

CHARITABLE BINGO AND GAMING REVITALIZATION

A New Entertainment Experience

Current players are satisfied with the experience, but are declining in numbers.

OLG worked with the industry to build a vision for the future and build an exciting, new entertainment experience for the players.

Sustain social and economic benefits to local communities by developing a unique Charitable Gaming entertainment experience for current and future players.



CHARITABLE BINGO AND GAMING REVITALIZATION

Changing the customer experience

- Experience can be defined as the combination of the three main pillars: product, facility and service.
- By synchronizing efforts to deliver enhanced customer service, in a place where players want to spend time, with a variety of new products and technology, the entertainment experience will change.

Product

Games
Devices

Facility

Ambiance
Atmosphere
Space

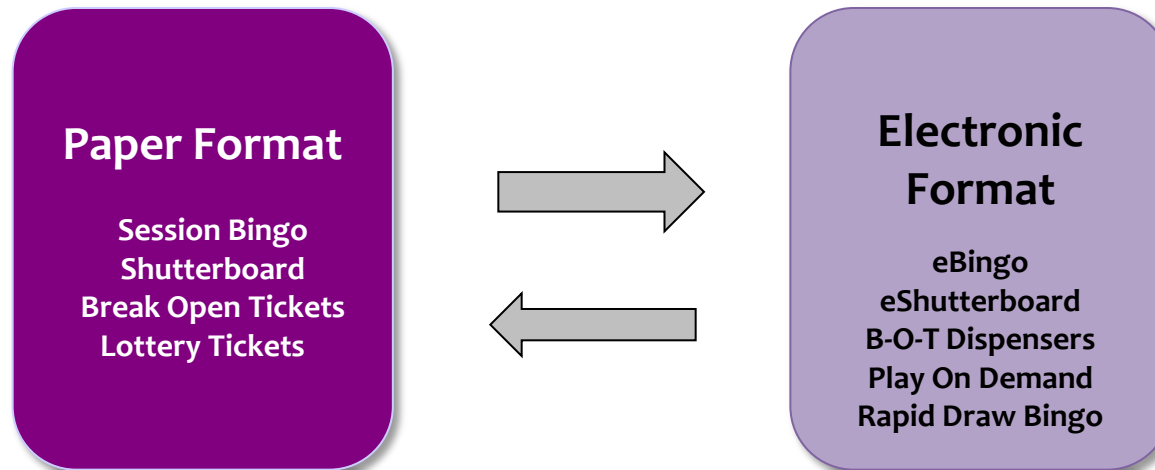
Service

Food and Beverage
Customer Service

CHARITABLE BINGO AND GAMING REVITALIZATION

Product: Making the Transition

- Over the last two years OLG has launched 31 new gaming centres with a focus on upgrading the current centres and then innovating over time.
- The products implemented are electronic versions of the existing paper products.



- Players can continue to play paper as well as electronic. In addition to initiating innovation, this approach will sustain current players while attracting the new.

CHARITABLE BINGO AND GAMING REVITALIZATION

Product: cGaming Ontario Regulation

•OLG operates under 207(1)(a) of the Criminal Code which allows OLG to offer games of chance. Furthermore, cGaming is bound by Regulation 81/12 which provides parameters of the types of lottery schemes that OLG can offer in bingo halls:

The lottery schemes offered at the proposed gaming site and described in paragraph 1 are restricted to the following games conducted and managed by the Corporation:

- i. Lotteries, using paper tickets.
- ii. Raffles, using paper tickets.
- iii. Paper break open tickets.
- iv. Break open tickets sold by means of an electronic break open ticket dispenser.
- v. Break open tickets played on an electronic bingo device.
- vi. Bingo, using paper cards.
- vii. Bingo played on an electronic bingo device.
- viii. Instant games played on an electronic bingo device.

CHARITABLE BINGO AND GAMING REVITALIZATION

Changing the customer experience

- Experience can be defined as the combination of the three main pillars: product, facility and service.
- By synchronizing efforts to deliver enhanced customer service, in a place where players want to spend time, with a variety of new products and technology, the entertainment experience will change.



THE IDEAL GAME SPACE

Within game space, best combination of game concepts should be mix of traditional chance-based games such as Bingo, lottery-style games, as well as, selection of interactive, skill-based and social games.

environment-style games



skill-based games



lottery-style games



bingo



group-style games



variety of games on one device



CHARITABLE BINGO AND GAMING REVITALIZATION