach, drive innovation and continue to deliver for people and planet.



Working with WaterAid, actor and activist Mevis uses drama to teach communities about the importance of hygiene.

More than £361 million was shared with winners and good causes in 2021. Players raised over £17.5 million more this year than in 2020, with a total of £173 million going to thousands of good causes in Britain and beyond. The ongoing pandemic continues to highlight the true value of good causes and the importance and impact of their work for people's lives and our communities. During a year when flexible funding could have an even greater impact on good causes and those

Funds raised by players support a variety of charities and good causes.



most in need, £31 million in extra funding was awarded to 61 chari-

ties, thanks to players' enduring support.



The Royal Voluntary Service was a lifeline for George, right, after he had Covid. They supported his recovery at home, ensuring he had groceries, prescriptions, company, and comfort.

Charities

By the end of 2021, our players were raising around $\pounds 15$ million every month for charities. It is with their continued support that the amount going to good causes in the past 12 months grew by $\pounds 17.5$ million to $\pounds 173$ million. This funding supported ambitious, impactful activities tackling some of the greatest challenges facing society. Funds awarded from Postcode Global Trust.

Girls driving change

A £1.5 million, two-and-a-halfyear-long project from the World Association of Girl Guides and Girl Scouts (WAGGGS) and Save the Children UK empowered girls in Uganda and Jordan to plan and lead solutions to end gender-based violence in their homes and communities. More than 2,500 girls were reached and 70 girl-led initiatives to fight violence against girls and young women were funded.



Donovan Wright, left, and Tom Gibbs, are the UK's first ever bison rangers, playing a key role in the £1.5 million Wilder Blean project, led by Kent Wildlife Trust.



Thousands answered the call to search for walruses in satellite images taken from space, to improve understanding of 6 how the walrus will be affected by the climate crisis.

Postcode Climate Challenge

The 12 charities making up the £24 million Postcode Climate Challenge delivered some amazing results in 2021.*

Walrus counting from space

A WWF-UK project with the British Antarctic Survey sought volunteers to count walruses using satellite images. The project aims to discover how climate change will impact walruses – the marine mammals rely heavily on sea ice, which has been in sharp retreat. Citizen scientists around the world have already counted more than 600,000 images.

*Twelve supported charities: African Parks, Canal & River Trust, ClientEarth, Ellen MacArthur Foundation, Fauna & Flora International, Friends of the Earth, Greenpeace, Ramblers, WaterAid, The Wildlife Trusts, Woodland Trust and WWF-UK.

UK's first ever bison rangers

Two rangers, out of over 1,000 applicants from around the world, were chosen as part of a £1.5 million rewilding mission to reintroduce bison to restore degraded woodland ecosystems and lost species.

Creating experiences for all

The V&A Dundee, Scotland's first design museum, works to bring design into the lives of everyone. Funding helped run Sensory Friendly Days for major new exhibitions, providing a safe, relaxing environment for people with special sensory needs, including autism, sensory processing differences, and profound or multiple learning disabilities.



A shipment of vital personal protective equipment (PPE) means healthcare workers in Zambia can treat and care for patients more safely.

Getting PPE to frontline workers

Funding of £100,000 for Kids Operating Room helped ship millions of personal protective equipment, including masks and visors, to frontline healthcare workers in Africa.

Sensory Friendly Days give visitors with a range of complex needs the chance to experience museums in a totally different way.

We are doing more

UK charity lottery reforms came into force in July 2020, bringing an increased annual sales limit of \pounds 50 million, and the positive ripple effects are already being felt throughout the sector.

survival.

Caught on camera

In Guinea, three endangered forest elephant calves were captured on

Fauna & Flora International (FFI)

boost for the critically endangered

camera traps, marking a major

species. Players are helping pro-

tect "forest corridors" which are

necessary for these rare elephants'

Most importantly, the new sales limit has opened the door to additional vital funding for charities. This means they can do even more for the people's lives and communities they make brighter.

A People's Postcode Lottery report found that in the last year alone, the changes have accounted for an extra £31 million in one-off funding awards for 61 charities, and funds raised for smaller, local good causes more than doubled to £17 million.



Images like these are a real cause for celebration and suggest the elephant population is growing as their forest habitat is better protected.

Players and winners

Every day, neighbours in postcodes across England, Scotland and Wales celebrate a win with People's Postcode Lottery. Over 3.4 million players won in 2021 and shared a total of nearly £189 million in prizes between them. Prizes usually range from £10 to £30,000, right up to a share of the monthly £3 million Postcode Millions prize.

2021's prize plan had £30,000 to be won by a postcode every day across nine months of the year. It also boasted larger monthly Postcode Millions prizes of up to £8 million. Prizes in kind offered winners a range of bestselling books and home gadgets, and December had the greatest single monthly prize pot on record with over £25 million in prizes. While the pandemic might have stopped the People's Postcode Lottery ambassadors from knocking on quite as many doors and ringing as many bells as they would have liked, the good news still made it to all our winners. Where restrictions allowed, ambassador visits with our winners were carried out safely and responsibly.



In November, six players won £210,000 between them.

In August, Gary Summers got a knock on his door and won £60,000. "It was the most amazing moment of my life. It's absolutely life-changing, words can't describe how amazing it actually is."



Hannah is one of the biggest-ever winners with People's Postcode Lottery, winning £930,000 in total.



Winners in Stoke-on-Trent won a share of the Postcode Millions prize.

Meet some of our Postcode Lottery people who celebrated big wins.

Community hero Kathleen Scott

Kathleen, a grandmother and retired factory worker, won £140,909 in August. Named a hero by her local community, Kathleen spent the pandemic sewing scrubs for NHS staff and shopping for food for vulnerable people. Kathleen ensured others shared in her good fortune, pledging to buy a defibrillator for her local Post Office.

Big winner Hannah Leggat

The biggest winner of 2021, and one of the biggest ever in People's



Two-ticket winner Gary Summers, top middle, won with his neighbours.



Covid community hero Kathleen and husband Alan won with their neighbours.

Postcode Lottery history, was Hannah Leggat, a care home manager from Cardiff. She won nearly £1 million in November after tripling her winnings to £930,000 by playing with three tickets. The "life-changing" win for Hannah and husband Matt followed a difficult year in which they each lost a parent. The money meant Hannah could provide a headstone for her mother and support a pancreatic cancer charity with a donation.

IVF joy: Ellie and Cameron Hinton

The £30,000 winners Ellie and Cameron met while working together delivering babies eight years ago. Going through their own fertility journey, they welcomed daughter Harriet in early 2021 following a successful round of IVF. The win means the couple now have enough money for further treatment and can explore their dream of giving Harriet a little brother or sister by having a second IVF baby.



The couple dream of a second IVF baby after their £30,000 win.

CHAPTER 5

Germany: Deutsche Postcode Lotterie







Friederike Behrends Managing Director from January 2022

Robert Engel Managing Director







Annemiek Hoogenboom Managing Director until March 2021

Highlights

Since the Deutsche Postcode Lotterie (German Postcode Lottery) started in October 2016, its motto has been "Winning together. Helping together" (Zusammen gewinnen. Zusammen helfen). So far, players have already contributed more than €100 million to more than 3,300 social and ecological projects. In 2021 alone, the lottery was able to donate €48.6 million to good causes, including initiatives fighting climate change, projects supporting victims of the pandemic, and aid programmes for people affected by the July flood disaster in western Germany.

A milestone: 1 million tickets

Thirty per cent of the Lottery's revenue goes to charitable projects distributed across the federal states. People play using their postcodes and get the chance to win prizes together while supporting good causes. The Lottery's presence grew stronger in 2021, enabling it to become an even more trustworthy and reliable partner for charities. In March, it celebrated a new milestone: more than 1 million tickets were included in the draw.

Marbles for good causes

Another highlight in 2021 was the RTL game show *Murmel Mania*, in which celebrities played on



Managing Director Sascha Maas presented a \in 500,000 cheque to a children's charity at the RTL fundraising event.

spectacular marble runs for good causes. A total of €200,000 went to various social and ecological projects. Players of the Deutsche Postcode Lotterie had a chance to win too: a total of €300,000 in prizes were awarded in various postcodes and their surrounding postal areas. The four episodes of *Murmel Mania* were broadcast in May and June during prime time.

A €500,000 cheque for children

The Deutsche Postcode Lotterie partnered with RTL, Germany's largest private broadcaster, on the RTL-Spendenmarathon in 2021 for the second time. The annual 24-hour fundraising event raises money for Stiftung RTL – Wir helfen Kindern e.V., a foundation that works to improve the lives of underprivileged children. Managing Director Sascha Maas presented the charity with a lottery cheque for €500,000 during the live broadcast in November.



Harry Wijnvoord, Marijke Amado and Ingolf Lück played Murmel Mania for good causes.

Charities



Lotterie supporter and singer Peter Maffay together with Managing Director Robert Engel.

RhineCleanUp: saving the environment

Awarded: €380,000 The fourth annual RhineCleanUp took place on 11 September. In this Germany-wide collection campaign, volunteers clear rubbish from the banks of the Rhine and numerous tributaries. Around 40,000 people took part this year, collecting around 500 tonnes of rubbish. Among them were numerous employees of the Deutsche Postcode Lotterie, the event's main sponsor. The team, wearing red T-shirts, cleared Düsseldorf's Paradiesstrand beach of plastic, glass bottles, masks, cigarette butts and other garbage - and ended up on the front page of the local tabloid *Express*.

€1.2 million for flood victims

Awarded: €1.2 million Flooded streets, destroyed villages, people injured and killed. To help those affected by the German flood disaster, the Deutsche Postcode Lotterie supported the RTL – Wir helfen Kindern foundation with €200,000 in mid-July. A few days later, the German singer Peter Maffay handed over a €1 million cheque on behalf of the Lottery at the ARD benefit gala to Aktion Deutschland Hilft, an alliance of German aid organisations.



The German Lottery team cleaned up Düsseldorf's 'Paradise Beach'.



Primary school children took part in Climb projects in 2021.

UNHCR: emergency aid for Afghanistan

Awarded: €100,000

Violence and political uncertainty have led to a renewed wave of displacement in Afghanistan. Women and children in particular suffer under the rule of the Taliban, who returned to power in the summer of '21. Since the beginning of this latest crisis, the UNHCR has activated emergency preparedness in the country. It provides displaced Afghans with emergency accommodation, food, and health, water and sanitation supplies. Funding from the Deutsche Postcode Lotterie supports the vital distribution of emergency aid packages.

Climb: equal opportunities for children Awarded: €325,630

The Covid pandemic poses special challenges for children. Many struggle with fluctuating academic performance and end up feeling left behind. The concept of the Climb learning holiday is ingeniously simple. For two weeks, disadvantaged primary school children learn from and with young adults. Every day proceeds according to a proven concept, on a fixed schedule. In the morning the children improve their knowledge of German and maths, and in the afternoon they learn about things such as research topics and dream jobs.



Many of those in Afghan UNHCR refugee camps are children.

Players and winners

In 2021 the Deutsche Postcode Lotterie succeeded in increasing its ticket, player and winner numbers. Tickets in the draw reached a peak figure of 1,174,656. A highlight in 2021 was the Lottery's announcement of a new prize plan that saw the Monthly Prize raised to €1.4 million. The winning postcode received €700,000, and the other €700,000 was shared among the winners in the surrounding postal area. The package of prizes awarded each month grew to €3.5 million. Overall, winners scooped a total of €49.4 million in cash and car prizes in 2021.

Print, TV and online coverage

Media coverage of the Lottery increased enormously in 2021, reaching over 476 million people – 35% more than in 2020 – via radio and TV, in print, and online all over Germany. In March, ZDF aired Plötzlich reich ("Suddenly Rich"), a prime-time documentary about one of the Monthly Prize winners. In April, newspaper the *Süddeutsche Zeitung* sent



In September, ambassador Katarina Witt gives out the Monatsgewinn cheque to winners in Berlin.

a reporting team when Lotterie ambassador Kai Pflaume dropped in on a 90-year-old lady and her daughter to tell them they had won €325,000. A special ARD TV report showed our team surprising another winner at home in June. And the GOLDENE BILD



A Monthly Prize was shared by winners in Dessau-Roßlau.

der FRAU prize-giving in October, partly funded by the Postcode Lotterie, was a huge publicity success, with more than 130 reports reaching a total of more than 25 million people.

A Postcode party and a Lottery millionaire

Due to Covid restrictions, months passed in 2021 without any big winner events. It wasn't until October, when the Monthly Prize was won in Dessau-Roßlau in Saxony-Anhalt, that several dozen lucky winners were able to meet for a modest Postcode party against an idyllic lake backdrop. At the end of the year, the Deutsche Postcode Lotterie celebrated the first millionaire in its history. In a special draw in December, Natascha from Bonn pulled the big cheque out of its golden envelope. The lucky winner wanted to hug the whole Postcode team. Instead, she gave a kiss to her husband and a big smile to the camera.



The December campaign advertised a 2022 prize pot of $\in 62.7$ million in guaranteed winnings.



The prize plan at the end of 2021.



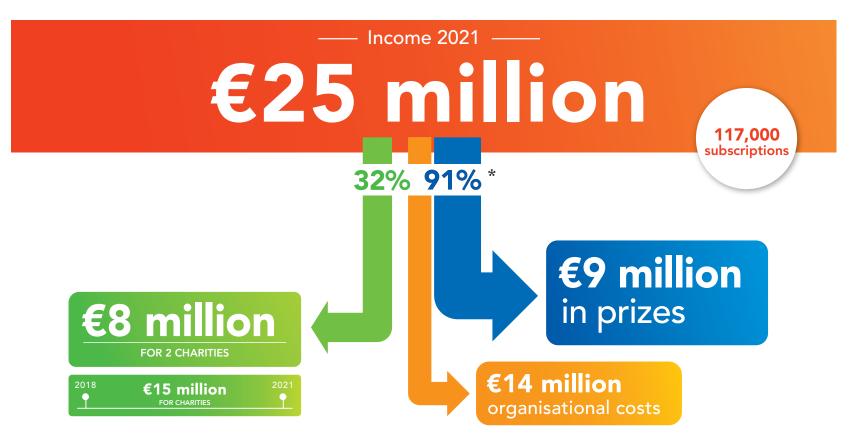
Postcode Lotterie ambassador Kai Pflaume surprised a 90-year-old lady and her daughter with €325,000.

ARD TV looked on as our team visiting a winner to announce the good news.

CHAPTER 6

Norway: Norsk Postkodelotteri





* Novamedia has provided the additional funding needed.



Anders Årbrandt Managing Director

Eva Struving Managing Director

Highlights

2021 will be remembered as the year the Norsk Postkodelotteri (Norwegian Postcode Lottery) crossed the magical border of having donated more than NOK 100 million to its charities. And there was more fantastic news: the total number of households playing the Lottery grew by almost 10%, to 99,380 by December.

Steady growth

There is a genuine will among Norwegians to contribute to charity. Even though some of our normal sales channels couldn't be used last year, we kept growing, and by the end of the year 3.72% of Norwegian households were playing the Postkodelotteri – an impressive figure after only three years on the market.

By December there were 116,854 tickets in the draw – a new record.

Excitement in Knarrevik

Norwegians had to isolate in their homes for much of the year due to the pandemic, but the Lottery was able to spread light to lucky winners and winning neighbourhoods all over the country. Our ambassadors, Jorun Stiansen and Tom Stiansen, shared plenty of warmth, smiles and excitement through digital channels, helping to make us a success on social media. In October, excitement was high in Knarrevik, just outside Bergen on Norway's west coast, when the Kjempegevinsten landed there. Forty (!) neighbours won together. The top winner was Leif Arne Kleveland, who received NOK 3,591,956.



Ambassadors Jorun Stiansen and Tom Stiansen, together with Head of Marketing Edward Valks.



The Norsk Postkodelotteri donated more than NOK 100 million to its two charities last year.



Winner Leif Arne Kleveland from Knarrevik won a big prize in the Kjempegevinsten.

Charities

In Norway the state has long had a monopoly on lotteries and games of chance. The Postcode Lotteries began trying to get into the Norwegian market in the early 2000s to fulfil the mission of raising funds for Norwegian charities. Finally, after a change in the law, five new permits were granted in 2017, and SOS-barnebyer and WWF Verdens naturfond obtained one. The Norsk Postkodelotteri operates on their behalf, and it is by far the most successful of the newly licensed lotteries, having raised over NOK 100 million for charities in three years.

Twice-yearly grants

According to Norwegian law, we have to award funding to our charities twice a year. That's a rule we're happy to follow! The first 2021 distribution, in February, took place in an online ceremony. For the second distribution, in August, we were fortunately able to meet our charities in a small group on a hill overlooking the capital city of Oslo.



WWF Verdens naturfond CEO Karoline Andaur couldn't resist taking a selfie after she received this year's Norsk Postkodelotteri donation. She is pictured with ambassadors Jorun Stiansen and Tom Stiansen and SOS-barnebyer secretary general Sissel Aarak.



SOS-barnebyer and WWF Verdens naturfond have together received more than NOK 100 million from the Norsk Postkodelotteri so far.

A newsworthy event

TV2, Norway's largest commercial channel, got word of the ceremony and sent a team to cover it. They were there to witness the announcement that, thanks to Postkodlotteri players, SOS-barnebyer and WWF would receive NOK 35 million, bringing our total donations to our two charities to more than NOK 100 million since the Lottery started in 2018. That evening the whole country got to share the joy on the nightly news.

Too successful?

The Norsk Postkodelotteri's permit limits our annual turnover. We may soon reach the annual cap of 148,000 tickets sold. Since we ended 2021 with 116,854 tickets in the draw, we aren't allowed to grow by more than 2,709 tickets a month this year – just as we are becoming better known in Norway and still have enormous potential. It's important to make sure charity lotteries can keep growing so they can raise more funds for good causes and strengthen Norway's already solid lotteries and gaming structure. To do that, we need better conditions.

Political agenda

In an effort to find a way forward, SOS-barnebyer and WWF went to the Norwegian Parliament to argue before the cultural committee that charities should be allowed to combine their lottery licences and hence their ticket limits, so that larger prize amounts can be awarded and other charities can enjoy the same funding they do. In December, the heads of seven charities and Norsk Postkodelotteri Managing Director Anders Årbrandt argued the same case in Norway's largest national newspaper, the tabloid Verdens Gang, under the headline "Voluntariness placed in artificial coma".

Our request is now on the political agenda for this year.



As a result of the corona pandemic more than 100 million people now live in extreme poverty. The support from the Norsk Postkodelotteri makes it possible for us to strengthen more of these families and ensure that the children do not lose the care of their family.



Norway's TV2 news covered our distribution ceremony on 23 August 2021.

Players and winners

2021 was another great year for the Norsk Postkodelotteri, with a lot of new players and plenty of winners. We ended the year with nearly 100,000 monthly subscribers – 99,380, to be exact, holding 116,854 tickets in total. More than 40,000 individual players and neighbourhoods became winners.

Most of them won a nice sum of money, but in summer a big new prize was added to the plan and awarded for the first time: a Tesla Model 3. The lucky winner was congratulated over FaceTime. When she heard she had won and was asked what she would use the prize money for, she immediately said, "A new car!" When she saw her additional prize, she burst into tears of joy.

From racing cars to camper vans

In October, Leif Arne Kleveland was delighted to learn that the Kjempegevinsten had landed in his town, Knarrevik, outside Bergen on Norway's west coast. And he was even happier when ambassador Tom Stiansen handed him a golden envelope with a cheque for almost NOK 3.6 million. Asked how he would use the biggest win of the year, Leif Arne revealed his dream of travelling through Europe in a camper van.



Elise Kristiansen won NOK 250,000.



On a rainy day in Knarrevik, Norway, Tom Stiansen visited the lucky winners of the Kjempegevinst.

A nice birthday present: NOK 250,000

Elise Kristiansen didn't sleep for three days after being told to expect a call from our ambassadors Tom and Jorun. She won NOK 250,000. Surrounded by cheering colleagues at work, she told them, "Your timing is perfect – it's my birthday on Saturday!"

Elise had only ever won small amounts in lotteries before. When she and her sister saw a Postkodelotteri TV commercial, they decided to play "because we support good causes". Since her big win, more relatives have joined in too.

Fourth time lucky

Norway's luckiest area is the municipality of Sandefjord, on the west side of the Oslo Fjord. In August, Jorun and Tom travelled there to hand out golden envelopes to cheering neigbours for the fourth time since the Lottery started in 2018. The local paper remarked that since a lot of people in Sandefjord support and play the Norsk Postkodelotteri, they partially create their own happiness and luck.

Dreams come true

Jorgen was a winner in February. It was hard to get in touch with him, but after two weeks he finally answered his phone, explaining that he had been away for his first



In April 2021, Anne Paulsen could not be more happy. She won NOK 2 million.

offshore job in the North Sea. After hearing he'd won NOK 250,000, he told us he'd always dreamt of "winning a nice sum of money".

Going home

In April the Kjempegevinsten landed in Dombås, a small inland community south of Trondheim. One winner, Anne Paulsen, won a cheque for NOK 2 million. She will be using her prize money to visit Svalbard, where she used to live for eight years and is longing to return.



Tom travelled to the 2849 postal area, in Kapp, Østre Toten, to hand out November's monthly prize. Although the village only has 2,000 inhabitants, 63 tickets were sold in the postal area.

CHAPTER 7

How we are organised

All the Postcode Lotteries were set up by Novamedia, a social enterprise based in Amsterdam, beginning with the first Postcode Lottery in 1989 in the Netherlands. By the end of 2021, Novamedia, operating as the Postcode Lottery Group, had grown into an organisation employing 1,460 people in five countries.

Corporate governance

Novamedia creates and owns the Postcode Lottery format and other lottery formats and brands. Since December 2017, Novamedia has been fully owned by the Novamedia Foundation. There are no private shareholders. This structure was implemented to maintain Novamedia's entrepreneurial spirit and to protect against the sale of shares in Novamedia or of intellectual property rights relating to the Postcode Lottery format. As the owner, developer and investor of lottery formats, Novamedia establishes and implements Postcode Lotteries that raise funds for charities worldwide. It charges a licence fee for the use of intellectual property related to the Postcode Lottery format. The fee is mainly used to finance and set up new Postcode Lotteries and to continue to develop Novamedia's formats.



Sigrid van Aken CEO

Executive Board

Novamedia is governed by a three-

member Executive Board chaired

by Sigrid van Aken and also com-

prising Imme Rog and Michiel

Supervisory Board

Novamedia's Supervisory Board

oversees the implementation of

and the daily management of

• Ms GA Verbeet (chair)

• Mr RF van den Bergh

• Ms LCQM Smits van Oyen

• Mr GJAM van der Vossen

• Mr JA van den Ende (until

• Mr GP Prein (until 27 April 2021).

Novamedia is also proud to own

Scheltema, one of Amsterdam's

oldest and largest bookstores.

policies set by the Executive Board

Novamedia Holding and its affili-

ated companies. Its members in

Verboven.

2021 were:

• Ms RJ Anders

27 April 2021)

Executive Board



Imme Rog

Phase2.earth

Impact investment fund Phase2.earth, set up in early 2021 by one of the founders of the Postcode Lottery, Boudewijn Poelmann, CEO of Novamedia and the Dutch Charity Lotteries till March 2020, has made a good start. Novamedia is one of the investors in Phase2.earth. One of its latest investments is in Karma Kebab, the fast-growing start-up that produces vegetable kebabs from Dutch celeriac.

The Postcode Lotteries

The Nationale Postcode Loterij (Dutch Postcode Lottery) was founded in 1989 by Novamedia. In 1998, the VriendenLoterij (Friendslottery) was added, and the Dutch Charity Lotteries were born. The BankGiro Loterij (BankGiro Lottery) joined the group in 2002. In August 2021, the BankGiro Loterij and the



Michiel Verboven

VriendenLoterij joined forces to boost their fundraising power, and they continue today as the VriendenLoterij.

The first non-Dutch operation, the Svenska Postkodlotteriet (Swedish Postcode Lottery), was launched in 2005. The same year, People's Postcode Lottery was unveiled in Great Britain as a pilot project, before its official launch three years later. In 2016, Novamedia started the Deutsche Postcode Lotterie (German Postcode Lottery). Meanwhile, the Norwegian lottery market had been re-regulated and five licences made available for charity lotteries. One of them was obtained by the charities SOS-barnebyer and WWF Verdens naturfond, which have marketed the Norsk Postkodelotteri (Norwegian Postcode Lottery) since 2018.

Dutch Charity Lotteries

The Nationale Postcode Loterij and VriendenLoterij make up Holding Nationale Goede Doelen Loterijen NV. Each has its own licence and management agreement with Novamedia BV. The two Lotteries' joint organisation employs a total of 670 people. The holding company's Supervisory Board oversees its Executive Board, which manages the day-today operations of the two Dutch Lotteries. The Executive Board decides in the allocation of our funding, with approval by the Supervisory Board.

Permits required to run lotteries in the Netherlands are issued by the Kansspelautoriteit (Netherlands Gambling Authority). They and the Ministry of Justice and Security monitor compliance with Dutch gambling law and issue lottery permits. The financial statements of Holding Nationale Goede Doelen Loterijen are audited by PricewaterhouseCoopers (PwC). Computer experts from PwC and Gaming Labs International (GLI) audit the mechanical, electrical and electronic processes used in playing the Lotteries, establishing the prizes and determining the winners. The civil-law notary JP van Harseler of Amsterdam supervises all draws.

Svenska Postkodlotteriet

The Svenska Postkodlotteriet's permit is issued by the Swedish Gambling Authority and held by the association Svenska Postkodföreningen. The Lottery's partners are members of this association. Novamedia Sverige AB operates the Lottery under a licensing agreement with the association, which has been approved by the Swedish Gambling Authority. The association decides on the addition of new charities and determines how proceeds are distributed among them. Novamedia Sverige AB has operated the Swedish Postcode Lottery since 2005.

Auditing for Novamedia Sverige AB, the operator, is carried out by PwC, while KPMG audits the Svenska Postkodföreningen.

People's Postcode Lottery

Novamedia established Postcode Lottery Limited in Britain. The company is incorporated in England and Wales. Postcode Lottery Limited, trading as People's Postcode Lottery, is licensed and regulated by the Gambling Commission, the regulatory body for gambling in Britain, under licence numbers 000-000829-N-102511 and 000-000829-R-102513.

People's Postcode Lottery is committed to protecting the millions of players who help raise vital funds for good causes. It adheres to the Postcode Lotteries-wide code of conduct on responsible play. It is ISO27001-accredited, which means it is recognised as having the highest security standards, and was among the first companies in the UK to meet the data protection standard BS10012.

Deutsche Postcode Lotterie

Novamedia established Postcode Lotterie DT gGmbH in Düsseldorf to set up the Deutsche Postcode Lotterie. The Lottery's structure meets German permit requirements for non-profit organisations. The independent Charities Board, led by former Bundestag President Professor Rita Süssmuth, decides which organisations will receive financial support.

In accordance with German law, a share of the Deutsche Postcode Lotterie's proceeds goes to charities across all 16 federal states.

Ich arbeite super gerne bei der Deutschen Postcode Lotterie, weil ich damit ein Teil von etwas Größerem bin. Wir haben die Mission, die Welt zu einem besseren Ort für Mensch und Natur zu machen.

Conny Michels Projektmanager Charities



After my first virtual job interview, it was clear to me: I will move to Germany to work for and with this special team! I have never regretted this decision, because for me the team spirit, the team activities - also after work - and the diversity lived are extraordinary.

Indika Deshapriya Senior Tester Data Service



Financial auditing is carried out by PwC. Draws are supervised by a civil-law notary.

Norsk Postkodelotteri

The Norsk Postkodlotteri began operating in Norway in 2017, working with partners SOSbarnebyer and WWF Verdens naturfond. The Lottery's permit limits its turnover, so each month a maximum of 148,000 subscriptions are available. After Novamedia established the Norsk Postkodlotteri, the first draw took place on 2 November 2018 in Oslo. The Norwegian Gaming Authority grants and supervises the Lottery's permit. Auditing of Norsk Postkodelotteri AS is carried out by PwC. The draw engine is GLIcertified.

International cooperation

Although each Lottery operates in its own country, there is increasing international cooperation, for example in the areas of marketing, finance, security, IT and brand innovation. In 2021 we implemented our new International Risk Management System. This project has been a catalyst for collaborative working across all risk management teams. In September, 70 colleagues came together for an International Management Summit in the Netherlands to discuss how to further combine forces. This was immediately followed by the first International Marketing Summit, at which marketing employees discussed cooperation, exchanging ideas and data, and new campaigns and prizes.

How we live our mission

Our charity Lotteries are social

enterprises in heart and soul. We support hundreds of charities across the globe, providing them with flexible, long-term funding. Sustainability and social responsibility are part of the DNA of our business.

We aim to create a better future for people and planet by raising funds for social organisations worldwide and increasing awareness of their work.

Good Operations

Our mission is to raise funds for civil society organisations around the world and community pro-



In September, 70 colleagues came together for an International Management Summit.

jects in areas where our players live. The 1,000+ organisations we partner with all help to make the world more sustainable and inclusive.

As a social enterprise ourselves, we also aim to run our own operations as sustainably and inclusively as possible. The Good Operations (GO) agenda directs our efforts towards achieving this goal.

GO ambitions

Based on our vision, mission and core values and formulated in dialogue with our stakeholders, the GO agenda focuses on five ambitions:

- Being a great place for people to work and meet
- Maximising the positive impact of our funds
- Engaging in customer-focused campaigning
- Achieving leadership in responsible value chains
- Operating with integrity.

There is an international GO team consisting of representatives from each country, led by the Postcode Lotteries' International Affairs director Judith Lingeman.

Big, audacious goals

On top of our ambitions, the GO team has identified three big, audacious goals:

- Being more inclusive
- Reducing CO₂ emissions
- Banning single-use plastics.

Being inclusive

Recent social developments – not least the rapid rise of the global Black Lives Matter movement – have underlined the importance and urgency of ensuring that we are a diverse, socially inclusive organisation. We are committed to providing a working environment in which everyone feels at home and recruitment and selection are as unbiased as possible. We are adopting new insights in an effort to examine the words and images we use to tell our story.

As part of our D&I programme, we provided bias training for all staff members in the Netherlands with the aim of making the lotteries' personnel selection process as neutral as possible. That process has now been largely anonymised, with the HR departments sending suitable candidates' applications on to the relevant department heads without ages, names or photos. This helps the lotteries to ensure equality of opportunity.

In 2021 the Swedish Lottery conducted a thorough analysis of its HR processes and work environment with the help of an external expert. It identified areas for improvement that are now being addressed. Meanwhile, in the Netherlands, we communicated several times on our intranet, LotteryNet, about our zero-tolerance policy toward workplace harassment. We also started educational projects in all countries about what we take into consideration and how we can create



Last October, a group of international marketers and designers were invited by the Executive Board to share ideas for our international marketing strategy.

a safe work environment together for all staff. These will continue in 2022.

In Great Britain, a diversity group was launched. Eleven team

members make up the Equality, Diversity and Inclusion Champion group. Its aim is to help drive forward and develop diversity and inclusion at People's Postcode Lottery.



The Deutsche Postcode Lotterie team helped to collect thousands of cigarette butts and other pieces of trash at multiple clean-up events, including RhineCleanUp day.

The German language usually distinguishes nouns as male or female: for example, a Lehrer is a male teacher and a Lehrerin is a female one. Since language affects how we think and inclusion is important to us, the German Lottery has decided to use genderneutral language. For example, instead of Lehrer and Lehrerin we now use Lehrer*in, a term that includes men, women, and, as the star indicates, every other gender as well.

Reducing CO₂ emissions

We want our lotteries to operate climate-neutrally, and we cut CO₂ emissions wherever we can. The Lotteries' efforts go beyond opting for green electricity, FSC paper, solar panels and electric vehicles.

The Dutch Charity Lotteries'

operations are 100% climatecompensated. The two Lotteries offset all their CO₂ emissions, including those linked to in-kind prizes, by planting trees with our partner Land Life Company. In 2021, for the eighth year in a row, the Nationale Postcode Loterij sent each of its 3 million players a €12.50 gift card to spend on vegetarian products at Albert Heijn supermarkets.

The Swedish Postcode Lottery

has been offsetting its climate footprint throughout the value chain since 2011. It does so by investing in Gold Standard-certified CO₂reducing products. Its suppliers' code of conduct is an important tool for achieving a responsible value chain. So far, 79% of its significant suppliers have signed. For lower-value non-cash prizes, the lottery requests audits on the production side to ensure that human rights are respected, and it strives to include products that are made of sustainable materials and/or have sustainability certification. In November the Lottery updated its prize plan by replacing the Volvo hybrid car with a Volkswagen electric car. It also added food vouchers to the prize plan, allowing players to choose from a wider range of "need-tohave" products as prizes.



To offset our CO₂ emissions for 2021, the Dutch Charity Lotteries plant trees with our partner Land Life Company.

The People's Postcode Lottery office has undertaken a phased

switchover to LED bulbs; around half of its office areas are now lit with them. They last longer and use around 50% less energy than traditional light solutions.

The Deutsche Postcode Lotterie

has begun measuring its CO_2 emissions, using the 2020 figure of 675,880 kg of CO_2 e as a baseline. The next step is to select a carbon offset partner.

Banning single-use plastics In all our offices in Amsterdam.

Stockholm, Edinburgh and Düsseldorf, single-use plastics (cups, cutlery, packaging) have been banned where possible. Through recycling, reuse, and opting for alternative processes, we ensure that waste from our offices is diverted from landfill.

Extra funding

Our charities have shown flexibility and resilience in their daily operations in the past two years. The fact that we maintain longterm partnerships with most of them definitely paid off. A number of charities informed us of an urgent need for extra funding, mainly due to the pandemic, and we were able to respond quickly. In Sweden, every long-term partner received a 10% supplement on top of the annual contribution, while in Great Britain, partners received extra funds they could use wherever they were most needed. In the Netherlands, the VriendenLoterij and other private foundations reopened the Kickstart Cultuurfonds in 2021 to help the Dutch cultural sector adapt to a socially distanced world.



The Nationale Postcode Loterij sent every player a $\in 12.50$ gift card to spend on vegetarian products at Albert Heijn supermarkets.

CHAPTER 8

Contributions to charities

2021

Nationale Postcode Loterij The Netherlands

Lottery contributions in euros

100WEEKS	1,000,000
AAP	1,250,000
ActionAid Nederland	1,000,000
Aflatoun International	500,000
African Parks Network	900,000
Aidsfonds	2,250,000
Alzheimer The Netherlands	200,000
AMC Foundation: Medicine for Society	1,000,000
Amnesty International	3,600,000
Amref Flying Doctors	900,000
ARK Nature	900,000
Bas van de Goor Foundation	200,000
Birdlife Netherlands	3,500,000
Both ENDS	1,880,000
Break Free from Plastic (BFFP)	500,000
Carbon War Room	500,000
CARE Nederland	900,000
Centrum tegen Kinderhandel en	
Mensenhandel	500,000
Children's Fund MAMAS	500,000
Clinton Foundation	1,800,000
Commonland	900,000
Cordaid	5,850,000
Dance4Life	500,000
De Buzinezzclub	500,000
De Natuur en Milieufederaties	2,250,000
Defence for Children	500,000
Dierenbescherming	1,800,000
Dirk Kuyt Foundation	100,000
Dona Daria	500,000
Dr Denis Mukwege Foundation	1,400,000
Dutch Arthritis Society	900,000
Dutch Brain Foundation	900,000
Dutch Burns Foundation	900,000
Dutch Cancer Society	1,900,000
Dutch Caribbean Nature Alliance	500,000
Dutch Council for Refugees	10,000,000
Dutch Diabetes Research Foundation	900,000
Dutch Digestive Foundation	1,400,000
Dutch Epilepsy Foundation	485,000
Dutch Eye Fund	200,000
Dutch Heart Foundation	900,000
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Dutch Kidney Foundation	900,000
Dutch MS Research Foundation	860,000
Dutch Society for Autism	200,000
Edukans	500,000
Edwin van der Sar Foundation	
	100,000
Esther Vergeer Foundation	100,000
European Climate Foundation	900,000
Fairfood	500,000
Fonds Slachtofferhulp	1,350,000
Foundation for Refugee Students UAF	900,000
Foundation for the Disabled Children	200,000
Free Press Unlimited	1,400,000
Friends of the Earth Netherlands	1,350,000
Giovanni van Bronckhorst Foundation	100,000
Girls Not Brides	500,000
Global Fishing Watch	500,000
Global Witness	500,000
Goois Natuurreservaat	900,000
Greenpeace	2,250,000
HandicapNL	1,583,000
Herman van Veen Arts Center Foundati	on 100,000
Het Vergeten Kind	200,000
Hivos	1,350,000
Hulphond Nederland	200,000
Human Rights Watch	1,350,000
Humanitas	4,500,000
IMC Weekendschool	500,000
International Fund for Animal	500,000
	4 500 000
Welfare (IFAW)	1,500,000
IUCN NL	900,000
IVN Natuureducatie	3,150,000
Jantje Beton	900,000
Jeugdeducatiefonds	588,000
JINC	500,000
Johan Cruyff Foundation	2,350,000
Justdiggit	1,000,000
Kansfonds	10,000,000
Kinderhulp	1,350,000
Kinderziekenhuizen van Oranje	500,000
KNCV Tuberculosis Foundation	900,000
Krajicek Foundation	500,000
LandschappenNL	13,500,000
Leergeld Nederland	200,000
Life Goals Foundation	200,000
Liliane Foundation	1,350,000
LINDA.foundation	500,000
Lung Foundation Netherlands	900,000

2021 |

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	Make-A-Wish Netherlands	250,000
	Mama Cash	1,350,000
	Marine Stewardship Council	500,000
	Médecins du Monde Netherlands	500,000
	Médecins sans Frontières	,
	Netherlands	13,500,000
	Media Development Investment	-,,
	Fund (MDIF)	1,500,000
	MIND	900,000
	Movement on the Ground	500,000
	Movies that Matter	500,000
	National Fund for the Elderly	200,000
	National Geographic Society	1,500,000
	Nationale Vereniging de Zonnebloem	200,000
	Natuur & Milieu	1,800,000
	Natuurmonumenten	13,726,918
	Netherlands Leprosy Relief	1,350,000
	Oranje Fonds	15,000,000
	Organized Crime and Corruption	20,000,000
	Reporting Project (OCCRP)	1,000,000
	Oxfam Novib	13,500,000
	ParkinsonNL	900,000
	PAX	500,000
	Peace Parks Foundation	1,350,000
	PharmAccess	900,000
	Pink Ribbon	200,000
	Plan International	3,150,000
	Prince Claus Fund	500,000
	Princess Beatrix Spierfonds	900,000
	Rafa Nadal Foundation	500,000
	Reading and Writing Foundation	575,000
	Red Umbrella Fund	500,000
	Resto VanHarte	500,000
	Rewilding Europe	900,000
	Right To Play	500,000
	Rocky Mountain Institute	900,000
	Roger Federer Foundation	500,000
	Rutgers	900,000
	Save the Children Netherlands	900,000
	Scouting Netherlands	500,000
	Sea Shepherd	900,000
	Simavi	900,000
	Solidaridad	14,081,322
	SOS Children's Villages Netherlands	1,350,000
	Spieren voor Spieren	200,000
	Sports Foundation for Disabled	250,000
	Stichting ALS Nederland	900,000

2021

Stichting De Schoolschrijver 650.000 Stichting Gilat 400.000 Stichting IPSO 800.000 200.000 Stichting Jarige Job 500.000 Stichting Kinderpostzegels Nederland 500,000 Stichting Mainline 200,000 Stichting Metakids Stichting Move 500,000 Stichting Refugee Company 750,000 Stichting Thuisgekookt 500,000 Stichting Vluchteling 2,700,000 2,250,000 Terre des Hommes the Climate Group 900,000 The DOEN Foundation 25.148.095 The Dutch Urgenda Foundation 500.000 The Elders 500.000 The Fund for Global Human Rights 1,000,000 500.000 The Hunger Project The National Foundation for the Promotion of Happiness 500,000 The Netherlands Red Cross 8,500,000 The North Sea Foundation 500,000 The Sentry 900,000 Theirworld 1,350,000 Triggerise 1,500,000 UNHCR 2,250,000 UNICEF 15,834,000 Vereniging Nederlands Cultuurlandschap 500,000 vfonds 10.000.000 Vier het Leven 200.000 Voedselbanken Nederland 500.000 Waddenvereniging 500.000 Wakker Dier 500.000 War Child 1,350,000 Wemos 500,000 Wilde Ganzen 3,100,000 Wildlife Justice Commission 500,000 WOMEN Inc. 500,000 World Food Programme 1,350,000 World Press Photo 500,000 WWF Netherlands 15,500,000 Youth Fund Sports & Culture 500.000 500.000 Young Impact Yvonne van Gennip Talent Foundation 100.000 YY Foundation 500.000 Other and former partners 1.340.744

2021

Svenska Postkodlotteriet Sweden

Lottery contributions in euros

Amnesty International	1,476,441
BirdLife Sweden	492,147
Bris – Children's Rights in Society	984,294
Civil Rights Defenders	984,294
Clowns Without Borders	492,147
Diakonia	1,968,588
Doctors Without Borders ECPAT Sweden	2,362,305
	492,147
ERIKS Development Partner	1,476,441
Fairtrade Sweden	492,147
Friends	689,006
Fryshuset	1,771,729
Greenpeace	1,771,729
Hand in Hand Sweden	984,294
Human Rights Watch	492,147
Keep Sweden Tidy	689,006
Läxhjälpen	492,147
Mentor Sweden	689,006
MIND	689,006
My Special Day	689,006
Neuro Sweden	689,006
Nordens Ark	689,006
One-off 2021 – Women's education	4,921,469
Operation Smile	1,181,153
Peace Parks Foundation Sweden	689,006
Plan International	2,067,017
Raoul Wallenberg Academy	492,147
Save the Children Sweden	2,460,735
SOS Children's Villages	2,067,017
Special project Dreamproject, 2021	8,699,605
Star for Life	689,006
Sweden for UNHCR	2,067,017
Swedish Alzheimer's Foundation	689,006
Swedish Association of City Missions	2,362,305
Swedish Asthma and Allergy Association	
Swedish Childhood Cancer Fund	2,067,017
Swedish Committee for Afghanistan	1,673,299
Swedish Committee for UNICEF	2,460,735
Swedish Olympic Committee	984,294
Swedish Outdoor Association	689,006
Swedish Redcross	2,362,305
Swedish Sailing Federation	492,147

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1.476.441 Swedish Ski Association The Guides and Scouts of Sweden 984.294 689.006 The Hunger Project Sweden The Kvinna till Kvinna Fund 1.118.525 The Swedish Autism and Asperger Association 492,147 The Swedish Brain Foundation 1,574,870 The Swedish Cancer Society 2,460,735 The Swedish Heart-Lung Foundation 2,067,017 The Swedish National Association for People with Intellectual Disability 689,006 The Swedish Postcode Foundation 17.717.289 The Swedish Rheumatism Association 689.006 The Swedish Sea Rescue Society 1,574,870 The Swedish Society for Nature Conservation (SSNC) 1.574.870 Vi Agroforestry 1,082,723 WaterAid 1,082,723 We Effect 1,771,729 World Childhood Foundation 689,006 World's Children's Prize Foundation 492,147 WWF - World Wide Fund for Nature 1,968,588

People's Postcode Lottery Great Britain

Lottery contributions in euros

People's Postcode Trust Community Grants Programme Learning through Landscapes Localgiving Foundation	3,020,355
Postcode Active Trust	8,054,281
Cruyff Foundation	
Ellen MacArthur Cancer Trust	
Greenhouse Sports	
Lord's Taverners	
Newcastle United Foundation	
Street League	
The Ramblers	
Tottenham Hotspur Foundation	
Postcode Animal Trust	15,101,777
Battersea	
Cats Protection	
Dogs Trust	

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Contributions to charities

	2021		2021		2021
Medical Detection Dogs PDSA Riding for the Disabled Association The Guide Dogs for the Blind Association	n	Greenpeace Environmental Trust Keep Britain Tidy Kent Wildlife Trust National Trust National Trust for Scotland		School for Social Entrepreneurs Scottish Edge Seable Limited Showcase the Street Social Enterprise UK	
Postcode Care Trust1Alzheimer's SocietyBreast Cancer Now	L1,074,637	The Conservation Volunteers Yorkshire Dales Millennium Trust		Social Investment Scotland St John Ambulance The Jericho Foundation	
Carers Trust Dementia Adventure Maggie's		Postcode Education Trust AfriKids Book Aid International	15,101,777	The Trussell Trust The Wildlife Trust for Bedfordshire, C and Northamptonshire	Cambridgeshire
	17,115,348	Save the Children Theirworld Unicef UK War Child		UK Youth Postcode International Trust Action Against Hunger	15,101,777
Barnardo's Children 1st Children North East Daisy Chain Girlguiding		Postcode Global Trust Amref Health Africa UK APOPO Médecins Sans Frontières	10,067,852	ActionAid British Red Cross CARE International UK Mary's Meals	
Magic Breakfast NSPCC Place2Be Whizz-Kidz Young Lives vs Cancer		Ndlovu Care Group Sightsavers WaterAid		Oxfam GB Postcode Justice Trust Amnesty International UK Global Witness	15,101,777
Postcode Community Trust Community Grants Programme Buttle Learning through Landscapes Local Giving	3,020,355	Postcode Green Trust Fauna & Flora International Royal Botanic Garden Edinburgh Royal Botanic Gardens, Kew The Royal Parks Woodland Trust	8,054,281	Helen Bamber Foundation Human Rights Watch Liberty Peace Direct Plan International UK The Sentry	
Postcode Culture Trust Edinburgh International Book Festival	9,061,066	Postcode Innovation Trust Arkbound Foundation	8,054,281	Thomson Reuters Foundation Women for Women International	
MAC Birmingham National Galleries of Scotland National Museums Scotland National Museum Wales Science Museum Group		Bannockburn & Eastern Villages Cor SCIO Blackburne House Ltd Cook for Good Esmée Fairbairn Foundation	nmunity Hub	Postcode Local Trust Community Grants Programme Learning through Landscapes Localgiving Foundation	3,020,355
Sistema Scotland V&A Museum of Design Dundee Youth Music		Expert Impact FareShare Football Beyond Borders Goldfinger Hatch		Postcode Neighbourhood Trust Community Grants Programme Learning through Landscapes Localgiving Foundation	4,027,141
Postcode Earth Trust1Canal & River TrustClientEarthEllen MacArthur FoundationFriends of the Earth	L7,115,348	Hestia Housing and Support Kids Operating Room Impact Hub King's Cross Lancashire Wildlife Trust Newcastle upon Tyne Y.M.C.A.		Postcode Places Trust Community Grants Programme Learning through Landscapes Localgiving Foundation	3,020,355

	2021		2021	
Postcode Planet Trust	15,101,777	Gesellschaft zur Rettung der Delphine e	e.V. 66,500	GermanDream g
African Parks		Human Rights Watch e.V.	330,000	KinderLeicht e.V.
Marine Conservation Society		Initiative Offene Gesellschaft e.V.	450,861	Parité in den Parl
Royal Zoological Society of Scotland		Klimawoche e.V.	99,000	Peter Maffay Stift
Wildfowl & Wetlands Trust		Spielmobile e.V.	263,836	Schweisfurth Stif
Wildlife Trusts		Teach First Deutschland gGmbH	500,000	SOS-Kinderdorf e
WWF-UK		Together for Future e.V.	60,000	Technische Unive
Zoological Society of London		WWF Deutschland	1,500,000	Über den Tellerra
		Other partners	964,174	Zuflucht Oberland
Postcode Society Trust	4,027,141			Other partners
Community Grants Programme		Federal states totals	37,851,144	
Learning through Landscapes		Baden-Württemberg	4,169,337	Berlin
Localgiving Foundation		Bayern	4,539,390	AWO KV Berlin Sp
		Berlin	1,237,421	Berliner LAG Natu
Postcode Support Trust	17,115,348	Brandenburg	1,673,660	Beteiligungsfüchs
Crisis		Bremen	349,101	Bund für Antidisk
Depaul UK		Hamburg	790,033	Bildungsarbeit i
Kinship		Hessen	2,289,312	buntkicktgut gGm
Missing People		Mecklenburg-Vorpommern	863,687	Die Lernwerkstat
Re-engage		Niedersachsen	4,659,964	lassen e.V.
Royal Voluntary Service		Nordrhein-Westfalen	8,895,048	Dt. Gesellschaft f
The Prince of Wales's Charitable Fund		Rheinland-Pfalz	1,850,259	Demokratiepäd
The Reader		Saarland	376,535	Flamingo e.V.
The Silver Line		Sachsen	1,485,860	Girls Gearing Up
Volunteering Matters		Sachsen-Anhalt	1,111,198	Academy e.V.
		Schleswig-Holstein	2,001,712	j4r - jobs4refugee
Deutsche Postcode L	ottorio	Thüringen	1,558,627	Stiftung für Mens
				Other partners
Germany		Federal states		Brandenburg
Lottery contributions in euros	5	Baden-Württemberg		Acker e.V.
		[p3]-Werkstatt gGmbH	394,329	Helversensche S
International projects	5,997,679	Bike Bridge e.V.	100,000	Biotopschutz
Årzte ohne Grenzen e.V.	600,000	Dt. Kinderschutzstiftung Hänsel+Gretel		Initiative Offene (
CARE Deutschland e.V.	612,101	grund-stiftung am Schloss Tempelhof	165,500	Kinderschutzenge
Hugo Tempelman Stiftung	400,000	Grünhof e.V.	145,190	Kunst-Stoffe - Zei
Human Rights Watch e.V.	250,000	Hoffnungsträger Stiftung	100,000	wiederverwendt
Peace Parks Deutschland e.V.	500,000	Mensch Mensch Mensch e.V.	389,450	Sarsarale e.V.
Project Wings gGmbH	245,980	RhineCleanUp gGmbH	350,000	SOS-Kinderdorf e
Soo Wotoh o V	630,000	Saatkorn Projekt e.V.	150,000	Stinknormale Su
Sea-Watch e.V.				Storchenschmied
Solidaridad Deutschland e.V.	395,000	Stuttgarter lugendhaue gCmbH		
Solidaridad Deutschland e.V. YOU Stiftung - Bildung für Kinder in Not	260,000	Stuttgarter Jugendhaus gGmbH	100,000	Traumschüff geG
Solidaridad Deutschland e.V. YOU Stiftung - Bildung für Kinder in Not ZELTSCHULE e.V.	260,000 228,075	timeout Jugendhilfe gGmbH	99,161	Traumschüff geG Women in Exile e
Solidaridad Deutschland e.V. YOU Stiftung - Bildung für Kinder in Not	260,000			Traumschüff geG Women in Exile e Other partners
Solidaridad Deutschland e.V. YOU Stiftung - Bildung für Kinder in Not ZELTSCHULE e.V.	260,000 228,075	timeout Jugendhilfe gGmbH Other partners Bayern	99,161 2,075,707	Women in Exile e
Solidaridad Deutschland e.V. YOU Stiftung - Bildung für Kinder in Not ZELTSCHULE e.V. Other partners	260,000 228,075 1,876,523	timeout Jugendhilfe gGmbH Other partners	99,161	Women in Exile e

	500.000
GermanDream gGmbH	500,000
KinderLeicht e.V.	80,000
Parité in den Parlamenten e.V.	110,000
Peter Maffay Stiftung	250,000
Schweisfurth Stiftung	318,000
SOS-Kinderdorf e.V.	203.886
Technische Universität München	236,651
Über den Tellerrand kochen München e.V.	,
Zuflucht Oberland e.V.	98,997
Other partners 2	2,231,856
Berlin	
AWO KV Berlin Spree-Wuhle e.V.	30,000
Berliner LAG Naturschutz e.V.	30,000
Beteiligungsfüchse gGmbH	30,000
Bund für Antidiskriminierungs- und	
Bildungsarbeit in der BRD e.V.	30,000
-	
buntkicktgut gGmbH	30,000
Die Lernwerkstatt - lernen und lernen	
lassen e.V.	30,000
Dt. Gesellschaft für	
Demokratiepädagogik e.V.	30,000
Flamingo e.V.	44,560
Girls Gearing Up International Leadership	,
Academy e.V.	30,000
-	,
j4r - jobs4refugees gUG	88,417
Stiftung für Mensch und Umwelt	60,000
Other partners	804,444
Brandenburg	
Acker e.V.	480,000
Helversensche Stiftung für Arten- u.	
Biotopschutz	96,427
Initiative Offene Gesellschaft e.V.	55,000
Kinderschutzengel e.V.	40,000
Kunst-Stoffe - Zentralstelle für	40,000
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wiederverwendbare Materialien e.V.	60,000
Sarsarale e.V.	66,225
SOS-Kinderdorf e.V.	127,345
Stinknormale Superhelden e.V.	44,000
Storchenschmiede gGmbH	99,973
Traumschüff geG	30,900
Women in Exile e.V.	99,968
Other partners	473,822
	713,022

Contributions to charities

Bremen

Arbeit & Ökologie - ÖkoNet gGmbH	17,480
AWO KV Hansestadt Bremen e.V.	30,000
BUND LV Bremen e.V.	29,800
Familien- u. Quartierszentrum	20,000
Neue Vahr Nord e.V.	20,000
Kindergartengruppen Heduda gGmbH	60,000
Kulturhof Peterswerder e.V.	
	30,000
NABU LV Bremen e.V.	4,500
Sozialer Friedensdienst Bremen e.V.	29,000
Sport-Verein "Werder" v. 1899 e.V.	30,000
Til Schweiger Foundation	30,000
Trauerland-Zentrum für Kinder	
& Jugendliche e.V.	19,221
Verein Sozialoekologie e.V.	7,000
Weser-Ems Perspektiven e.V.	42,100
Hamburg	
BUND LV Hamburg e.V.	59,595
Deutsche Wildtier Stiftung	30,000
HALLO: Verein zur Förderung	,
raumöffnender Kultur e.V.	30,000
Hamburger mit Herz e.V.	30,000
Kids & Welcome e.V.	30,000
	50,000

Idex Welcome e.v.S0,000IeetHub St.Pauli e.V.30,000Lessan e.V.30,000PONTON 3 e.V. - Verein für soziale Projekte60,000Verein für Innere Mission Hamburg60,000War Child Deutschland gGmbH60,000Zeit für Zukunft - Mentoren für Kinder e.V.60,000Other partners310,438

Hessen

Die Chancenstiftung - Bildungspaten für	
Deutschland	46,800
Die Fleckenbühler e.V.	206,400
FINE e.V.	60,000
help alliance gGmbH	100,000
Human Rights Watch e.V.	600,000
IB Südwest gGmbH	59,900
Kirchplatzgärtchen e.V.	70,400
KUBIN e.V.	60,000
Litcam gGmbH	150,000
Stitch by Stitch e.V.	100,000
Zukunftsstiftung Landwirtschaft	54,000
Other partners	781,812

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	Mecklenburg-Vorpommern	
)	ADHS Förderkreis e.V.	30,000
)	Deutsche Wildtier Stiftung	30,000
)	DRK KV Ludwigslust e.V.	231,200
	DRK Soziale Betreuungsgesellschaft	
)	Ludwigslust mbH	67,200
)	FV Biosphäre Elbe MV e.V.	29,900
)	FV KiTa Teldauer Spatzen e.V.	30,000
)	Kultur- und Initiativenhaus Greifswald e.V	. 30,000
)	Stiftung Perspektive Usedom	30,000
)	Stiftung Tiernothilfe	30,000
)	Verbund für Soziale Projekte gGmbH	59,120
	WWF Deutschland	30,000
-	Other partners	266,267
)		
)	Niedersachsen	
	Balu und Du e.V.	200,640
	BILD hilft e.V. "Ein Herz für Kinder"	250,000
5	Bundesverband Meeresmüll e.V.	100,000
)	ClientEarth gGmbH	500,000
	Deutsche Meeresstiftung	175,000
)	Deutsche Umwelthilfe e.V.	228,250
)	Greenpeace e.V.	500,000
)	LandPark Lauenbrück gGmbH	100,000
)	NABU LV Niedersachsen e.V.	120,820
)	PHINEO gAG	350,000
)	Umweltzentrum Hannover e.V.	115,335
)	Werkgemeinschaft Die Brücke Bramsche	
)	gGmbH	256,000
)	Other partners	1,763,919

Nordrhein-Westfalen

Ackerhelden machen Schule gGmbH	500,000
Aktion Deutschland hilft e.V.	200,000
BUND NRW Naturschutzstiftung	157,086
BürgerStiftung Düsseldorf	231,917
gemeinnützige CLIMB GmbH	325,630
Germanwatch e.V.	275,020
In safe hands e.V.	150,000
RheinFlanke gGmbH	230,000
Stiftung RTL - Wir helfen Kindern e.V.	1,080,000
Tausche Bildung für Wohnen e.V.	300,000
Toni Kroos Stiftung	500,000
Zukunftsstiftung Landwirtschaft	371,080
Other partners	4,574,315

2021 **Rheinland-Pfalz** 800,000 Aktion Deutschland hilft e.V. Aktion Tagwerk e.V. 50,000 Bürgerstiftung Pfalz 30,000 Der Kinderschutzbund Bernkastel-Wittlich e.V. 30,000 Gesellschaft für psychosoziale Einrichtungen gGmbH 150,572 Lebensherbst e.V. 28,700 Naturefund e.V. 400,000 Schöpflin Stiftung 30,000 SOLWODI Deutschland e.V. 73,000 The Blue Mind e.V. 95,806 Tier- und Naturfreunde Schwanenteich e.V. 27,200 Other partners 134,981

Saarland

2. Chance Saarland e.V.	30,000
Balu und Du e.V.	14,535
Diakonisches Werk an der Saar gGmbH	150,000
Let's Do It! Germany e.V.	30,000
Malteser Hilfsdienst e.V. Homburg	25,000
Medical Volunteers International e.V.	30,000
Neunkircher Kulturgesellschaft gGmbH	10,000
proWAL e.V.	30,000
SOS-Kinderdorf e.V.	15,000
Stadtbauernhof Saarbrücken e.V.	30,000
Wildtierschutz Deutschland e.V.	12,000

Sachsen

30,000
69,972
92,792
100,000
81,000
59,600
66,000
300,000
48,600
45,000
41,015
551,881
30,000
100,000
99,740

2021

Garten Eden e.V. Hostwriter gUG	30,000 100.000
Katarina Witt Stiftung gGmbH	83,333
MUS-E Deutschland e.V.	55,000 30,935
Tafel Naumburg e.V. Trägerverbund Burg Lenzen e.V.	30,935
Verband Naturpark Unteres Saaletal e.V.	30,000
Wall & Space e.V.	30,000
Other partners	122,550

Schleswig-Holstein

anderes lernen, Heinrich-Böll-Stiftung	
Schleswig-Holstein e.V.	296,320
Biodiversity Foundation	261,200
BUND Inselgruppe Föhr-Amrum e.V.	80,000
Deutsche Meeresstiftung	75,000
Deutsche Umwelthilfe e.V.	295,694
EXEO e.V.	246,400
Extremislos e.V.	30,000
Gefangene helfen e.V.	49,200
Kinder- und Jugendzirkus Lübeck e.V.	46,560
Rewilding Oder Delta e.V.	99,810
sunshine4kids e.V.	60,000
Other partners	461,528
Thüringen	

AW AlgorithmWatch gGmbH	354,464
Bach in Weimar e.V.	30,000
Capella Jenensis e.V.	88,640
Diakoniewerk Gotha gGmbH	30,000
FV Jumpers Gera e.V.	30,000
Greenpeace e.V.	99,220
Jumpers - Jugend mit Perspektive gGmbH	31,000
Katarina Witt Stiftung gGmbH	250,000
PHINEO gAG	236,300
SOS-Kinderdorf e.V.	49,282
Zukunftsfähiges Thüringen e.V.	100,000
Other partners	259,721

Norsk Postkodelotteri Norway Lottery contributions in euros

SOS-barnebyer

WWF Verdens naturfond

3,990,404 3,990,404

VriendenLoterij The Netherlands

Lottery contributions in euros

Amsterdam Museum Anne Frank House BOEi Bonnefanten	250,579 266,559 1,519,056 221,121
Centraal Museum	838,460
Cobra Museum of Modern Art	246,845
Cultuurloket DigitALL	1,000,000
De Museumfabriek	535,055
De Nieuwe Kerk Amsterdam	691,215
Drents Museum	439,498
Dutch National Museum of Antiquities	1,626,787
Dutch Open Air Museum	1,508,479
Dutch State Museums	
(Kröller-Müller Museum, Mauritshuis,	
Rijksmuseum, Van Gogh Museum)	10,918,153
Eye Filmmuseum	307,655
Foam	417,216
Fortresse Holland	380,000
Frans Hals Museum	268,588
Fries Museum	364,228
Groninger Museum	636,148
Hermitage Amsterdam	631,892
Het Nieuwe Instituut	240,471
Het Noordbrabants Museum	646,258
Jewish Cultural Quarter	292,935
Kunsthal Rotterdam	488,561

2021

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Kunstmuseum Den Haag	781,127
Land Art Flevoland	300,000
Limburgs Museum	400,000
Maritime Museum Rotterdam	378,407
Match M12 musea	285,000
Museum Arnhem	200,084
Museum Beelden aan Zee	269,606
Museum Boijmans Van Beuningen	554,667
Museum Catharijneconvent	1,224,289
Museum de Fundatie	717,717
Museum Het Rembrandthuis	500,000
Museum Hindeloopen	200,000
Museum Plus Bus	500,000
Museum Speelklok	291,822
Museum Stoomtram Hoorn-Medemblik	325,057
Nationaal Museum van Wereldculturen	836,673
Naturalis Biodiversity Center	801,537
Nederlands Fotomuseum	263,489
NEMO Science Museum	1,520,833
Paleis Het Loo	881,772
Prins Bernhard Cultuurfonds	17,223,827
Singer Laren	276,405
Sound and Vision	433,890
Stedelijk Museum Amsterdam	436,093
Stedelijk Museum Breda	400,000
Stevenskerk Nijmegen	200,000
Stichting Liniebreed Ondernemen	450,000
Teylers Museum	312,925
The Concertgebouw	3,264,549
The Dutch Mill Society	1,673,543
The National Maritime Museum	1,025,059
The Railway Museum	620,724
Van Abbemuseum	213,466
Vereniging Hendrick de Keyser	1,442,871
Vereniging Rembrandt	400,000
VriendenLoterij Fonds	7,250,000
Zeeuws Museum	200,982
Zuiderzee Museum	817,995
Other and former partners	61,032,128















PostcodeKanjer winners from Reuver celebrate with ambassador Winston Gerschtanowitz.

Jorun Stiansen surprises winners in Rykene, Norway, at the door.



Players in Brockum, Germany, cheer after winning December 2021's Monthly Prize.



Players in Vallentuna, Sweden, won together a total of SEK 4 million.



Neighbours in Portishead won together with People's Postcode Lottery.

Credits

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Our internationally oriented communications department acts as the group's liaison with stakeholders worldwide. For any questions, please contact the team by emailing:

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