

# Annual Report 2022

## Postcode Lottery Group



The Netherlands



Sweden



Great Britain



Germany



Norway

**VRIENDEN  
LOTERIJ**

The Netherlands



# Postcode Lottery Group for a better world



## 2022 Overall growth



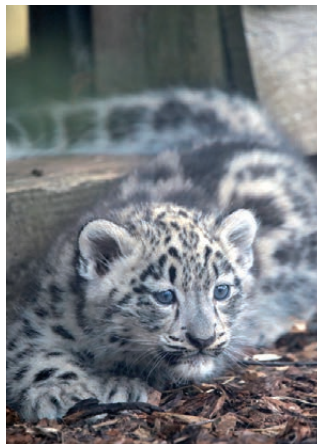
### Mission

Organising lotteries to raise funds for charities and good causes worldwide and helping to increase awareness of their work

## 2022



VRIENDEN LOTERIJ



## Cover

Thousands of neighbours won together and hundreds of millions in vital funding was raised for charities in 2022.

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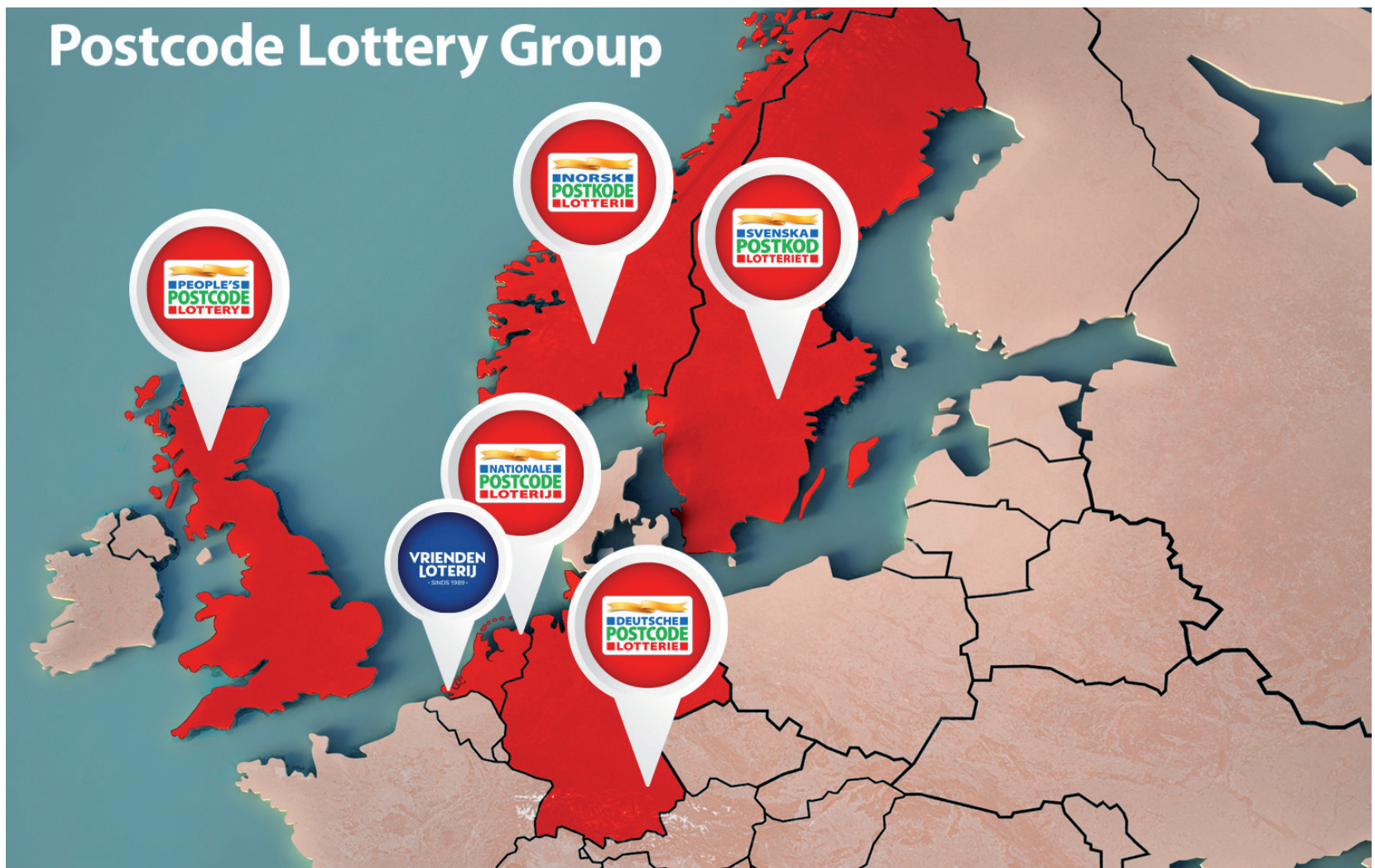
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## Gerdi Verbeet, Chair, Supervisory Board, Novamedia/Postcode Lottery Group

*"Our efforts in 2022 led to continued success across the group and a year-on-year increase in the amount of funding raised for charities. The international team will continue to work to make the biggest possible difference for our charity partners and our players, and to empower them and their communities."*







The members of the Executive Board: Imme Rog (CMO), Michiel Verboven (CCO) and Sigrid van Aken (CEO).

## Combining business and ideals

Active in five countries, the Postcode Lottery Group is made up of six fast-growing, successful charity lotteries with a total revenue of €2.4 billion in 2022. Our success and expansion are based on entrepreneurship, ambition, innovation, and a unique format. In 2022, despite challenging conditions, we managed to continue to grow, raising a record €854 million for charities. In December we reached the milestone of having raised a total of €12.6 billion for good causes since

1989. We do all this thanks to our outstanding team of 1,448 people and our millions of players.

Civil society is a force for good and, importantly, for change. Our sole mission is to raise as much funding as possible, now and in the future, for charities working to build a fairer, greener, and healthier world. A world in which everyone everywhere can participate fully, and one that benefits from a thriving cultural sector.

Every day, the five Postcode Lotteries and the VriendenLoterij reach millions of players who subscribe to our various forms of entertainment. With our ambassadors and charity partners, we do everything we can to run appealing and engaging lotteries for our existing and potential players. The prizes that can be won and the impact of our players' support give our Lotteries a unique appeal.





Nationale Postcode Loterij ambassador Gaston Starreveld presented cheques to Street Prize winners from Pijnacker during Toppers in Concert at the Johan Cruijff ArenA in Amsterdam.



International Postcode Lottery Group team members at the centre of nature protection project, "Rewilding Ouder Delta".



Feed My City provides meals and emergency food parcels in greater Manchester, England.

Over 10 million people play the Lotteries. While they play for the chance to win prizes with their neighbours in streets and communities everywhere, they are also raising vital funds for our charity partners. It is win-win.

### **Flexible, unrestricted, long-term funding**

Our funding philosophy is, and has always been, based on the idea that we are the fundraisers and our charity partners know best how to spend the money they receive thanks to our players.

For more than 30 years we have provided flexible, unrestricted, long-term funding to hundreds of charity partners. This gives organisations a lot of freedom and the ability to respond to fast-changing situations where the need is acute, in places like Ukraine, Turkey, Syria and surrounding



countries, where many of the charities we support operate.

In 2022 a Postcode Lottery Dream Fund grant supported Commonland's innovative Green Gold project. The world's largest-ever landscape restoration programme, it will revitalise areas on five continents covering an amount of land the same size as Europe, offering local communities a brighter future.

### **Benefitting thousands of charities and local causes**

The vital ongoing commitment of our loyal players means there is plenty of good news to celebrate. The Svenska Postkodlotteriet is well on its way to reaching one million players and has donated SEK 14.5 billion to charities since 2005. In November, People's Postcode Lottery in Great Britain hit the £1 billion mark in funds raised for charity since its launch 17 years ago. The Deutsche Postcode Lotterie had a successful 2022, supporting 879 projects across Germany for a total of €61 million for charities. Meanwhile, in the Netherlands, the

VriendenLoterij and the Nationale Postcode Loterij donated €473 million to good causes.

### **Supporting local communities**

Change often starts with civil society initiatives. Many people have ideas on how to improve their neighbourhoods and communities. To support them, we created neighbourhood funds in the Netherlands (the Postcode Loterij Buurfonds) and Sweden (the Grannskapsinitiativ) and six community-focused trusts in Great Britain, including the Postcode Neighbourhood Trust, which in 2022 supported 4,400 local good causes. In Germany, the Lottery has funded thousands of volunteer-led neighbourhood initiatives, including sporting activities, urban gardening projects and community events at historical properties.

### **Our ambitions**

We remain committed to growing the number of people playing our Lotteries, creating many more happy winners, raising even more funds, and increasing the Postcode Lotteries' positive impact on

## **Stakeholder engagement**

The Postcode Lottery Group stays in contact with a wide range of stakeholders in the parliaments, governments and regulators of the various Lottery countries, and in particular, the ministries responsible for lotteries and the national regulatory and supervisory bodies. We regularly meet with parliamentarians who have an interest in charities and charity lottery policy. Other stakeholders include academics, researchers and organisations working in responsible gambling, charity funding and lottery policy. We also play an active role in trade bodies including The European Lotteries, the Association of Charity Lotteries in Europe and the Lotteries Council.

people and planet. Our team of talented employees share knowledge and skills across the group as they work on innovative new ways to strengthen our position in the European markets and spread hope by sharing inspirational stories and projects.



# Postcode Lottery Group

The mission of Novamedia/Postcode Lottery Group is to help make the world a better place. Novamedia,

the creator of the Postcode Lottery format, holds the view that 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 making a positive impact.

## Long-term charity support

Our ambition and strategy are to expand our player base to stay strong in a competitive market and safeguard financial support for our charities. Our funding is long-term and unrestricted, so our charity partners have the freedom to use it where it is most needed.





# Courageous Fun Sharing Sustainable

## Our core values

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



[More information>](#)

## Joining forces in Europe

As well as being a member of The European Lotteries, Postcode Lottery Group plays an active role in the Association of Charity Lotteries in Europe and the Lotteries Council. Membership enables us to discuss games of chance at a

## An innovative format

The Postcode Lotteries have been innovators on the international lottery market from the very beginning. The format is an international success story with a unique concept at its heart – neighbours winning together. The Nationale Postcode Loterij was launched in the Netherlands in 1989, operating on a subscription-based model instead of traditional individual ticket sales. The idea was revolutionary: players became members and shared prizes with their neighbours. In 2005, its success led to two more lotteries – the Svenska Postkodlotteriet in Sweden and the People's Postcode Lottery in Great Britain.

In 2016, the Deutsche Postcode Lotterie was launched in Germany, followed by the Norsk Postkodelotteri in Norway in 2018. In the Netherlands, Novamedia/Postcode Lottery Group also operates the VriendenLoterij, which launched in 1998.

Today over 10 million people play our Lotteries across five countries. Together, they have raised over €12.6 billion for more

than 11,000 charities and social organisations around the world.

## One group

The six Lotteries work as a group as they strive to grow and continue to make a positive impact. We are constantly developing our format, products, entertainment and prizes to surprise our loyal players and attract new audiences. In 2022 the funding awarded totalled more than €854 million.

## Responsible play

Our Lotteries are safe games of chance due to their long-odds nature. In 2022, the Postcode Lottery Group was Responsible Gaming-certified by The European Lotteries, the umbrella organisation for national lotteries of which the Postcode Lottery Group is a member. Our commitment to players' safety is outlined in a code of conduct which reflects the standards of The European Lotteries' Responsible Gaming certification framework.

## Code of conduct for responsible play includes:

- Safe offer
- Payment
- Player knowledge
- Responsible marketing

pan-European level and underline the importance of fundraising for civil society organisations.

### Paris Peace Forum

The Postcode Lotteries, together with our charity partners, strive to build greater awareness and understanding of our work and impact while strengthening our international network. The Postcode

Lottery Group was a Grand Partner of the Paris Peace Forum in November. The annual event, hosted by French President Emmanuel Macron, brings together world leaders, politicians, NGOs and other organisations working to find solutions to make the world a better place.

As a representative of one of the world's largest charitable fundraising



Our Executive Board members Imme Rog (r.) and Michiel Verboven (l.) presented a Commitment to Action with Michaelyn Baur (m.r.) of Solidaridad, and Rosa Inés Restrepo Fernández (m.l.), a Colombian coffee farmer at the Clinton Global Initiative in New York City, September 2022.



## Work with purpose

Reinforcing the role of companies  
to reach the SDGs by 2030



**CEO Sigrid van Aken (r.), next to Marlène Schiappa, Secretary of State in the cabinet of President Macron, explained the purpose and mission of the Postcode Lottery Group at the Paris Peace Forum in the panel Work with purpose.**

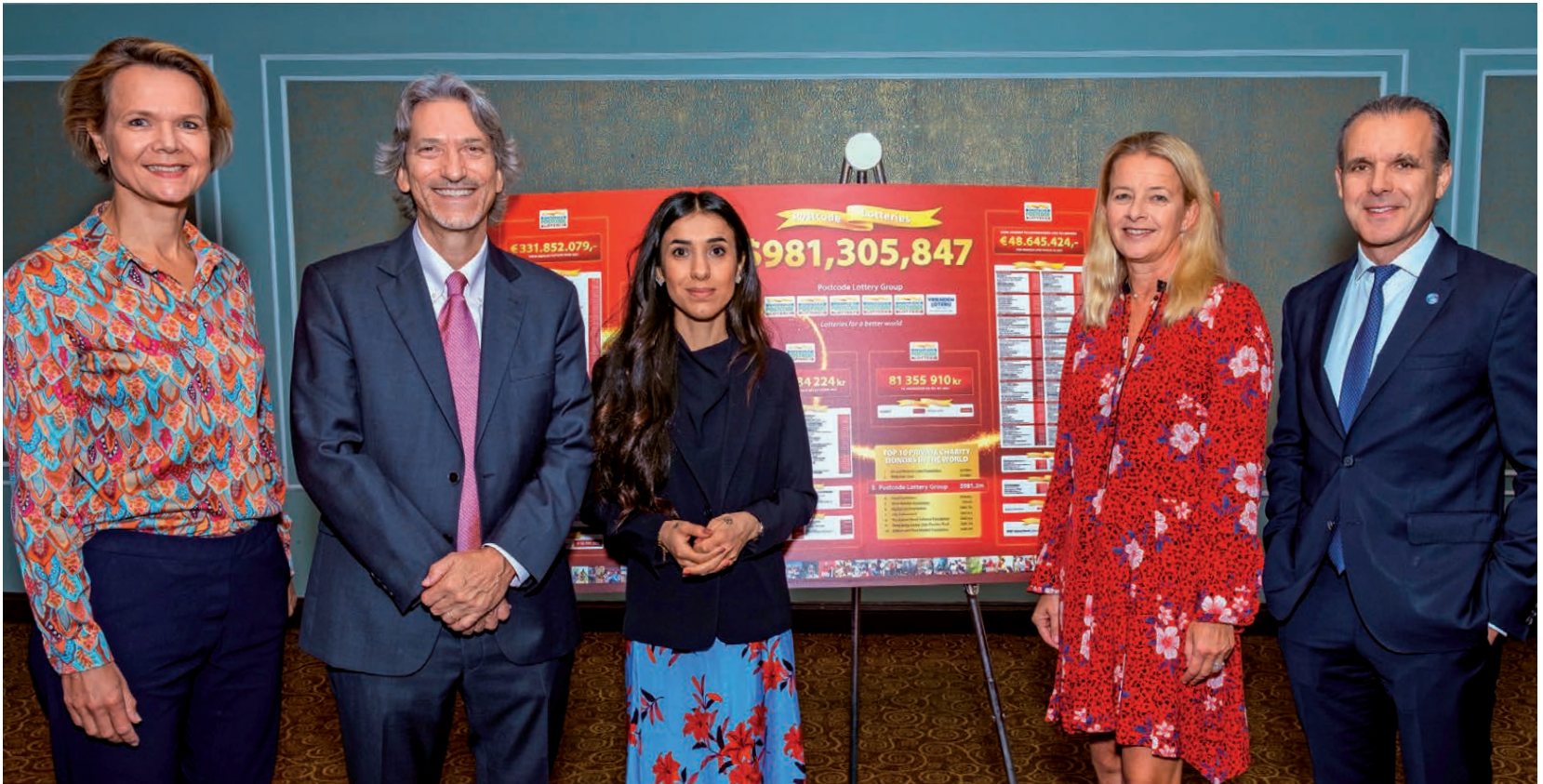
organisations, our CEO, Sigrid van Aken, spoke at the forum. She talked about how our type of funding gives charities the freedom and flexibility to make an impact. Our model continues to gain attention, and we know it is well appreciated by our charity partners.

### **Committed to action**

In September a team from the Postcode Lottery Group attended the annual meeting organised by the Clinton Global Initiative, our long-term partner, in New York. The event brings together established and emerging global leaders to create

and implement solutions to the world's most pressing challenges.

At the meeting, participants present Commitments to Action. Ours provides nearly €14 million in additional flexible funding to help Solidaridad transform climate



From left: CEO Sigrid van Aken, John Prendergast (The Sentry), 2018 Nobel Peace Prize laureate and international Postcode Lotteries ambassador Nadia Murad (Nadia's Initiative), Princess Mabel van Oranje (Girls Not Brides) and Enric Sala (National Geographic) met members of the US media in New York.

victims into climate heroes. Tools and methods will be made available to help smallholder farmers across Africa and Latin America practise and profit from carbon farming, an agricultural approach whereby CO<sub>2</sub> is captured and stored in plant material.

### Building awareness in the USA

A Postcode Lottery Group gathering at the Clinton Global Initiative meeting introduced our unique format to key opinion formers and the US and international media. Some of our charity

partners demonstrated to attendees what Postcode Lottery funding enables them to achieve and how it allows them to plan and build resilience for the future.

### Support when it is needed most

The continuing situation in Ukraine, Turkey and Syria demonstrated once again the importance of the work of NGOs. Thanks to multi-year, unrestricted funding, charity partners were able to respond quickly, scale up activities and provide help to those who needed it most. They included Médecins Sans

Frontières/Doctors without Borders and the Red Cross. The Media Development Investment Fund (MDIF) received €3.2 million from the Postcode Lottery Group in March 2022. Free, accurate and critical media is increasingly coming under threat. Governments and their business allies are involved in the capture and manipulation of press outlets to control the flow of information and even spread disinformation. With this funding, MDIF is working to strengthen media freedom and pluralism in Europe.



# Postcode Lotteries

# €853,992,136

Thanks to the players

## Postcode Lottery Group's contribution to charities in 2022



€337,890,099

THE NETHERLANDS



€60,971,688

GERMANY



€95,752,459

SWEDEN



€10,241,793

NORWAY



€214,288,804

GREAT BRITAIN



€134,847,293

THE NETHERLANDS

*3rd largest private charity donor in the world,  
after the Bill & Melinda Gates Foundation and the Wellcome Trust*

(SOURCE: CITY AM CHARITY INDEX 2021)



**€337,890,099**  
For people and planet in 2022

#### CHARITY PARTNERS

AAP	€ 500,000
Aflatoun International	€ 500,000
African Parks Network	€ 900,000
Aidsfonds	€ 2,250,000
Alzheimer The Netherlands	€ 900,000
AMC Foundation: Medicine for Society	€ 1,000,000
Amnesty International	€ 3,600,000
Amref Flying Doctors	€ 900,000
ARK Rewilding Netherlands	€ 900,000
Bas van de Goor Foundation	€ 300,000
BirdLife Netherlands	€ 1,800,000
Both ENDS	€ 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	€ 4,050,000
Dance4Life	€ 500,000
De Natuur en Milieufederaties	€ 2,250,000
Defence for Children	€ 500,000
Dierenbescherming	€ 1,800,000
Dirk Kuyt Foundation	€ 100,000
Dr Denis Mukwege Foundation	€ 900,000
Dutch Arthritis Society	€ 900,000
Dutch Brain Foundation	€ 900,000
Dutch Burns Foundation	€ 900,000
Dutch Cancer Society	€ 900,000
Dutch Caribbean Nature Alliance	€ 500,000
Dutch Council for Refugees	€ 10,000,000
Dutch Diabetes Research Foundation	€ 900,000
Dutch Digestive Foundation	€ 900,000
Dutch Epilepsy Foundation	€ 300,000
Dutch Eye Fund	€ 300,000
Dutch Heart Foundation	€ 900,000
Dutch Kidney Foundation	€ 900,000

Dutch MS Research Foundation	€ 300,000
Dutch Society for Autism	€ 300,000
Dutch Society for Nature Conservation	€ 13,718,655
Edukans	€ 500,000
Edwin van der Sar Foundation	€ 100,000
Esther Vergeer Foundation	€ 300,000
European Climate Foundation	€ 900,000
Fonds Slachtofferhulp	€ 1,350,000
Foundation for Refugee Students UAF	€ 900,000
Foundation for the Disabled Children	€ 300,000
Free Press Unlimited	€ 900,000
Friends of the Earth Netherlands	€ 1,350,000
Giovanni van Bronckhorst Foundation	€ 100,000
Girls Not Brides	€ 500,000
Global Witness	€ 500,000
Goois Natuurreservaat	€ 900,000
Greenpeace	€ 2,250,000
HandicapNL	€ 900,000
Herman van Veen Arts Center Foundation	€ 100,000
Het Vergeten Kind	€ 500,000
Hivos	€ 1,350,000
Hulphond Nederland	€ 300,000
Human Rights Watch	€ 1,350,000
Humanitas	€ 4,500,000
IMC Weekendschool	€ 500,000
IUCN NL	€ 900,000
IVN Natuureducatie	€ 1,350,000
Jantje Beton	€ 900,000
Jeugdeducatiefonds	€ 500,000
JINC	€ 500,000
Johan Cruyff Foundation	€ 1,350,000
Kansfonds	€ 10,000,000
Kinderhulp	€ 1,350,000
Kinderpostzegels	€ 500,000
KNCV Tuberculosis Foundation	€ 900,000
Krajicek Foundation	€ 500,000
LandschappenNL	€ 13,500,000
Leergeld Nederland	€ 300,000
Life Goals Foundation	€ 300,000
Liliane Foundation	€ 1,350,000
LINDA.foundation	€ 500,000
Lung Foundation Netherlands	€ 900,000

Make-A-Wish Netherlands	€ 300,000
Mama Cash	€ 1,350,000
Marine Stewardship Council	€ 500,000
Médecins du Monde Netherlands	€ 500,000
Médecins sans Frontières Netherlands	€ 13,500,000
MIND	€ 900,000
Movies that Matter	€ 500,000
National Fund for the Elderly	€ 300,000
Nationale Vereniging de Zonnebloem	€ 300,000
Natuur & Milieu	€ 1,800,000
Netherlands Leprosy Relief	€ 1,350,000
Oranje Fonds	€ 15,000,000
Oxfam Novib	€ 13,500,000
PAX	€ 500,000
Peace Parks Foundation	€ 1,350,000
PharmAccess	€ 900,000
Pink Ribbon	€ 200,000
Plan International	€ 3,150,000
Postcode Lottery Neighbourhood Fund	€ 5,137,146
Prince Claus Fund	€ 500,000
Princess Beatrix Spierfonds	€ 900,000
Rafa Nadal Foundation	€ 500,000
Reading and Writing Foundation	€ 300,000
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	€ 1,350,000
SOS Children's Villages Netherlands	€ 1,350,000
Spieren voor Spieren	€ 300,000
Sports Foundation for Disabled	€ 300,000
Stichting Jarige Job	€ 300,000
Stichting Metakids	€ 300,000
Stichting Vluchteling	€ 2,700,000
Terre des Hommes	€ 2,250,000
the Climate Group	€ 900,000



The DOEN Foundation	€ 18,000,000
The Dutch Urgenda Foundation	€ 500,000
The Elders	€ 500,000
The Hunger Project	€ 500,000
The National Foundation for the Promotion of Happiness	€ 500,000
The Netherlands Red Cross	€ 5,400,000
The North Sea Foundation	€ 500,000
The Sentry	€ 900,000
Theirworld	€ 900,000
UNHCR	€ 2,250,000
UNICEF	€ 13,500,000
Vereniging Nederlands Cultuurlandschap	€ 500,000
vfonds	€ 10,000,000
Vier het Leven	€ 300,000
Voedselbanken Nederland	€ 900,000
Waddenvereniging	€ 500,000
Wakker Dier	€ 500,000
War Child	€ 1,350,000
Wilde Ganzen	€ 900,000
Wildlife Justice Commission	€ 500,000
WOMEN Inc.	€ 500,000
World Food Programme	€ 1,350,000
World Press Photo	€ 500,000
WWF Netherlands	€ 13,500,000
Youth Fund Sports & Culture	€ 500,000
Yvonne van Gennip Talent Foundation	€ 100,000
YY Foundation	€ 500,000



ONE-OFF DONATIONS	
Bureau Burgerberaad	€ 500,000
CNV Internationaal	€ 1,000,000
Drugs for Neglected Diseases Initiative	€ 1,000,000
Everyday Heroes	€ 400,000
Freedom House	€ 1,000,000
Healthy Entrepreneurs	€ 1,000,000
IDFA Bertha Fonds	€ 500,000
Internews	€ 500,000
Maggie's Centers Nederland	€ 1,000,000
Nederlandse Helsinki Comité	€ 500,000
ProVeg Nederland	€ 500,000
Ronald McDonald Kinderfonds	€ 1,000,000
Room to Read	€ 500,000
SoortenNL	€ 800,000
Space Buzz Foundation	€ 500,000
Stichting @ease	€ 400,000
Stichting Join Us	€ 500,000
Stichting KiKiD	€ 400,000
Stichting Onderzoek Multinationale Ondernemingen	€ 1,000,000
Trees for All	€ 1,000,000
What Design Can Do	€ 500,000



ADDITIONAL GRANTS TO LONG-TERM PARTNERS	
AMREF Flying Doctors	€ 2,000,000
Bas van de Goor Foundation	€ 370,000
Cordaid	€ 1,400,000
De Natuur en Milieufederaties	€ 2,000,000
Dutch Council for Refugees	€ 2,000,000
Foundation for the Disabled Children	€ 1,200,000
Free Press Unlimited	€ 4,000,000
Hivos	€ 500,000
IUCN NL	€ 1,800,000
Krajicek Foundation	€ 250,000
LandschappenNL	€ 1,505,000
Leergeld Nederland	€ 500,000
LINDA.foundation	€ 660,000
Lung Foundation Netherlands	€ 1,500,000
Médecins du Monde Netherlands	€ 500,000
Oxfam Novib	€ 4,200,000
PAX	€ 500,000
Roger Federer Foundation	€ 500,000
Rutgers	€ 4,530,000
Save the Children	€ 500,000
Vier het Leven	€ 550,000
WOMEN Inc.	€ 800,000
World Food Programme	€ 600,000
WWF Netherlands & The Netherlands Red Cross	€ 3,000,000
Youth Fund Sports & Culture	€ 500,000

DREAM FUND	
Commonland - Green Gold	€ 12,000,000

**CHARITY PARTNERS**

	Long-term	Players' choice
Amsterdam Museum	€ 200,000	€ 59,402
Anne Frank House	€ 200,000	€ 73,866
BOEi	€ 500,000	€ 262,217
Bonnefanten	€ 200,000	€ 19,007
Centraal Museum	€ 300,000	€ 46,065
Cobra Museum	€ 200,000	€ 43,617
De Museumfabriek	€ 200,000	€ 30,340
De Nieuwe Kerk Amsterdam	€ 500,000	€ 182,517
Drents Museum	€ 300,000	€ 141,111
Dutch National Museums	€ 7,491,166	
Kröller-Müller Museum		€ 394,370
Mauritshuis		€ 377,135
Rijksmuseum		€ 569,269
Van Gogh Museum		€ 70,431
Dutch National Museum of Antiquities	€ 200,000	€ 338,695
Dutch Open Air Museum	€ 500,000	€ 425,490
Eye Filmmuseum	€ 300,000	€ 13,818
Foam	€ 300,000	€ 102,744
Frans Hals Museum	€ 200,000	€ 58,769
Fries Museum	€ 200,000	€ 152,384
Groninger Museum	€ 300,000	€ 292,978
Hendrick de Keyser Monumenten	€ 1,200,000	€ 167,713
Hermitage Amsterdam	€ 300,000	€ 316,114
Het Nieuwe Instituut	€ 200,000	€ 41,735
Het Noordbrabants Museum	€ 300,000	€ 321,327
Jewish Cultural Quarter	€ 200,000	€ 96,173
Kunsthal Rotterdam	€ 200,000	€ 294,671
Kunstmuseum Den Haag	€ 500,000	€ 286,504
Maritime Museum Rotterdam	€ 200,000	€ 167,384
Museum Arnhem	€ 200,000	€ 29,585
Museum Beelden aan Zee	€ 200,000	€ 70,553
Museum Boijmans Van Beuningen	€ 500,000	€ 38,818
Museum Catharijneconvent	€ 200,000	€ 330,791
Museum de Fundatie	€ 300,000	€ 489,855

	Long-term	Players' choice
Museum Plus Bus	€ 500,000	
Museum Speelklok	€ 200,000	€ 67,185
Museumstoomtram Hoorn-Medemblik	€ 200,000	€ 140,338
Nationaal Museum van Wereldculturen	€ 500,000	
Afrika Museum		€ 1,066
Museum Volkenkunde		€ 101,100
Tropenmuseum		€ 220,635
Naturalis Biodiversity Center	€ 300,000	€ 541,608
Nederlands Fotomuseum	€ 200,000	€ 60,120
NEMO Science Museum	€ 300,000	€ 237,875
Paleis Het Loo	€ 300,000	€ 590,066
Prins Bernhard Cultuurfonds	€ 14,000,000	€ 1,921,888
VriendenLoterij Museumprijs	€ 100,000	
Singer Laren	€ 200,000	€ 125,844
Sound & Vision	€ 300,000	€ 119,431
Stedelijk Museum Amsterdam	€ 300,000	€ 127,275
Teylers Museum	€ 200,000	€ 106,264
The Concertgebouw	€ 500,000	€ 2,500,390
The Dutch Mill Society	€ 400,000	€ 69,000
The National Maritime Museum	€ 400,000	€ 54,761
The Railway Museum	€ 300,000	€ 317,825
Van Abbemuseum	€ 200,000	€ 12,314
Vereniging Rembrandt	€ 400,000	
VriendenLoterij Fonds	€ 7,100,000	
Zeeuws Museum	€ 200,000	€ 7,643
Zuiderzeemuseum	€ 500,000	€ 362,075

**ONE-OFF DONATIONS**

Dag van het Kasteel	€ 360,000
Méér Muziek in de Klas	€ 1,000,000
Museum De Proefkolonie	€ 400,000
Museum Domburg	€ 600,000
Museum Huis Doorn	€ 350,000
Museum Prinsenhof	€ 1,500,000
Nationaal Glasmuseum	€ 370,000
Nationaal Museum Tachtigjarige Oorlog	€ 489,000
Nationale Archeologiedagen	€ 210,000
Westfries Museum	€ 500,000
Clubs and associations in the Netherlands	€ 5,608,285

**SPECIAL CULTURAL PROJECTS**

Johan Cruyff Foundation - Cultuur@Cruyff Courts	€ 250,000
Fries Museum - Op paad yn Fryslân	€ 1,000,000
Hermitage Amsterdam - Winterfestival aan de Amstel	€ 569,050
Kunsthal Rotterdam - Friday Night Live	€ 730,000
Nederlandse makers & VriendenLoterij Fonds - Panna	€ 700,000
Nederlandse musea & VluchtelingenWerk Nederland - Welkom in het museum	€ 1,250,000
Stichting Theateralliantie - Terug naar het theater	€ 1,000,000
Vereniging Rembrandt - VriendenLoterij Restauratie-fonds	€ 700,000

**PLAYERS' CHOICE**

ADO Den Haag youth academy	€ 92,026
Aidsfonds	€ 568,587
Ajax youth academy	€ 1,565,501
Alzheimer The Netherlands	€ 681,842
Amsterdam Castle Muiderslot	€ 76,637
Apenheul	€ 297,886
ARTIS	€ 589,859
AZ youth academy	€ 121,934
Bas van de Goor Foundation	€ 210,842
Beekse Bergen	€ 128,091
Burgers' Zoo	€ 588,215
Child & Disability Fund	€ 55,784
Children Cancer-free Foundation	€ 469,965
CliniClowns Foundation	€ 130,064
DierenPark Amersfoort	€ 168,230
Dutch Arthritis Society	€ 273,721
Dutch Brain Foundation	€ 487,486
Dutch Burns Foundation	€ 306,089
Other partners chosen by players	€ 49,657,353





**€10,241,793**

For people and planet in 2022

#### CHARITY PARTNERS

WWF Verdens naturfond	€ 5,120,897
SOS-barnebyer	€ 5,120,897



**€95,752,459**

For people and planet in 2022

#### CHARITY PARTNERS

Alzheimerfonden	€ 658,198
Amnesty International, Svenska sektionen	€ 1,410,425
Astma- och Allergiförbundet	€ 658,198
Autism Sverige	€ 470,142
Barncancerfonden	€ 1,974,595
BirdLife Sverige	€ 470,142
BRIS	€ 940,283
Cancerfonden	€ 2,350,708
Civil Rights Defenders	€ 940,283
Clowner utan gränser	€ 470,142
Diakonia	€ 1,880,567
ECPAT Sverige	€ 470,142
Erikshjälpen	€ 1,410,425
Fairtrade Sverige	€ 470,142
Friends	€ 658,198
Friluftsrämjandet	€ 658,198
Fryshuset	€ 1,692,510
Greenpeace Norden	€ 1,692,510
Hand in Hand Sweden	€ 940,283
Hjärnfonden	€ 1,504,453
Hjärt-Lungfonden	€ 1,974,595

Human Rights Watch Scandinavia	€ 470,142
The Hunger Project Sverige	€ 658,198
Håll Sverige Rent	€ 658,198
Kvinna till Kvinna	€ 1,128,340
Läkare Utan Gränser	€ 2,256,680
Läxhjälpen	€ 470,142
Mentor Sverige	€ 658,198
Min Stora Dag	€ 658,198
Mind	€ 658,198
Naturskyddsföreningen	€ 1,504,453
Neuroförbundet	€ 658,198
Nordens Ark	€ 658,198
Operation Smile Sverige	€ 1,128,340
Peace Parks Foundation Sweden	€ 658,198
Plan International Sverige	€ 1,974,595
Raoul Wallenberg Academy	€ 470,142
Reumatikerförbundet	€ 658,198
Riksförbundet FUB	€ 658,198
Riksföreningen Sveriges Stadsmissioner	€ 2,256,680
Rädda Barnen	€ 2,350,708
Scouterna	€ 940,283
Sjöräddningssällskapet	€ 1,504,453
SOS Barnbyar Sverige	€ 1,974,595
Star for Life	€ 658,198
Stiftelsen World Childhood Foundation	€ 658,198

Suicide Zero	€ 470,142
Svenska Afghanistankommittén	€ 1,598,482
Svenska Postkodstiftelsen	€ 16,925,100
Svenska Röda Korset	€ 2,256,680
Svenska Seglarförbundet	€ 470,142
Svenska Skidförbundet	€ 1,410,425
Sverige för UNHCR	€ 1,974,595
Sveriges Olympiska Kommitté	€ 940,283
UNICEF Sverige	€ 2,350,708
Wateraid	€ 1,034,312
We Effect	€ 1,692,510
Vi-skogen	€ 1,034,312
World's Children's Prize Foundation	€ 470,142
Världsnaturfonden WWF	€ 1,880,567

#### DREAM FUNDS

Civil Rights Defenders	€ 1,833,931
Kvinna till Kvinna	€ 940,189
Läkare Utan Gränser	€ 940,283
Scouterna	€ 2,746,850
Sverige för UNHCR	€ 1,534,260
We Effect	€ 734,831

#### THEMATIC FUNDING

Världsnaturfonden WWF and Svenska Röda Korset	€ 1,880,567
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**€214,288,804**  
For people and planet in 2022

#### CHARITY PARTNERS

Action Against Hunger	€ 1,170,041
ActionAid	€ 3,510,123
African Parks	€ 1,755,061
AfriKids	€ 702,025
Alzheimer's Society	€ 936,033
Amnesty International	€ 3,510,123
Amref Health Africa	€ 468,016
Apopo	€ 936,033
Barnardo's	€ 3,510,123
Battersea	€ 1,170,041
Book Aid International	€ 819,029
Breast Cancer Now	€ 2,925,102
British Red Cross	€ 3,510,123
Canal & River Trust	€ 2,925,102
CARE International	€ 1,170,041
Carers Trust	€ 936,033
Cats Protection	€ 2,925,102
Children 1st	€ 1,053,037
Children North East	€ 468,016
ClientEarth	€ 1,755,061
Crisis UK	€ 3,510,123
Cruyff Foundation	€ 526,518
Daisy Chain	€ 468,016
Dementia Adventure	€ 468,016
Depaul UK	€ 3,272,604
Dogs Trust	€ 3,861,135
Edinburgh International Book Festival	€ 702,025
Ellen MacArthur Cancer Trust	€ 526,518
Ellen MacArthur Foundation	€ 1,755,061
Fauna & Flora International	€ 1,755,061
Friends of the Earth	€ 3,510,123
Girlguiding	€ 3,510,123
Global Witness	€ 936,033
Greenhouse Sports	€ 526,518
Greenpeace	€ 1,755,061
Guide Dogs for the Blind Association	€ 2,340,082
Helen Bamber Foundation	€ 585,020

Human Rights Watch	€ 1,170,041
Keep Britain Tidy	€ 1,170,041
Kinship	€ 468,016
Liberty	€ 936,033
Lord's Taverners	€ 936,033
MAC Birmingham	€ 702,025
Maggie's	€ 3,510,123
Magic Breakfast	€ 702,025
Marine Conservation Society	€ 1,170,041
Mary's Meals	€ 936,033
Médecins Sans Frontières	€ 1,462,551
Medical Detection Dogs	€ 585,020
Missing People	€ 1,170,041
National Galleries of Scotland	€ 819,029
National Museum Wales / Amgueddfa Cymru	€ 702,025
National Museums Scotland	€ 702,025
National Trust	€ 1,170,041
National Trust for Scotland	€ 936,033
Ndlovu Care Group	€ 585,020
Newcastle United Foundation	€ 526,518
NSPCC	€ 2,925,102
Oxfam GB	€ 2,925,102
PDSA	€ 3,510,123
Peace Direct	€ 1,053,037
Place2Be	€ 702,025
Plan International	€ 3,510,123
Prince of Wales's Charitable Fund	€ 1,053,037
Re-engage	€ 702,025
Riding for the Disabled Association	€ 702,025
Royal Botanic Garden Edinburgh	€ 936,033
Royal Botanic Gardens, Kew	€ 936,033
Royal National Institute of Blind People	€ 2,632,592
Royal Voluntary Service	€ 3,510,123
Royal Zoological Society of Scotland	€ 819,029
Save the Children	€ 3,533,523
Science Museum Group	€ 819,029
Sightsavers	€ 2,925,102
Sistema Scotland	€ 702,025
Street League	€ 936,033
The Conservation Volunteers	€ 936,033
The Ramblers	€ 2,925,102



The Reader	€ 1,053,037
The Royal Parks	€ 1,053,037
The Sentry	€ 936,033
The Silver Line	€ 585,020
The Wildlife Trusts	€ 3,510,123
Theirworld	€ 2,925,102
Thomson Reuters Foundation	€ 936,033
Tottenham Hotspur Foundation	€ 702,025
Unicef	€ 2,925,102
V&A Dundee	€ 702,025
Volunteering Matters	€ 1,053,037
War Child	€ 3,510,123
WaterAid	€ 3,510,123
Whizz-Kidz	€ 585,020
Wildfowl & Wetlands Trust	€ 1,170,041
Women for Women International	€ 1,053,037
Woodland Trust	€ 3,510,123
WWF - UK	€ 3,510,123
Yorkshire Dales Millennium Trust	€ 585,020
Young Lives vs Cancer	€ 2,925,102
Youth Music	€ 2,925,102
Zoological Society of London	€ 1,170,041



SPECIAL AWARDS		
ADD International	€	351,012
Blue Marine Foundation	€	351,012
Carefree	€	175,506
Children on the Edge	€	351,012
Cool Earth	€	351,012
Down to Earth Project	€	234,008
Forum for the Future	€	234,008
Glasshouse	€	225,818
Global Fund for Children	€	585,020
Global Greengrants Fund	€	1,053,037
Habitat for Humanity	€	292,510
Hatch Enterprise	€	93,603
Humanity & Inclusion	€	351,012
Impact Hub London	€	91,367
John Ellerman Foundation	€	585,020
Lighthouse Futures Trust	€	292,510
London Early Years Foundation	€	292,510
MDIF	€	117,004
Micro Rainbow International	€	292,510
Museums Galleries Scotland	€	175,506
Music in Hospitals & Care	€	234,008
National Migraine Centre	€	213,277
Neurokinex	€	292,510
Nordoff Robbins	€	292,510
Offploy	€	193,057
Practical Action	€	351,012
Purple Shoots	€	292,510
Reprieve	€	351,012
Restless Development	€	351,012
RSPCA	€	409,514
Scotland's Charity Air Ambulance	€	234,008
Scottish Edge	€	54,992
Social Enterprise Academy	€	87,753
Social Investment Scotland	€	81,903
SSPCA	€	204,757
STiR Education	€	351,012
Street Soccer	€	117,004
Surfers Against Sewage	€	351,012
Surrey Wildlife Trust	€	1,462,551

Synchronicity Earth	€	936,033
Terrence Higgins Trust	€	292,510
The Big Give	€	175,506
The Food Train	€	234,008
The Halo Trust	€	468,016
The Trussell Trust	€	234,008
Thin Green Line Foundation	€	5,850
TRAFFIC	€	351,012
Trees for Cities	€	234,008
Wildlife Justice Commission	€	351,012
Women Win	€	702,025
World Land Trust	€	351,012
WYK Digital	€	175,506

COMMUNITY AWARDS		
People's Postcode Trust	€	3,218,855
Postcode Community Trust	€	3,281,485
Postcode Local Trust	€	3,281,485
Postcode Neighbourhood Trust	€	5,470,312
Postcode Places Trust	€	3,282,889
Postcode Society Trust	€	5,477,332

DREAM FUNDS		
Duchenne UK	€	1,462,551
Ellen MacArthur Foundation	€	1,462,551
Food and Land Use Coalition/ World Resources Institute	€	1,170,041





**€60,971,688**

For people and planet in 2022

## PROJECTS BY FEDERAL STATE

		Projects
Baden-Württemberg	€ 4,770,529	92
Bayern	€ 5,367,068	77
Berlin	€ 2,000,477	73
Brandenburg	€ 2,053,583	31
Bremen	€ 294,556	12
Hamburg	€ 1,053,252	46
Hessen	€ 2,932,690	40
Mecklenburg-Vorpommern	€ 1,100,719	27
Niedersachsen	€ 5,856,629	69
Nordrhein-Westfalen	€ 11,069,904	182
Rheinland-Pfalz	€ 2,369,795	33
Saarland	€ 459,976	10
Sachsen	€ 1,807,462	30
Sachsen-Anhalt	€ 1,454,853	30
Schleswig-Holstein	€ 2,292,702	35
Thüringen	€ 1,852,191	28
Nationwide projects	€ 3,597,728	7
International projects	€ 10,637,574	57
Total	€ 60,971,688	879



## SELECTED PROJECTS

[p3]-Werkstatt gGmbH	€ 71,000
Acker e.V.	€ 480,000
Ackerhelden machen Schule gGmbH	€ 500,000
Afrika Rise e.V.	€ 28,980
Amnesty International Deutschland e.V.	€ 1,500,000
anderes lernen, Heinrich-Böll-Stiftung Schleswig-Holstein e.V.	€ 360,280
Äpfel und Konsorten e.V.	€ 99,160
Apotheker ohne Grenzen Deutschland e.V.	€ 22,000
Ärzte der Welt e.V.	€ 99,900
Ärzte ohne Grenzen e.V.	€ 2,000,000
Association for Art in Public gGmbH	€ 430,000
Bike Bridge e.V.	€ 130,000
BILD hilft e.V. "Ein Herz für Kinder"	€ 505,000
Bodensee-Stiftung Int. Stiftung für Natur und Kultur	€ 93,246
BUND Bundesverband e.V.	€ 150,100
Bundesverband Meeresmüll e.V.	€ 99,800
BUND LV Thüringen e.V.	€ 160,000
BUND Naturschutz in Bayern e.V.	€ 103,600
buntkicktgut gGmbH	€ 30,000
BürgerStiftung Düsseldorf	€ 431,600
CARE Deutschland e.V.	€ 598,125
Chancenwerk e.V.	€ 99,882
Children for a Better World e.V.	€ 69,000
Deutsche Meeresstiftung	€ 251,580
Deutsche Tier-Lobby e.V.	€ 98,000
Deutsche Umwelthilfe e.V.	€ 1,500,000
DFL Stiftung	€ 179,920
Die AHRche e.V.	€ 500,000
discovering hands gUG	€ 375,850
Dt. Kinderschutzzstiftung Hänsel+Gretel	€ 100,000
Düsseldorfer Turn- und Sportverein Fortuna 1895 e.V.	€ 100,000
Ernährungsrat Freiburg und Region e.V.	€ 99,840
Europa Minigärtner gUG	€ 40,000
European Center for Constitutional and Human Rights e.V.	€ 100,000
Fairventures Worldwide FVW gGmbH	€ 250,000
Familienhörbuch gGmbH	€ 100,000

FINE e.V.	€ 60,000
FV NaturGut Ophoven e.V.	€ 129,450
gemeinnützige CLIMB GmbH	€ 330,000
GermanDream gGmbH	€ 600,000
GermanZero e.V.	€ 499,200
Global Nature Fund	€ 100,000
GLS Treuhand e.V.	€ 83,000
GoVolunteer e.V.	€ 100,000
Greenpeace e.V.	€ 2,000,000
Grünhof e.V.	€ 117,818
Gut Einern e.V.	€ 100,000
Hacker School gGmbH	€ 300,000
HateAid gGmbH	€ 499,775
HAWAR.help e.V.	€ 250,470
Heinz Sielmann Stiftung	€ 30,000
help alliance gGmbH	€ 151,208
Human Rights Watch e.V.	€ 500,000
humedica e.V.	€ 500,000
Iff-REFUGIO München e.V.	€ 38,700
IMPULS Deutschland Stiftung e.V.	€ 300,000
Initiative Offene Gesellschaft e.V.	€ 146,400
In safe hands e.V.	€ 180,000
International Rescue Committee Deutschland gGmbH	€ 940,593
KICKFAIR e.V.	€ 100,000
Kinderschutzensengel e.V.	€ 80,000
Kiron Open Higher Education gGmbH	€ 400,000
KlinikClowns Bayern e.V.	€ 23,251
KUBIN e.V.	€ 80,000
kulturhock gUG	€ 26,400
Laureus Sport for Good Germany	€ 88,781
Lebensherbst e.V.	€ 86,200
Litcam gGmbH	€ 169,200
Little ART e.V.	€ 29,350
Manuel Neuer Kids Foundation gGmbH	€ 250,000
MAPP-Empowerment gGmbH	€ 108,681
Mentor Stiftung Deutschland	€ 252,000
Mit Medien e.V.	€ 122,880
Momelino gGmbH	€ 300,000



More in Common e.V.	€ 28,800
Muutos e.V.	€ 90,000
Naturefund e.V.	€ 350,000
Netzwerk Klimaherbst e.V.	€ 372,600
NIDISI gGmbH	€ 80,000
nuruWomen e.V.	€ 30,000
Parité in den Parlamenten e.V.	€ 224,000
Peace Parks Deutschland e.V.	€ 300,000
PHINEO gAG	€ 100,000
PRIMAKLIMA e.V.	€ 500,000
Pro Düsseldorf e.V.	€ 95,600
Pro Social Business e.V.	€ 100,000
Protohaus gGmbH	€ 224,000
Psychosoziales Zentrum für Flüchtlinge Düsseldorf e.V.	€ 60,000
Ralf Rangnick-Stiftung	€ 100,000
ReDI School of Digital Integration gGmbH	€ 299,794
Reporter ohne Grenzen e.V.	€ 130,000
RespekTIERE Leben e.V.	€ 40,000
RhineCleanUp gGmbH	€ 830,000
SAIDA International e.V.	€ 164,978
Samuel Koch und Freunde e.V.	€ 22,410
Sarah Wiener Stiftung	€ 30,000
Sea-Eye e.V.	€ 100,000
Sea Punks e.V.	€ 102,600
Sea Shepherd Deutschland e.V.	€ 100,000
Sea-Watch e.V.	€ 1,025,000
Social Impact gGmbH	€ 368,000
Solidaridad Deutschland e.V.	€ 160,000
SOS-Kinderdorf e.V.	€ 2,000,000
SOS Mediterranee Deutschland e.V.	€ 500,000
Stadtpiraten Freiburg e.V.	€ 100,000
Stiftung "Achtung!Kinderseele"	€ 97,077
Stiftung Generationen-Zusammenhalt	€ 80,000
Stiftung Regenbogen	€ 83,600
Stiftung RTL - Wir helfen Kindern e.V.	€ 545,000
Stiftung Saving An Angel	€ 50,000
Stitch by Stitch e.V.	€ 100,000



Tafel Baden-Württemberg e.V.	€ 300,000
Tafel Bayern e.V.	€ 250,000
Tafel Berlin/Brandenburg e.V.	€ 250,000
Tafel Hessen e.V.	€ 550,000
Tafel Mecklenburg-Vorpommern e.V.	€ 250,000
Tafel Niedersachsen/Bremen e.V.	€ 250,000
Tafel Nordrhein-Westfalen e.V.	€ 250,000
Tafel Rheinland-Pfalz/Saarland e.V.	€ 450,000
Tafel Sachsen-Anhalt e.V.	€ 250,000
Tafel Sachsen e.V.	€ 250,000
Tafel Schleswig-Holstein/Hamburg e.V.	€ 250,000
Tafel Thüringen e.V.	€ 250,000
Tangeni Shilongo Namibia e.V.	€ 100,000
Tausche Bildung für Wohnen e.V.	€ 300,000
Teach First Deutschland gGmbH	€ 184,000
Tiernotruf e.V.	€ 28,000
Til Schweiger Foundation	€ 275,000

Triaphon gUG	€ 97,928
Turmstationen Kreis Borken-Coesfeld e.V.	€ 315,000
Turtle Foundation	€ 44,000
UNO-Flüchtlingshilfe e.V.	€ 1,500,000
Violetta - BS gegen sexuelle Gewalt an Frauen und Mädchen e.V.	€ 128,000
Walter Blüchert Stiftung	€ 30,000
Wasser 3.0 gGmbH	€ 99,200
Weltladen-Dachverband e.V.	€ 175,000
wirmachenwelle e.V.	€ 30,000
Women for Women International (DE) gGmbH	€ 130,000
WWF Deutschland	€ 2,000,000
YOU Stiftung - Bildung für Kinder in Not	€ 265,000
Yunus + You - The YY Foundation	€ 200,000
ZELTSCHULE e.V.	€ 30,000
zusammen leben e.V.	€ 90,650

# Our six Lotteries in figures for 2022



**3,092,536** players  
**7,645,264** prizes  
**168** charity partners

Revenue	To charities	1990–2022:
€804.5 million	€337.9 million	€7.6 billion to charity partners



**987,420** players  
**3,316,895** prizes  
**60** charity partners

Revenue	To charities	2005–2022:
€344.3 million	€95.8 million	€1.5 billion to charity partners



**4,258,959** players  
**10,567,526** prizes  
**99** partners, with more than  
13,000 good causes supported  
in total

Revenue	To charities	2005–2022:
€649.4 million	€214.3 million	€1.2 billion to charity partners



**1,044,515** players  
**3,472,237** prizes  
**879** projects

Revenue	To charities	2016–2022:
€203.2 million	€61 million	€176.9 million to charity partners



**111,184** players  
**65,104** prizes  
**2** charity partners

Revenue	To charities	2018–2022:
€29.4 million	€10.2 million	€25.3 million to charity partners

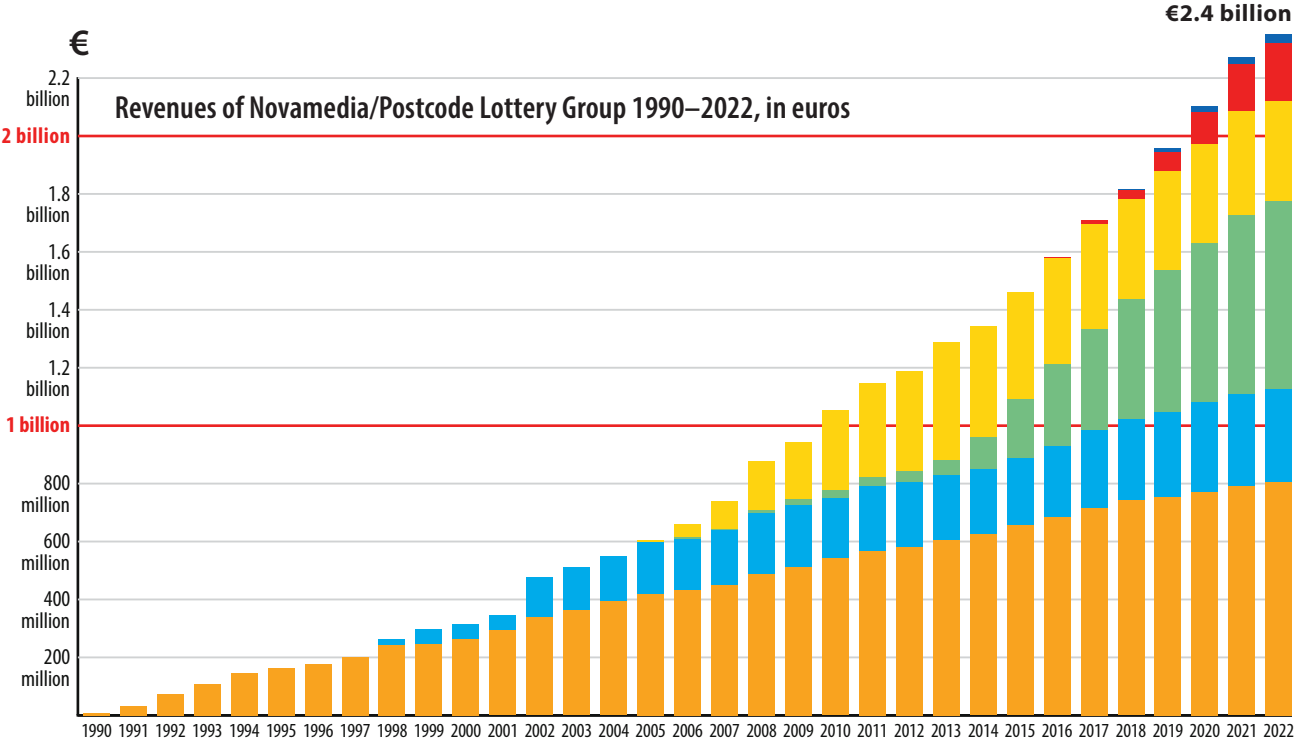
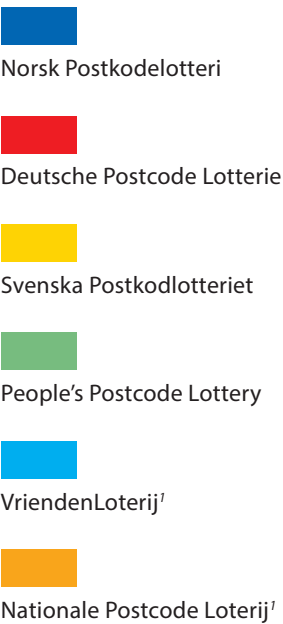


**1,250,896** players  
**4,442,517** prizes  
**68** charity partners and 3,323 clubs  
and associations

Revenue	To charities	1998–2022:
€321.1 million	€134.8 million	€2.1 billion to charity partners



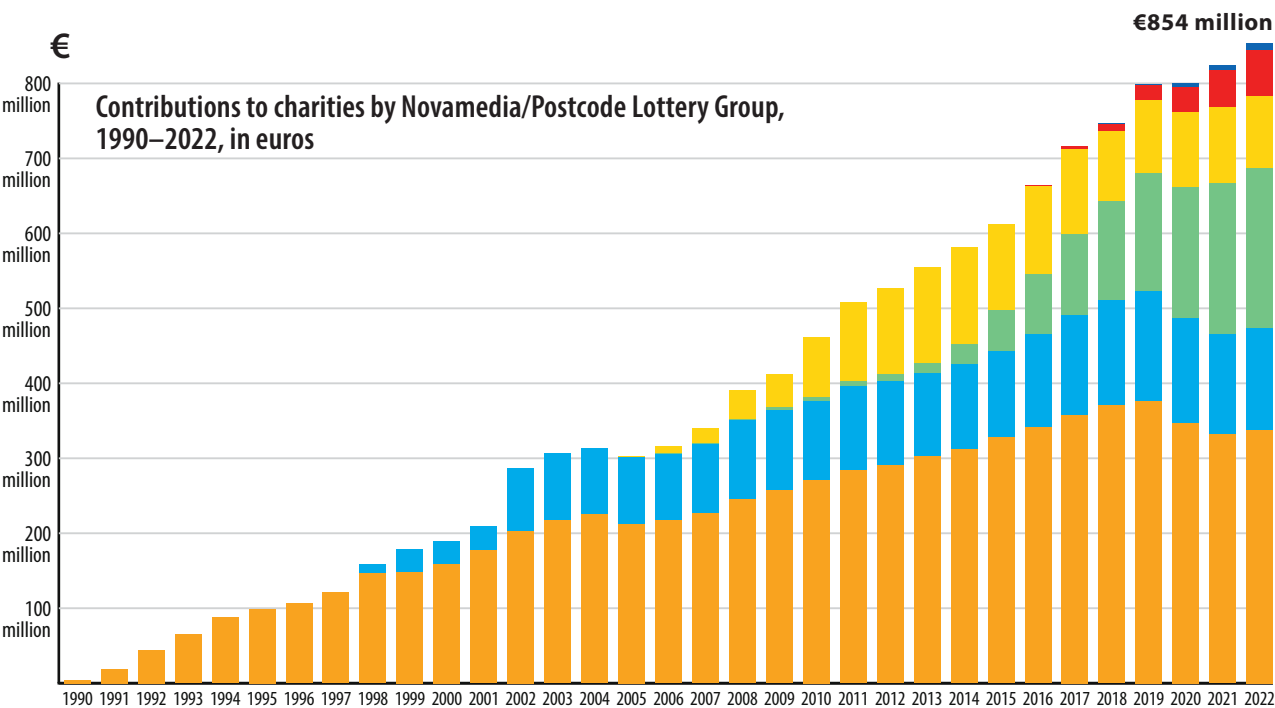
# Growth of Novamedia/Postcode Lottery Group 1990–2022



The Postcode Lottery Group operates in the Netherlands, Sweden, Great Britain, Germany and Norway. The VriendenLoterij operates in the Netherlands.

By December, a total of 10,745,510 players were playing the Lotteries.

The Lotteries raised €854 million for charities in 2022.



<sup>1</sup> Since 2020 the minimum percentage for charities is 40%, instead of 50%.

# Our funding philosophy: Empowering charities

**Our funding philosophy is rooted in the idea of “Playing for a better world”. In the Postcode Lottery Group’s view, multi-year unrestricted funds are vital for empowering civil society organisations to work towards a better world for all. This type of funding gives our charities and cultural partners the freedom to address the issues seen as most relevant and urgent. Importantly, it enables them to have a long-term strategy and to shift priorities when circumstances change. This type of funding is rare in the world of private donors, and we hope to inspire others to adopt this model.**

## International, national and local support

As well as providing hundreds of long-term charity partners with unrestricted annual funding, money raised by each

Lottery also supports thousands of smaller local initiatives every year. Our players are transforming lives and communities near and far.

The Postcode Lottery Group also has independent trusts and foundations, which differ from country to country due to factors including legislation, investment in specific sectors, and the need to quickly get player support to thousands of grassroots community initiatives. Our Lotteries extend their reach by funding the DOEN Foundation in the Netherlands, the Postkodstiftelsen in Sweden, and 20 independent Postcode Trusts in Great Britain. In this way, they support smaller green, socially inclusive and creative

initiatives with grants, loans and impact investments.

## Courageous funding

With the support of more than 10.7 million players every month, we actively look for innovative and daring ways to solve global and local challenges. We work with partners who share our values and are not afraid to be disruptive in order to drive change. For 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.

## Our vision and mission

### Why

Strong communities and charities contribute to a better world, playing an important role in creating a healthier, fairer, greener world.

### How

We raise long-term funding for our local and international charity partners and increase awareness of their work.

### What

Our fun lotteries are a unique way of community fundraising. Neighbours win together and communities locally and globally benefit from charity funding.





The German Lottery's first seven long-term Postcode Partners were announced at the Charity Gala in Düsseldorf in June 2022. Greenpeace Germany, WWF Germany, Ärzte ohne Grenzen, SOS-Kinderdorf, Amnesty International, Sea-Watch and UNO Flüchtlingshilfe (UNHCR) received a total of €12 million.

### First Charity Partners in Germany

Since starting in 2016, the Deutsche Postcode Lotterie has funded more than 4,400 green and social projects. Every one makes an important contribution to

social cohesion, equality of opportunity, and/or the preservation of the natural environment.

At its Charity Gala in Düsseldorf in 2022,

the Lottery announced its first seven Postcode Partners – charities it has supported for years and built lasting relationships with. These partners will benefit from long-term annual financial support.

# The Dream Fund for over 10 years

**Innovation, collaboration, and lots of ambition. These ingredients have been at the centre of the Dream Fund from the very start. For more than a decade the Dream Fund has been challenging charities to dream big to tackle some of the world's most challenging issues. It provides charity partners with vital funding to turn innovative and impactful ideas into reality. The Dream Fund means charities can receive financing for projects that would be difficult to fund through traditional channels.**

Since its launch, the impact of the fund on the charity sector has been significant. By providing vital financing for innovative projects, the Dream Fund has enabled charities to make a greater impact on society and address some of the most pressing social and environmental challenges

of our time. "We champion positive change. We partner with and support charities to help realise big, bold, change-making projects and programmes, such as those financed through the Dream Fund," says Postcode Lottery Group CEO Sigrid van Aken.

Tens of millions of euros' worth of funding is awarded every year. The Dream Fund has financed a wide range of charitable projects, including ones that focus on environmental conservation, community development, health and wellness, and social justice. Past examples include a project that uses technology to gather research data to help stop deforestation of the Amazon, a project to protect African rhino populations and put a stop to wildlife crimes, and a project that will create a dedicated safe space for child victims of abuse. This centre, the first of its kind in the UK, allows victims to tell their stories without risk of retraumatisation and give them somewhere they can receive support and recover.



## An award-winning idea from the past

Since the mid-1800s, the UK's population of native oysters has decreased by 95% due to over-harvesting, habitat loss, pollution and disease. However, the Wild Oysters Project, led by the Zoological Society of London, Blue Marine Foundation and British Marine, will revive native oyster populations in three key areas around Britain and received €1.2 million in 2020 to make it happen. By restoring healthy oyster beds, the project seeks to promote cleaner water, thriving populations of fish and shellfish, and increased biodiversity. In addition to its conservation efforts, the project will also engage with local schools and communities through outreach programmes.





Commonland's Green Gold project was awarded €12 million in 2022 by the Nationale Postcode Loterij. It aims to restore land to ensure healthy, fertile soil and a thriving ecosystem now and in the future.



Svenska Röda Korset (the Swedish Red Cross) and Clowner utan Gränser (Clowns Without Borders) have joined forces to reduce health disparities in Sweden. In 2022, they received €1.7 million in funding from the Svenska Postkodlotteriet.



In 2022, People's Postcode Lottery's charities Duchenne UK and partners received £1.25 million to develop the SMART Suit. Users with muscular dystrophy can wear this suit to aid them in everyday activities such as eating.



Rewilding Europe, an environmental charity dedicated to restoring natural ecosystems and wildlife, received €1 million in 2020 from the Deutsche Postcode Lotterie. This will be used to revitalise the Oder Delta landscape.



# Our international ambassadors

The Postcode Lotteries' mission is exemplified in the work of our international ambassadors. All are well-known personalities that are committed to creating a better world. We are grateful for the collaboration with world-class athletes, accomplished actors and successful entrepreneurs, and with Nobel Peace

Prize winners Nadia Murad, Muhammad Yunus and Dr Denis Mukwege. Over the years we have built strong relationships with them and our other ambassadors, including George Clooney, Rafael Nadal, Emma Thompson, Toni Kroos, Roger Federer, Katarina Witt, Sarah Brown, Bill Clinton and Robin Wright.

We were honoured to welcome our ambassador Nadia Murad to the Postcode Lottery Group's Amsterdam headquarters in May. The human rights activist spoke

about her efforts to persuade governments and international organisations to support the sustainable redevelopment of the Yazidi homeland in northern Iraq, and her relentless fight to hold the ISIS perpetrators accountable for their genocidal campaign against the Yazidi people. Staff members who attended her talk were impressed and inspired.

**More information:**

[novamedia.com/our-people/ambassadors](https://novamedia.com/our-people/ambassadors)



Nobel Peace Prize winner and international ambassador Nadia Murad spoke about her fight for survivors of genocide and sexual violence. "It is painful for me to not share what I saw, because violence against women is happening everywhere."





Katarina Witt



Bill Clinton



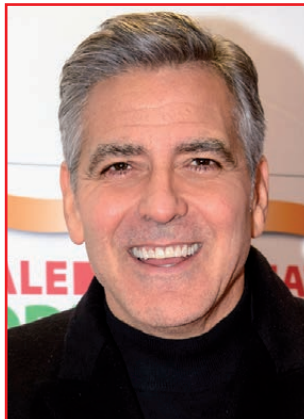
Dr Denis Mukwege



Toni Kroos



Emma Thompson



George Clooney



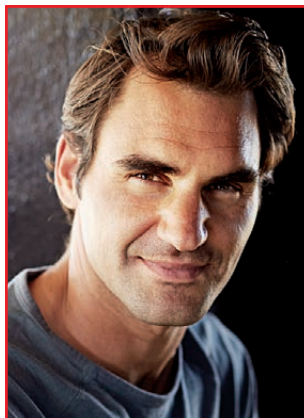
Nadia Murad



Rafael Nadal



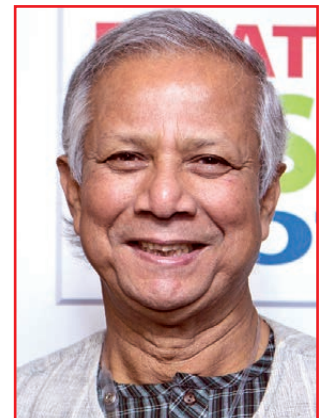
Robin Wright



Roger Federer



Sarah Brown



Muhammad Yunus

Our international ambassadors are dedicated to creating a positive impact in the world.





**At the International Management Summit in Sweden, the Executive Board and the managing directors from the five countries discussed international cooperation among the six Lotteries and how they could best join forces.**

#### **Executive Board and managing directors meet up**

Back, L-R: Xandra van der Meer (assistant to the board), Alex Tielbeke (managing director Nationale Postcode Loterij/VriendenLoterij), Michiel Verboven (CCO), Friederike Behrends (managing director Deutsche Postcode Lotterie), Clara Govier (managing director People's Postcode Lottery), Robert Letham (finance director People's Postcode Lottery, managing director until January 2023), Jonne Arnoldussen (managing director Nationale Postcode Loterij/VriendenLoterij, from October 2022), Anders Årbrandt and Eva Struving (managing directors Svenska

Postkodlotteriet/Norsk Postkodelotteri), Daan Peters (managing director Nationale Postcode Loterij/VriendenLoterij), Virginie Kuijer (human resources director).

Front, L-R: Sigrid van Aken (CEO), Robert Engel (managing director Deutsche Postcode Lotterie), Judith Lingeman (international affairs director), Imme Rog (CMO) and Reineke Ekering (manager concept centre).

Not pictured: Managing directors of the People's Postcode Lottery: Lorna Menzies, David Pullan (from January 2023) and Ian Cafferky (from January 2023).





Farmer and £30,000 winner Bob Atkinson announced the first thing he would be buying with his huge windfall was fertiliser for his 100 acres of farmland.



Nineteen neighbours in Orrell, England, won a total of £630,000 in June, in the biggest Street Prize win ever.



The largest-ever prize pot of SEK 265 million was shared by neighbours in the winning postcode in Östhammar, Sweden, where 59 people became millionaires.



In Germany, January's Monthly Prize was shared by neighbours in Bad Neuenahr-Ahrweiler. Together they won a total of €1.4 million.



# The Netherlands: Nationale Postcode Loterij and VriendenLoterij – since 1989



**VRIENDEN  
LOTERIJ**



The Nationale Postcode Loterij (Dutch Postcode Lottery) raised a staggering €338 million in 2022 for 168 partners, all of which are working towards creating a fairer, healthier, greener world. By providing long-term support, we give our partners the confidence to develop their vision and achieve their objectives. They have the freedom to spend the money as they wish. By the end of 2022, the Nationale Postcode Loterij had more than three million players. They win prizes, receive gifts and enjoy unique experiences and entertainment.

### Biggest ever PostcodeKanjor

New Year's Day 2022 saw the draw for the biggest ever PostcodeKanjor, worth €58.9 million. At the end of the day, many people in the Netherlands knew where the PostcodeKanjor was won, and festivities erupted in the town of



Heemskerk in Noord-Holland. A live TV broadcast showed the 11 winners in the lucky postcode sharing their half of the PostcodeKanjor – €29.45 million. The 348 players in the winning postal area won a maximum of €67,946 per ticket.

### Popular TV shows

The Nationale Postcode Loterij featured on television throughout the year in popular programmes including Miljoenenjacht (“Hunt for Millions”), Eén tegen 50 (“One Against 50”) and the daily chat show Koffietijd (“Coffee Time”), which also showcased the work carried out by our charity partners.

### Unique gifts for loyal players

Each year, we surprise more than three million regular players with unique gifts. At the end of March, the nature book *Bomen & Struiken in Nederland* (“Trees & Bushes in the Netherlands”) landed on the doormats of all our players. In addition to the annual gift voucher for vegetarian products, our players collected 2.2 million ceramic miniature Dutch houses from Albert Heijn supermarkets in the run-up to the festive season.



Managing directors Alex Tielbeke (l.), Jonne Arnoldussen (m.) and Daan Peters (r.) with jubilees Marie-Claire Lintz and Malou Heijmans.



In August, ambassador Gaston Starreveld celebrated together with happy winners in Maastricht.



Ambassadors Caroline Tensen and Quinty Trustfull surprised the biggest winners in Heemskerk.





In autumn, the new season of Miljoenenjacht got off to a roaring start. After eliminating the other players, 25-year-old Carmen from Groningen in the northeastern Netherlands won €211,000 in the gameshow.



Traditional Dutch ceramic houses made the festive season even more fun for our players.



On Facebook, Nationale Postcode Loterij ambassador Humberto Tan presented a quiz for players based on the nature book *Bomen & Struiken in Nederland*.



### Postcode Loterij Buurtfonds

The Postcode Loterij Buurtfonds (Postcode Lottery Neighbourhood Fund) celebrated its two-year anniversary in October. Since its inception, the fund has supported over 1,200 projects in the Netherlands – from a creative studio in The Hague to a lively community garden in Haarlem. To celebrate the occasion, inspiring neighbourhood projects were highlighted online, on social media and on the TV programme Koffietijd (“Coffee Time”).

### More money, more impact

In 2022 we increased our annual grants to several long-term partners, enabling them to do more for their target groups. They include Voedselbanken Nederland, which provides provisions from 173 food banks to people struggling to make ends meet. Rising consumer prices saw the organisation’s target group expand by more than 30%. The increase in the annual contribution from €500,000 to €900,000 was therefore more than welcome.

**More information:** [postcodeloterij.nl](https://postcodeloterij.nl)



Thanks to the support of the Postcode Loterij Buurtfonds, more and more local residents are able to grow their own vegetables in Stichting Ecoring’s community garden.



Voedselbanken Nederland ambassador Olcay Gulsen surprised the organisation’s board member Caroline van der Graaf-Scheffer with news of an increase in its annual grant from the Nationale Postcode Loterij.



# VriendenLoterij



In cooperation with charity partner De Nieuwe Kerk, the VriendenLoterij invited players to a Royal High Tea linked to the exhibition The Century of Juliana: A Queen and her ideals.

**The VriendenLoterij (FriendsLottery) is the Netherlands' biggest lottery supporting the preservation of cultural heritage and the promotion of well-being. Thanks to its players, the VriendenLoterij was able to provide almost 3,400 cultural partners, charity organisations, clubs and associations with funding totalling €134.8 million in 2022. For our 1.2 million-plus players, the fun never stops, with cash prizes being won every hour of the day and all the everyday benefits of the VIP Card, made possible with the help of our partners.**

## **Every player is a VIP**

The VriendenLoterij celebrates and supports cultural heritage organisations. Every player gets to experience more culture thanks to the Lottery's personal VIP Card. It provides free entry to over 135 museums, including the Rijksmuseum



and Kunsthal Rotterdam. The card also offers up to 50% off fun trips to the theatre, cinema or zoo.

### Biggest ever Vermeer exhibition

The Rijksmuseum in Amsterdam was able to stage its blockbuster Vermeer exhibition in 2023 partly thanks to support from the VriendenLoterij. Never before have so many Vermeers been exhibited at a single venue. Regrettably, six of the artist's paintings are known to have been lost. The TV programme *De Nieuwe Vermeer* ("The New Vermeer"), co-sponsored by the VriendenLoterij, gave artists an opportunity to bring them back to life.

### Long-term partners

Our 57 cultural partners enrich art and culture in the Netherlands and look after the country's historic buildings and monuments. Leading museums and major cultural foundations receive long-term contributions from the Lottery. The VriendenLoterij also provides charities with extra financial support for special cultural projects. For example, the



Visitors to the blockbuster Vermeer exhibition at Amsterdam's Rijksmuseum can see paintings including "Het melkmeisje" ("The Milkmaid").



Jolien from The Hague answered 12 of 15 questions correctly on the exciting game show VriendenLoterij Miljonairs (FriendsLottery 'Millionaires') and won €64,000.





The new DigitALL information centre for cultural organisations was launched on 1 September. Big and small institutions seeking to use digital technology to improve their audience reach can get advice and apply for grants. DigitALL is a unique partnership venture between the VriendenLoterij, government and six private foundations. The Dutch culture secretary Gunay Usly (centre) said: *“Culture is the foundation and cement of our society. I stand for a society where everyone has access to culture and can experience the power of creativity.”*

L-R: Cathelijne Broers (director Prins Bernhard Cultuurfonds), Bernt Schneiders (director VSBFonds), Gunay Uslu (Secretary of State for Culture and Media), Henk Christophersen (director Fonds 21) and Dorine Manson (managing director VriendenLoterij until October 2022).

Hermitage Amsterdam, which ended its relationship with the Hermitage in St Petersburg due to Russia’s invasion and war in Ukraine. They learned at our festive Charity Gala that it would receive an extra contribution for its outdoor event

Winterfestival aan de Amstel, a vibrant cultural meeting place where people of all ages can experience culture in all its forms.

#### Prizes by the hour

Playing is fun – but winning is even better.

For VriendenLoterij players, not an hour goes by during the year without a chance to win money. Every hour we pay out €1,000, plus a €10,000 prize every day, another €100,000 prize every week, and a monthly €1 million jackpot.





VriendenLoterij players have helped to purchase Rembrandt's "De Vaandeldrager" (1636). The painting travelled through the 12 provinces of the Netherlands.

### A friend-filled experience

Every year we expand the prize package with new events and other treats offered in cooperation with our partners. In spring 2022, 140 winners and their guests sailed to Vlieland in the Wadden Islands – redubbed "VriendenEiland" ("Friends Island"). There, they experienced an unforgettable weekend, with drawing workshops led by the Rijksmuseum, a shell hunt organised by the Naturalis Biodiversity Center, and a special bingo evening.

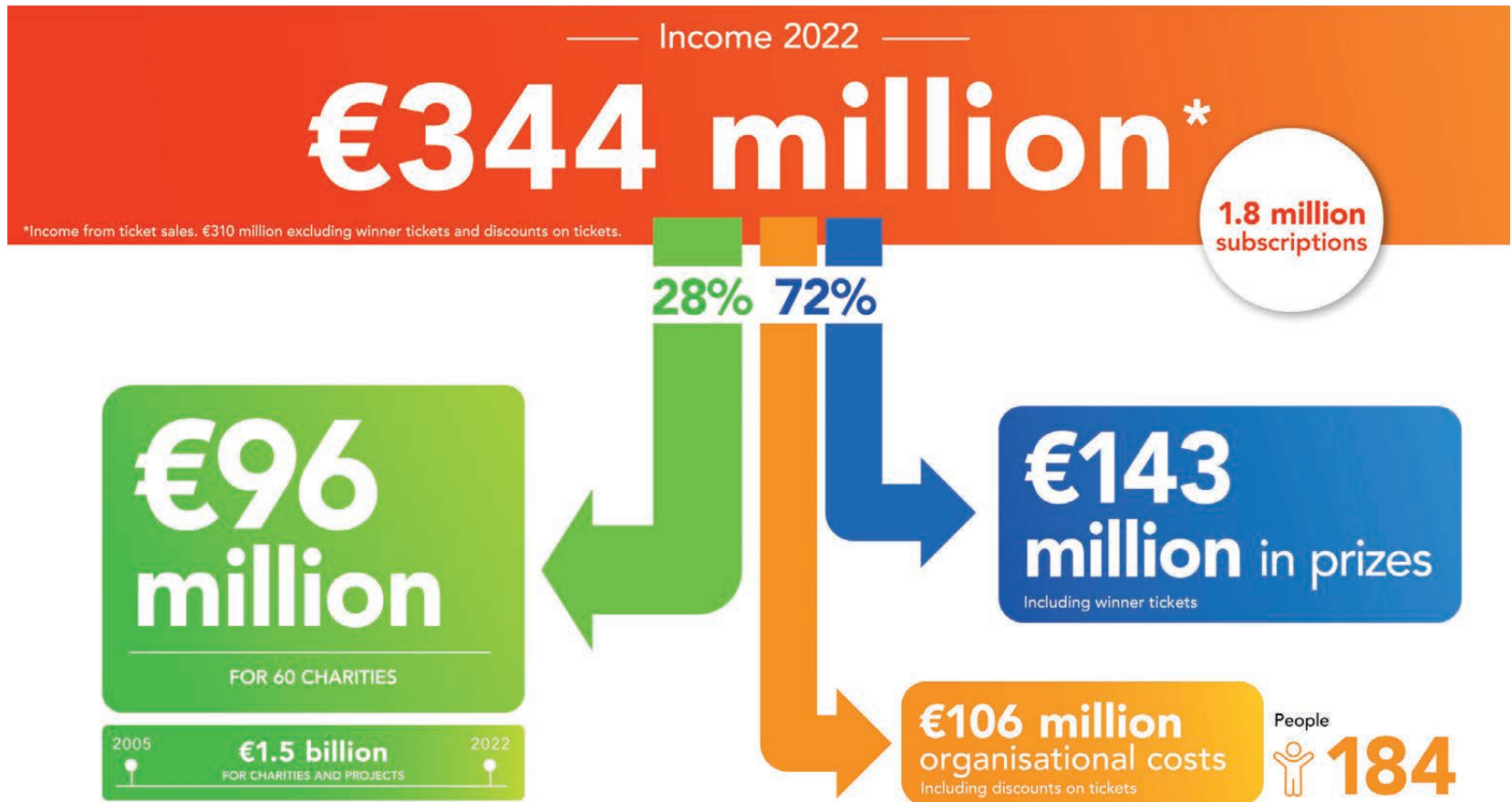
**More information:** [vriendenloterij.nl](https://vriendenloterij.nl)



On Vlieland – redubbed "VriendenEiland" – presenter Mark Simoons and Lottery ambassador Irene Moors played bingo with a total of 344 enthusiastic guests.



# Sweden: Svenska Postkodlotteriet – since 2005



The fun never stops for the almost one million players of the Svenska Postkodlotteriet (Swedish Postcode Lottery). More than 83% of players won in 2022, sharing in a total of more than SEK 1.5 billion in prizes. Every day they get a chance to win while contributing to good causes. A total of over SEK 1 billion was raised for 60 charity organisations in 2022. The Svenska Postkodlotteriet is Sweden's largest private donor to the non-profit sector, having given charities SEK 14.5 billion since its start in 2005.

### Contributing to a better world

During the year, team members were invited to visit charities to learn more about their daily operations and experience the difference and impact lottery funding makes. When you work for the Postcode Lottery, you contribute to a better world.



### A winning year for charity lotteries

In November, the Swedish parliament decided charity lotteries should be guaranteed a special position in the games of chance market. This means we will no longer be subject to the same strict regulations as online gaming. As a result, the Svenska Postkodlotteriet will be able to resume giving away gifts.

### Supporting girls' education

Today, 650 million girls around the world are not receiving a proper education. The situation has been worsened by the pandemic. When girls miss out on school it increases the risk of child marriage, child labour and trafficking.

The Svenska Postkodlotteriet was able to provide SEK 50 million in special funding to support a unique cooperative effort in which eight charities are working together on seven projects to improve girls' participation in education in Latin America, Africa and Asia. The projects will be carried out over several years. The collaboration is being coordinated by the Postkodstiftelsen (Swedish Postcode Foundation). Unlike other charities, the Postkodstiftelsen is not the final recipient



The Sommaryran grand prize was shared by players in the winning postcode in Hässelby.



Thanks to our players the charities can count on long-term funding. Managing directors Eva Struving and Anders Årbrandt present the cheque during the annual Charity Event.



of the Lottery funding it receives but has the task of distributing it among a range of projects.

### Prime-time TV shows

Two game shows, Postkodmiljonären (“Postcode Millionaire”) and Drömpyr-  
amiden (“The Dream Pyramid”), serve as an important branding tool for the Lottery. They entertain people while keeping the brand top of mind, resulting in increased ticket sales and decreased player drop-off. They air on TV4, reaching an average of 750,000 viewers. Each episode features clips of Lottery winners being surprised with cheques in golden envelopes, as well as segments featuring charity partners.

### Publicity and social media

Our prizes and winners attract national and local media coverage several times a week all over Sweden. The charity work made possible by our players’ participation often features in articles. The Svenska Postkodlotteriet has a strong social media presence through which it connects with players and the wider public.

**More information:** [postkodlotteriet.se](https://postkodlotteriet.se)



## A new charity partner; Suicide Zero

Every year around 1,500 people die by suicide in Sweden. It is a major social problem. Suicide Zero has worked since 2013 to reduce the numbers of suicides by publicising the issue, identifying societal shortcomings, educating the public and the media about suicide prevention, influencing decisionmakers, and supporting research.



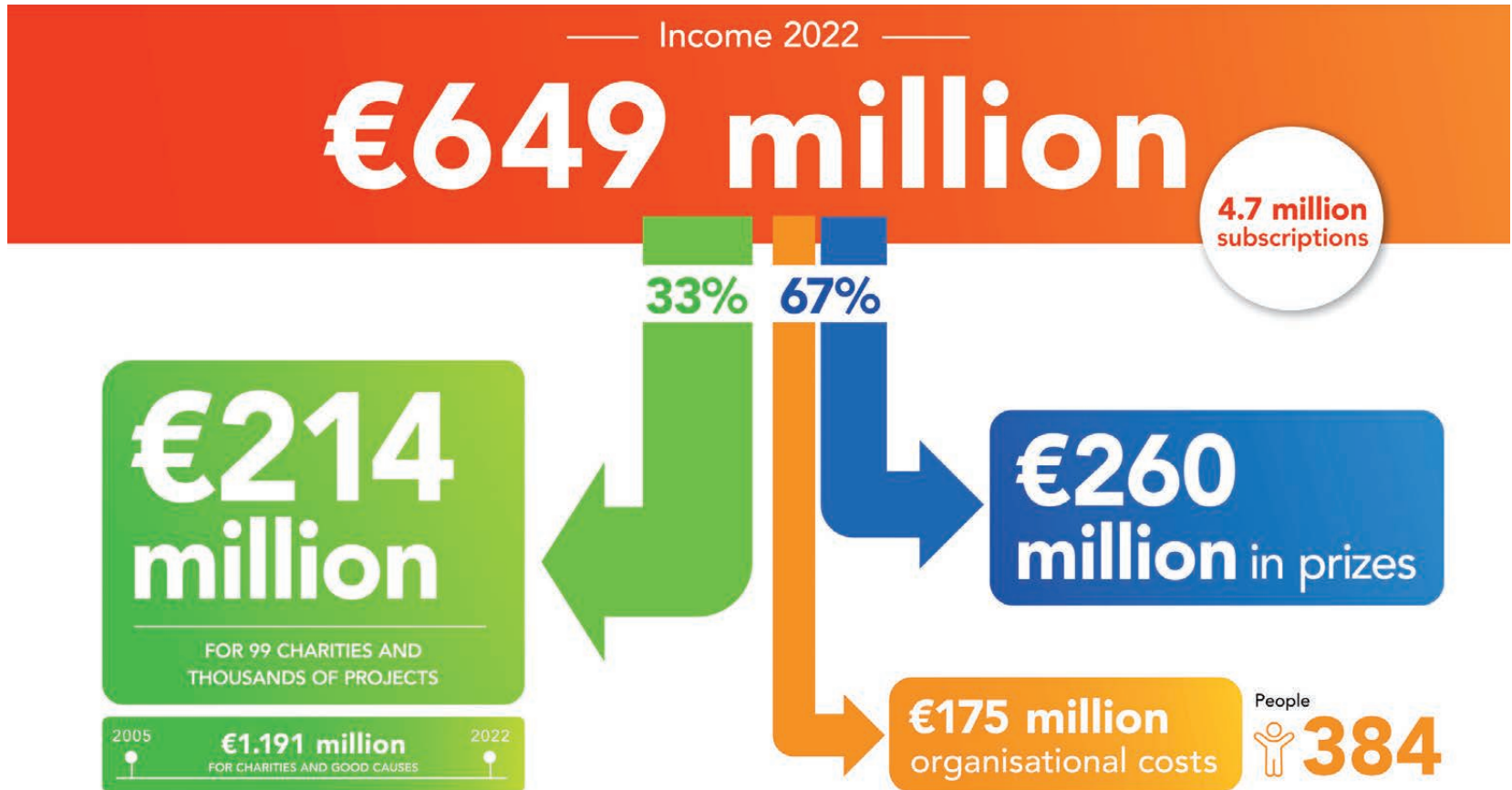
In Everöd, southern Sweden, winners and their families and neighbours enjoyed Postkodfest, a sunny summer celebration.





Anjali (I.), 14, lives in Siraha, Nepal. Thanks to Plan International and WaterAid's efforts to increase knowledge about menstruation in places where ignorance causes girls to miss school, she's able to attend classes during her period.

# Great Britain: People's Postcode Lottery – since 2005



In 2022, 3.9 million People's Postcode Lottery players enjoyed a win and over £220 million was won in prizes. Across England, Scotland and Wales, neighbours play together and celebrate wins every day. A massive £183 million was raised for charities – £10 million more than in 2021. Over £17 million was awarded to more than 4,400 community projects around Britain – an increase of 10% from 2021. This local funding is proving vital in supporting people and communities in postcodes across the country.

## Lifting the cap on fundraising potential

2022 saw People's Postcode Lottery continue its campaign for further reforms to the UK's restrictive charity lottery legislation. In autumn, the public affairs team published "Limitless Potential", a report calling on the UK government to remove



annual sales limits altogether to allow the full fundraising potential of charity lotteries to be realised.

### **Giving carers room to relax**

Carefree is transforming empty hotel rooms to give much-needed short breaks to unpaid carers. Its groundbreaking platform allows hotels to donate unsold rooms to carers who could do with a breather. Thousands of carers have self-referred to enjoy free short breaks.

### **Boost for music making**

More children and young people will now have greater opportunities to learn or earn in the music industry. Thanks to player funding, national charity Youth Music launched its Recharge Fund to support around 40 projects across the country.

### **Saving our seas**

Fighting for a cleaner, better protected, healthier ocean that we can all enjoy is at the heart of Marine Conservation Society's work. Funding raised by players supports volunteers who help to clean up British coastlines and, in the process, see firsthand the impact of pollution on marine life.



Maya was born at the Royal Zoological Society of Scotland's Highland Wildlife Park. Her name was chosen by players of People's Postcode Lottery.



Local charity Downright Special provides a lifeline of peer support for children with Down's Syndrome and their families living in Hull and East Yorkshire.



People's Postcode Lottery team members and managing directors (l-r) Clara Govier, Robert Letham and Lorna Menzies celebrate a total of £1 billion being raised since 2005.





December saw the biggest ever prize pot won by neighbours, with an incredible £16.9 million shared by over 700 people.



Kilham neighbour Elizabeth and her husband, Stuart, were surprised with a £100,000 win.



Las Vegas wedding for £90,000 winning couple who have been engaged for 30 years.



£60,000 winner Georgia went viral with a video she posted on TikTok. It amassed over one million views.





Women for Women International’s Stronger Women, Stronger Nations programme helps women across eight post-conflict countries to understand their own rights, earn an income and connect with each other.

**Smashing Street Prize**

Nineteen neighbours in Orrell, Greater Manchester, celebrated a £630,000 windfall between them – making People’s Postcode Lottery history with our largest ever Street Prize.

**Lightning strikes twice in Kilham**

In July, 15 neighbours in East Riding could not believe their luck when their postcode delivered a win for the second time in three years. “I can’t believe this has happened again!” said winner Elizabeth.

**Most massive Millions**

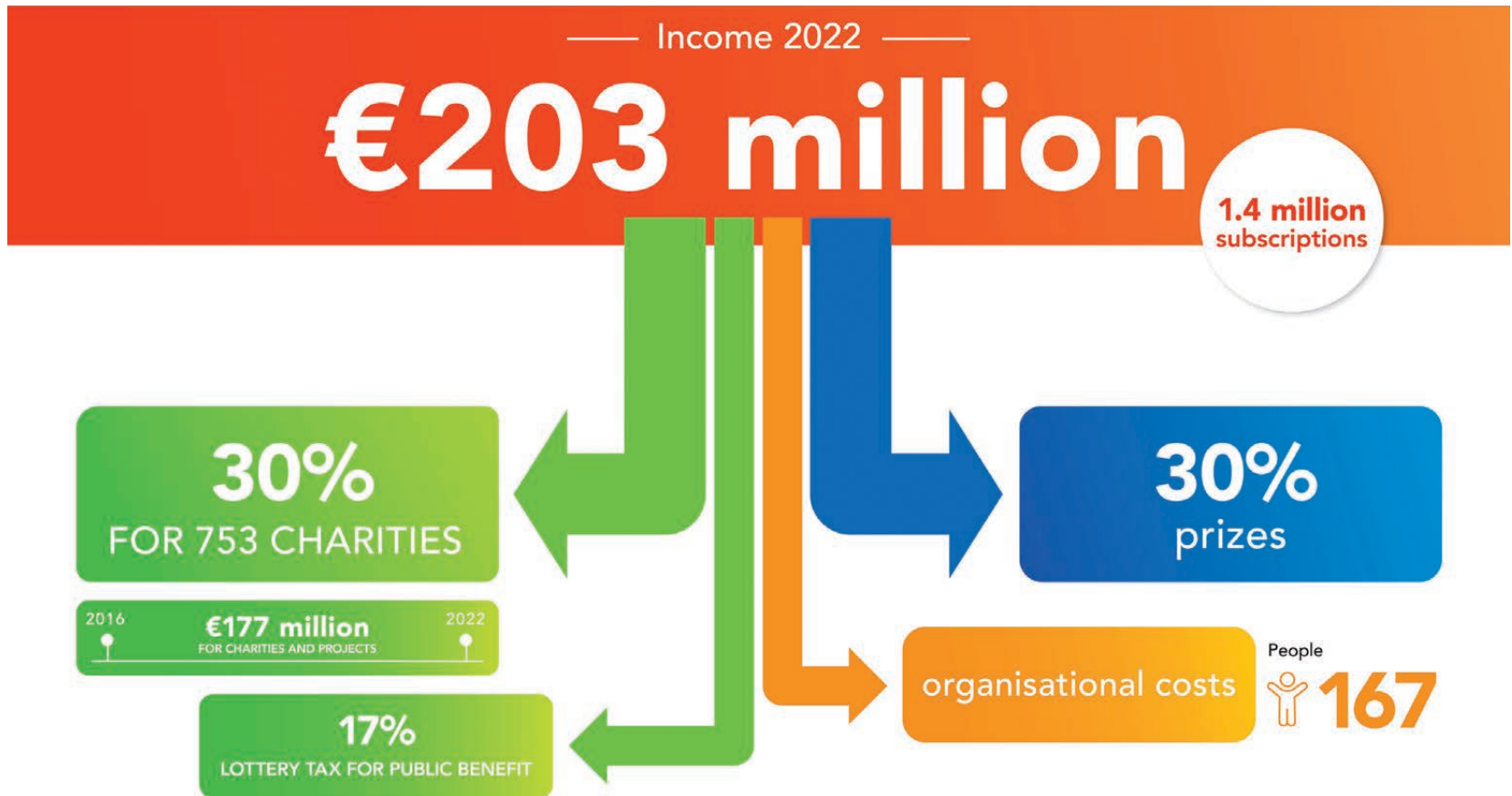
This year’s December Postcode Millions saw our largest prize yet – £16.9 million – land in Goring-by-Sea, West Sussex. With over 700 residents winning, one in ten people in the town celebrated a win, and 12 people took home £379,062 each. Their win was broadcast on national television as part of a partnership with ITV.

More information: [postcodelottery.co.uk](http://postcodelottery.co.uk)

**Managing directors since January 2023**

David Pullan (l.) and Ian Cafferky

# Germany: Deutsche Postcode Lotterie – since 2016



Since starting in 2016, the Deutsche Postcode Lotterie (German Postcode Lottery) has been growing steadily. More players means more funding. In 2022 we raised €61 million for 879 projects. Thanks to its players' commitment, the Lottery now supports over 4,400 social and green projects with more than €176 million in funding. By the end of 2022 winners had scooped a total of €61 million in prizes. €1.4 million was distributed in each Monthly Prize. In 12 locations, thousands of winners drew cheques from golden envelopes.

### Sharing Hope

The theme of the Deutsche Postcode Lotterie's annual Charity Gala, which took place in June, was "Sharing Hope". We celebrated many organisations and people who work to make the world a better place every day. Lottery ambassador and





Therapy dogs like these visit children in hospitals. In 2022, €80,000 was raised for the charity Kinderschutzensengel e.V.

well-known TV host Kai Pflaume hosted the gala. Other German and international Lottery ambassadors and supporters joining us included Katarina Witt, Toni Kroos, Peter Maffay, Michael Patrick Kelly and Nobel Peace Prize winner and human rights activist Nadia Murad.

### Therapy dogs visit kids

Kinderschutzensengel e.V. has been working with seriously ill children for more than 15 years. Founder Jacqueline Boy's aim is to provide moments of happiness. Thanks to the support of the Deutsche Postcode Lotterie, eight therapy dogs are making regular visits to children in hospitals. The-



Nobel Peace Prize laureate, human rights activist and Postcode Lotteries international ambassador Nadia Murad gave a speech at the Charity Gala.





Lottery ambassador Katarina Witt and Street Prize presenters Felix Uhlig and Giuliano Lenz celebrated in Hamburg with July's Monthly Prize winners.

rapy dogs help to reduce kids' stress and anxiety and bring smiles and joy.

### **The Fortuna ticket**

After becoming official partners in 2022, the Deutsche Postcode Lotterie and local football club Fortuna Düsseldorf developed a special lottery ticket. Thirty per cent of the sale price of every "Fortuna ticket" goes to a good cause: the child protection project Kids Care, founded by the club with the Kinderschutzbund Düsseldorf in 2020. A central goal of the partnership is to help fund Kids Care by involving the Fortuna fan community.

### **Flood victims win €1.4 million**

In July 2021, a flood disaster hit Europe, and the German town of Bad Neuenahr-Ahrweiler was at the centre of it. Six months on, in January 2022, the Deutsche Postcode Lotterie's Monthly Prize was won in the Ahr Valley community in central western Germany. After a difficult time, 319 players celebrated winning a shared €1.4 million in January.

### **Marbles for a good cause**

The second season of the RTL game show Marmor Mania ("Marble Mania"), supported by the Deutsche Postcode Lotterie, aired in early 2022. In the four episodes, nine celebrities played on spectacular

marble runs for good causes, raising €260,000 for social and ecological projects. At the same time Lottery players won €400,000 in various postal areas.

### **Festival celebrates volunteer work**

At his Citizens' Festival in Berlin in August, German President Frank-Walter Steinmeier and his wife, Elke Büdenbender, visited the Deutsche Postcode Lotterie's stand. The festival, at which a select group of organisations are invited to present their work each year, focused in 2022 on the importance of civic engagement for a strong civil society.

**More information:** [postcode-lotterie.de](https://postcode-lotterie.de)





Managing directors Friederike Behrends (m.r.) and Robert Engel (r.) met President Frank-Walter Steinmeier and his wife at the Citizens' Festival in Berlin.



Street Prize presenter Felix Uhlig and mayor Oliver Schmidt-Gutsatz (f.l.) celebrated a €1.4 million win with delighted players in Heide, Schleswig-Holstein.

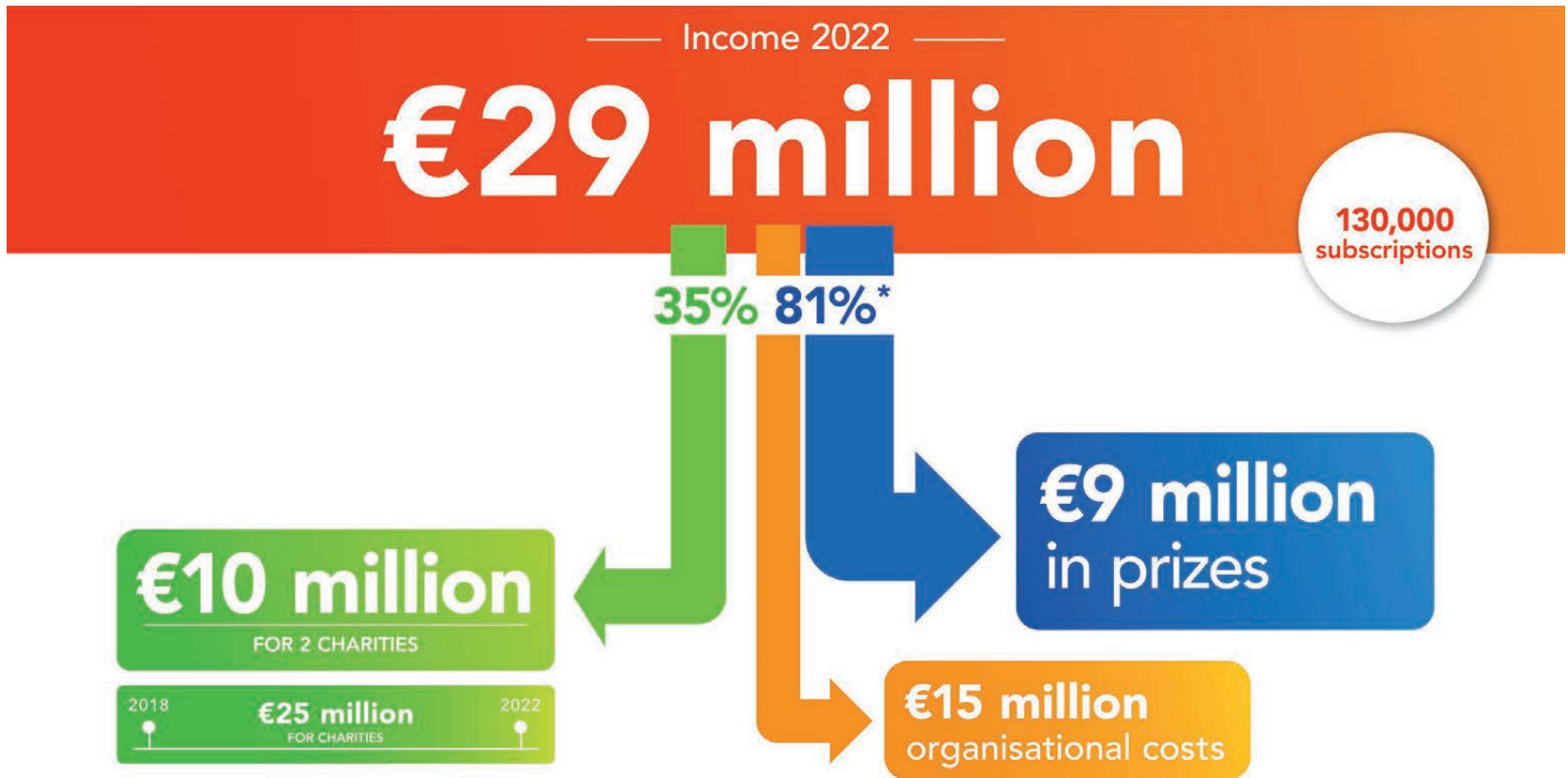


Players Alexia and Marius met musician and Postcode Lottery supporter Michael Patrick Kelly (m.) after his September concert in Cologne.



Bianca, from Laatzen, near Hannover, was speechless when Street Prize presenter Felix Uhlig awarded her a Mummel Mania winner's cheque in January.

# Norway: Norsk Postkodelotteri – since 2018



\*Novamedia has provided the additional funding needed

The Norsk Postkodelotteri (Norwegian Postcode Lottery) managed to double the money it raised for charities in 2022 to more than NOK 200 million from NOK 100 million. This achievement was a result of the number of lottery-playing households growing by 11.9% to more than 111,000 players by December. In 2022, people celebrated wins all over the country. In addition to all our guaranteed daily prizes, we handed out our biggest prize, the Kjempegevinst, four times this year to winners spread from north to south.

## Unrestricted funding

The world grew more turbulent in 2022. SOS-barnebyer (SOS Children's Villages Norway) and WWF Verdens naturfond (WWF Norway) have emphasised to us how important Postcode Lottery funding is, especially as it represents unrestricted



support. When emergencies arise, there is not enough time to raise money through the regular channels. Lottery funds helped SOS-barnebyer to quickly and effectively evacuate children and families after Russia invaded Ukraine. Funding also helped WWF Verdens naturfond to save elephants in Kenya during the worst drought in 40 years, which killed hundreds of them.

### On the ground in Uganda

In May, our ambassadors Tom Stiansen and Jorun Stiansen took a field trip to Uganda to visit SOS-barnebyer projects. Tom was especially touched by a programme aimed at getting fathers more involved in the care and upbringing of their children. They also travelled into the rainforest to meet some of the mountain gorillas who live there. Thanks to a conservation programme partly funded by WWF Verdens naturfond and the Norsk Postkodelotteri, the population has increased to over 1,000.

### New legislation

In principle, the Norwegian state lottery company has a monopoly, but in fact many small lotteries are permitted. The



Our ambassadors Jorun Stiansen and Tom Stiansen visited SOS Children's Villages in Uganda.



Surpassing NOK 200 million raised since the start was a major milestone for the Lottery and the charities.



authorities have also granted five licences for lotteries with an annual turnover of up to NOK 360 million. A new law that came into effect on 1 January 2023 reduces the total number of licences to three, making it even more important that we continue to do what we do best – make more Norsk Postkodelotteri winners and raise more for good causes now and in the future. We work with SOS-barnebyer and WWF Verdens naturfond, with whom we hold the licence, and other charities that wish to be part of the Lottery in the future, to lobby for positive changes to the regulatory system.

### **Dream honeymoon**

2022's second Kjempegevinst went to winners in Sørstraumen, in the northernmost province of Norway. The prize was shared by 12 neighbours in the winning postcode, making three of them millionaires. Kenneth and his wife, Linda, won NOK 1.63 million. "This will definitely change our lives," Kenneth said. Linda added, "We got married in 2018 – maybe now we can finally go on honeymoon."



The population of gorillas in Uganda has increased to over 1,000.



SOS-barnebyer is one of the world's largest humanitarian organisations dedicated to helping children.





When Tom Stiansen and Jorun Stiansen visited Roy in Brumunddal, they had an extra surprise for him. He also won a brand-new Tesla.



Four years after marrying, Kenneth and Linda may finally get to go on their well-deserved honeymoon.



After winning NOK 338,654 and a Tesla, Wigdis decided she needed both her husband and her dog, Josefine, in the picture.

### Worth ending a vacation for

The year's final Kjempegevinst was won in Bjugn, on the Fosen peninsula just outside Trondheim. While 47 winners shared the 10 million NOK pot, the biggest prize went to Gunn, who had the only ticket in the winning postcode. She was on holiday in Sweden when she received a phone call from the Norsk Postkodelotteri. Gunn and her husband decided to cut their vacation short and return home.



The year's final Kjempegevinst of NOK 10 million was shared by 47 winners in Bjugn.

More information: [postkodelotteriet.no](http://postkodelotteriet.no)

# How we are organised

All the Postcode Lotteries are set up and initially financed by Novamedia, a social enterprise based in Amsterdam, beginning with the Nationale Postcode Loterij in the Netherlands in 1989. By the end of 2022, Novamedia, operating as the Postcode Lottery Group, had grown into an organisation employing more than 1,400 people in five countries.

## Corporate governance

Novamedia is the creator and owner of the Postcode Lottery format and other lottery formats and brands. Since December 2017, Novamedia has been fully owned (100%) by the non-profit Novamedia Foundation. There are no private shareholders. This structure was implemented to maintain Novamedia's entrepreneurial spirit and prevent the sale of shares in Novamedia or of intellectual

property rights relating to the Postcode Lottery format. As the owner and developer of and investor in Lottery formats, Novamedia establishes and operates Postcode Lotteries that raise funds for charities worldwide. It charges a licence fee for the use of intellectual property related to the Postcode Lottery brands and format. The fee is mainly used to finance and set up new Postcode Lotteries and to continue to develop Novamedia's formats.

## Boards

Novamedia is governed by an Executive Board. It consists of CEO Sigrid van Aken, CMO Imme Rog and CCO Michiel Verboven.

Novamedia's Supervisory Board members are Ms GA Verbeet (chair), Mr RF van den Bergh, Mr DE Sauer and Mr GJAM van der Vossen.

The Board of the Novamedia Foundation consists of Mr PLBA van Geel (chair), Mr DR de Breij and Mr GP Prein.

## Scheltema

Novamedia also owns Scheltema, one



**Apply now for the 3-year talent programme at our International Analytics Hub.**

**Postcode Lottery Group**



Lottery employees featured in our international recruitment campaign to attract ambitious data scientists.

of Amsterdam's oldest and largest bookstores.

## International cooperation

Although each Lottery operates in its own country, there is strong international collaboration across the group, particularly in business areas such as marketing, finance, security, group tech, human resources and brand innovation. At the end of 2022 the Postcode Lottery Group began with the implementation of a new cloud application platform as part of the modernisation of its international IT environment for financial, supply chain management and HR processes. The new system will improve knowledge exchange and communication between the Lotteries while helping to further reduce our IT carbon footprint.



Across all departments, we encourage international collaboration through joint work, meetings and groups wherever possible.

### Data scientist talent programme

In September 2022 the Postcode Lottery Group launched its first international talent programme for ambitious data scientists ([postcodelotterytalent.com](https://postcodelotterytalent.com)). The programme seeks to bring together and develop analytics knowledge, expertise and technology within the Postcode Lottery Group and scale it across the five countries. In the first two months, 200 people applied. The campaign continued, and the Lotteries welcomed the first data scientists to the International Analytics Hub in early December.

The International Analytics Hub campaign was the first to be launched within the framework of the Postcode Lottery Group employer brand, under the slogan "Great jobs. Better world." The aim is to highlight the unique selling point of working for the Lotteries: having a great

job while doing good at the same time.

### Keeping up with innovation

The Postcode Lottery Group is a proud member of The European Lotteries (EL) industry association. In October 2022, a group of our marketers attended EL's Innovation Seminar in Milan. They learned about new developments in the sector, such as future digital channels, with a particular focus on artificial intelligence.

### Inclusion and equal opportunities

We are committed to providing a working

environment in which employees can be themselves in an atmosphere of openness and respect. We know that different backgrounds and viewpoints increase creativity, ideas and synergy.

In the Netherlands, we offer all employees unconscious bias training. We also made adjustments to our Amsterdam office building to make it more accessible for wheelchair users.

The Svenska Postkodlotteriet continued its long-term efforts to educate

## Novamedia's international directors



David van Leijenhorst  
Finance



Virginie Kuijer  
Human Resources



Judith Lingeman  
International Affairs



Per Mickols  
Tech



Martijn van Klaveren  
Communications



Karianne Thomas  
Legal



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

## THE 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

employees and raise awareness around diversity- and inclusion-related topics. All managers took part in inclusive leadership training during the year. All team members were offered numerous opportunities to learn more



Fredrik Carlson, a human rights expert, raised employees' awareness with a presentation about LGBTQ+ issues and the importance of norm consciousness.

about topics such as unconscious bias, LGBTQ+ and norm awareness.

The team in Great Britain celebrated diversity throughout the year. Key events were timed to coincide with Pride Month and Black History Month, and the team was able to learn more about the lives of Black people through the centuries and their important contributions to British society. People's Postcode Lottery was named a Visibly Better Employer by the Royal National Institute of Blind People in recognition of its work to support team members with sight loss and its commitment to increasing the number of blind and partially sighted people who apply for jobs.

The Deutsche Postcode Lotterie organised a Healthy Food Month, during which employees enjoyed lectures, workshops and plenty of nutritious food. It also offered numerous activities and sessions promoting mental health, including workshops, lectures and meditation classes.



Human right activist Nadia Murad signs her book "The Last Girl" for our colleagues, which tells the story of her life-threatening escape from ISIS.



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Our international communications department acts as the group's liaison with stakeholders worldwide. If you have any questions, please contact the team by emailing:

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