

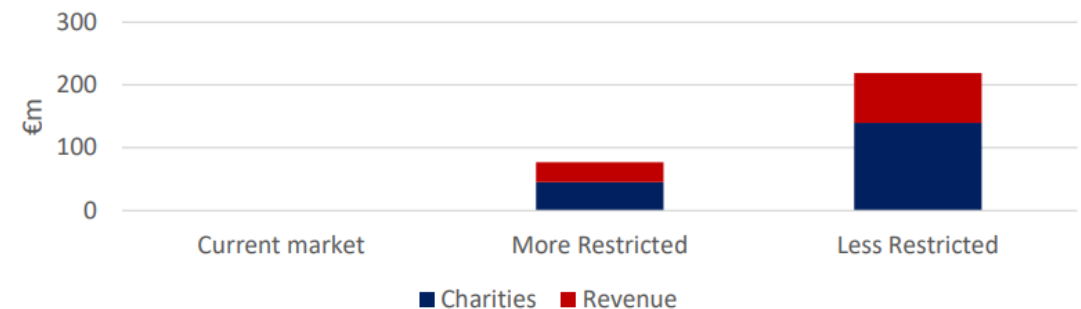


**Transforming Finland's Gambling Landscape:  
A proposal for a low-risk charity lottery segment as a natural  
part of the new market**

# Opportunity to raise €140m annually in Finland for non-profit organisations

- Traditionally, the proceeds of Veikkaus Oy have been used to support non-profit activities. From 2024 onwards, Veikkaus Oy's proceeds will be transferred to the general state budget
- The Finnish government sees that public funding to non-profit organisations is likely to decrease in the coming years, and now seeks how to support the non-profit sector's fundraising, a report from the Ministry of Finance shows
- If lotteries owned by non-profit organisations with cash prizes were allowed, €140m could be raised annually in Finland for good causes, allowing the charities their much-needed long-term financial support

€m	Revenue and Charitable contributions		
	Current market	Restricted	Less Restricted
Revenue net of prizes	0	78	219
<b>Charities</b>	<b>0</b>	<b>45</b>	<b>140</b>
Proportion to Charities		58%	64%



Source: Regulus Partners

A recent report from the analysis firm *Regulus Partners* shows that lotteries could donate between 58-64% of revenue net of prizes to good causes with the right regulation. For Finland it could mean up to €140m annually

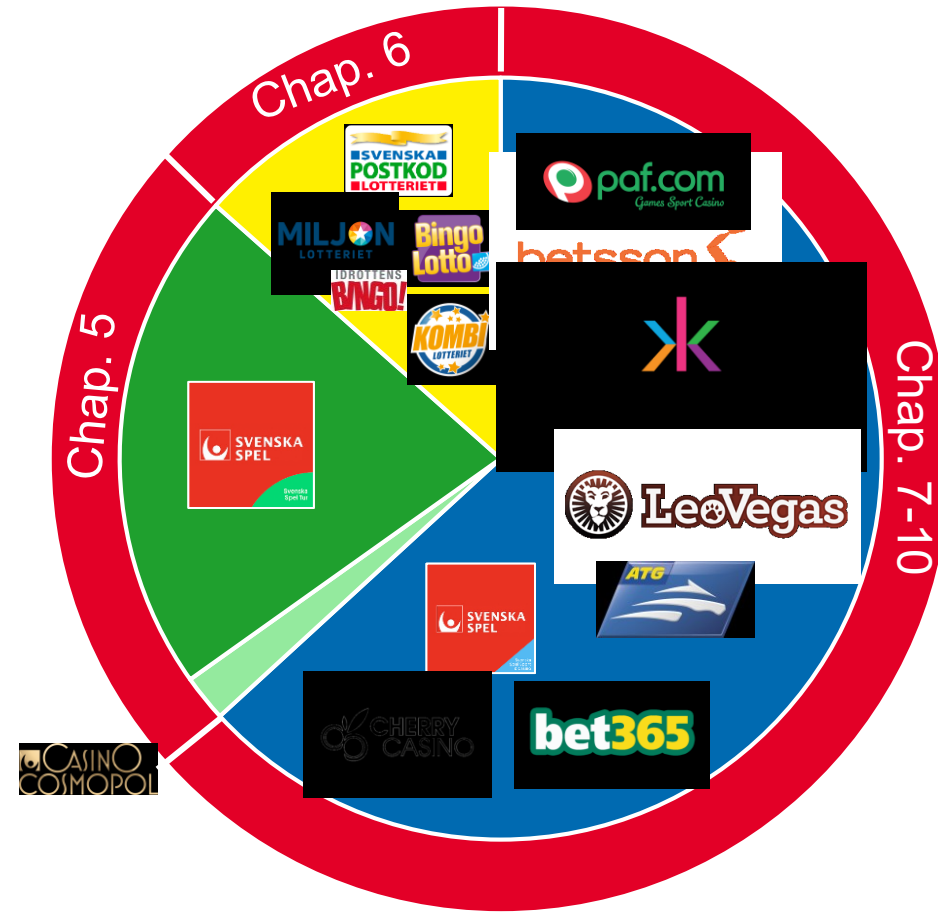
# Inspiration from the Swedish model

*Swedish regulation is compatible with EU law (different regulations for different types of games)*

## Swedish Gambling Act Chapter 6:

### Lotteries for good causes

- License can only be given to associations, not companies
- Being the only part of the market with no gambling tax
- Return to players, max 50%
- Surplus to charity organisations







# Reasons why a cash money charity lottery market is beneficial for Finland



Cash money charity lotteries are low risk products on the gambling market, allowing Finnish consumers an alternative that combines entertainment directly with charities



Cash money charity lotteries does not challenge other gambling segments in the market but cover a wish for a different kind of entertainment, as seen in countries where a cash money charity lottery market is allowed



Cash money charity lotteries will be a strong and important support of an attractive legal market and add to a higher channelization in total



The charity sector is in need of a stable and continuous funding, and the government now have the perfect opportunity to help achieve this, without burdening the government budget in any way

# Kiitos paljon!

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