



**LOTO
QUÉBEC**



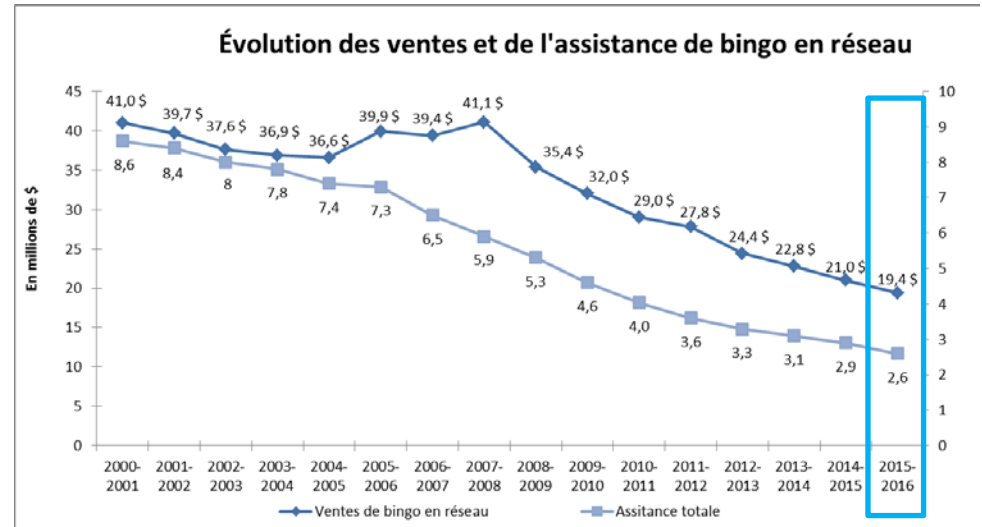
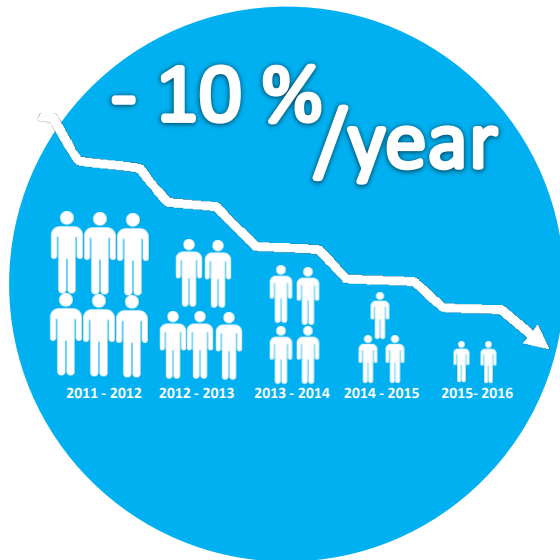
The logo features the word "bingo" in a large, lowercase, rounded blue font, tilted upwards. Below it, the word "ELECTRONIC" is written in a smaller, uppercase, blue font, also tilted upwards. The background is white with two blue triangles: one in the top right and one in the bottom left, meeting at the center.

bingo
ELECTRONIC

Quebec's bingo industry

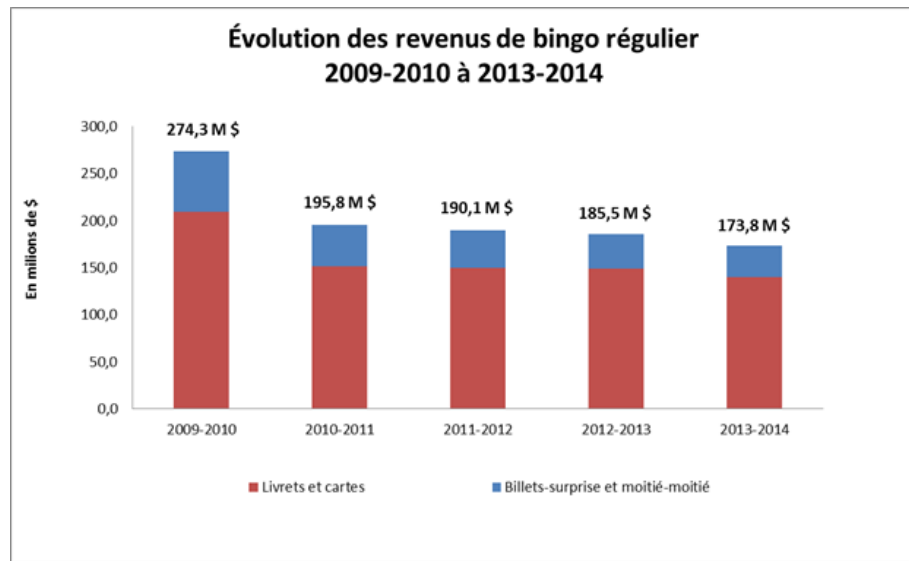
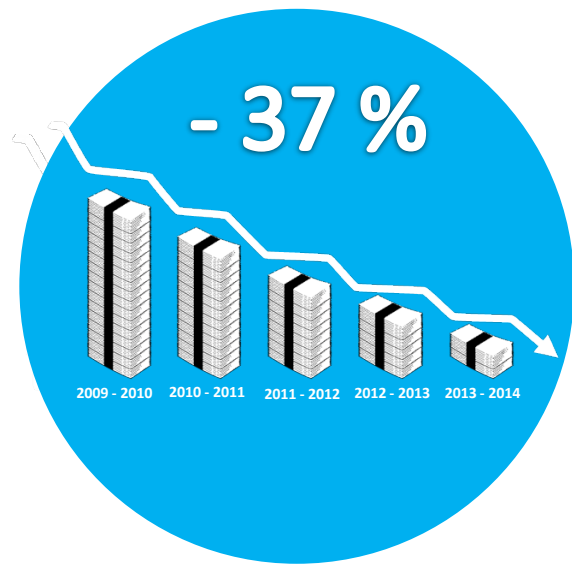
Evolution of bingo in Quebec

Since 2009, the numbers of visits in bingo halls decreased by an average of 10 % each year.



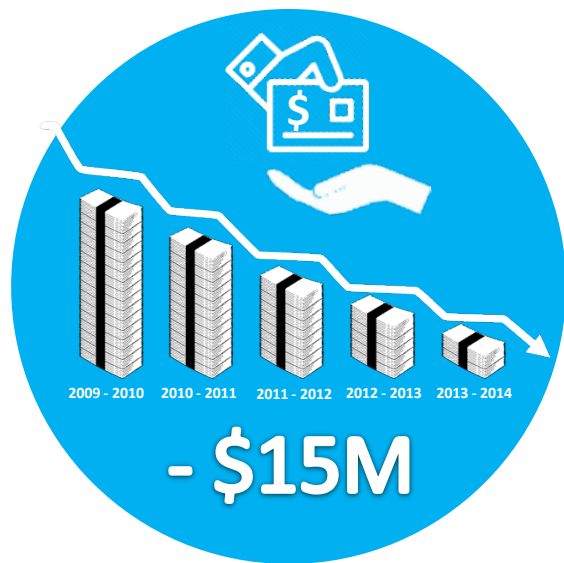
Evolution of bingo in Quebec

Revenues of regular bingo decreased by 37 % (Quebec wide)

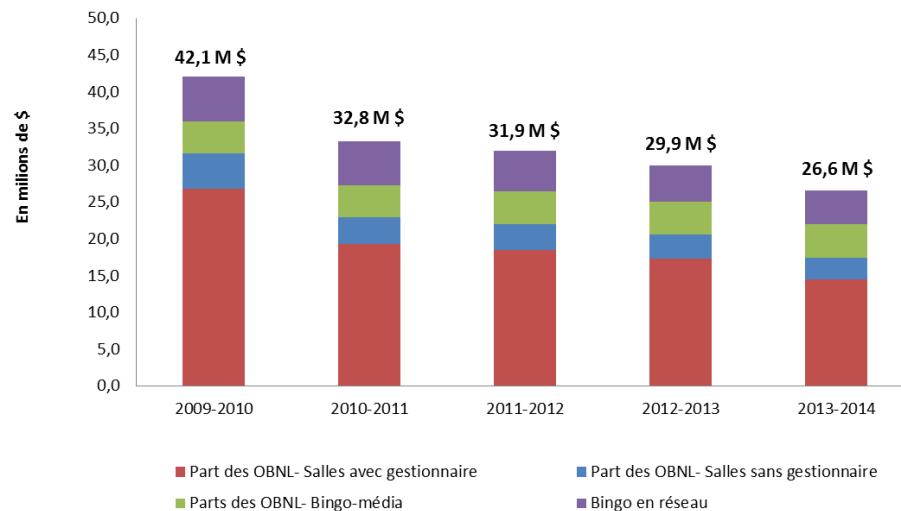


Subsidies for NPO's

Subsidies for NPO's decreased by more than \$15 million from 2009-2010



Profits remis aux OBNL
Bingo en salle, Bingo-média et Bingo en réseau



Subsidies for NPO's

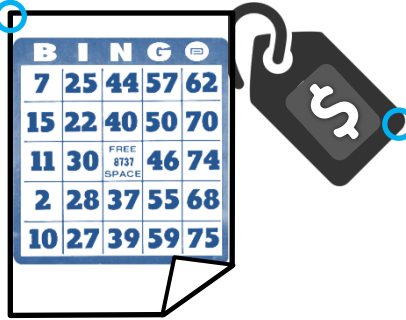
This decrease greatly affects the activities of about 800 NPOs



Current offer's limits in Quebec's bingo

Current offer

Offering game
only in paper



Single price per
bingo card

Limited number of
cards per person



No mutual bets



No promotions



No package deal



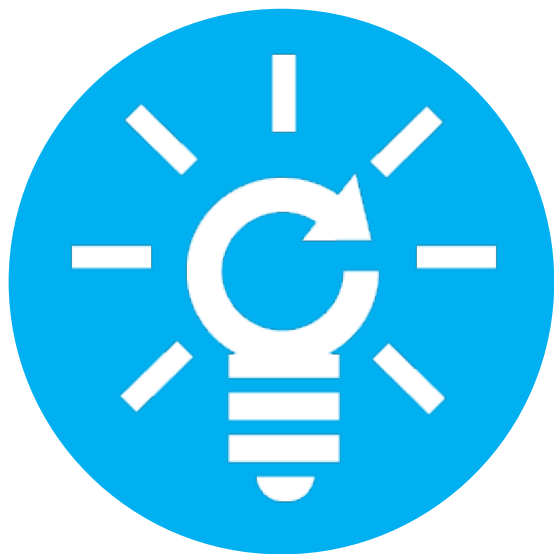
OBJECTIVES



**Assure funding's to
NPO**



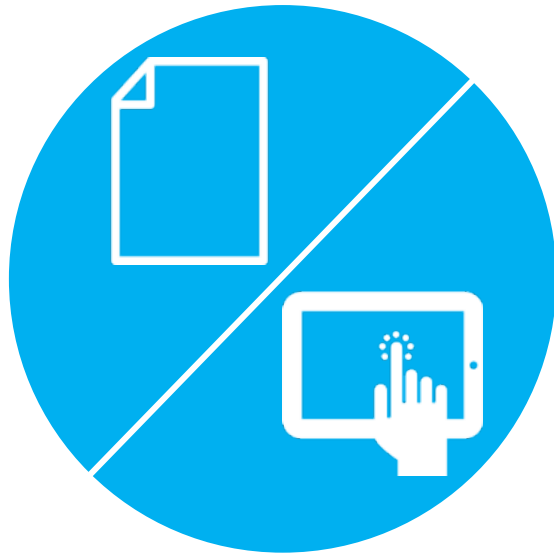
**Revitalize the industry
and
Renew customers**



**Modernize product
offering**



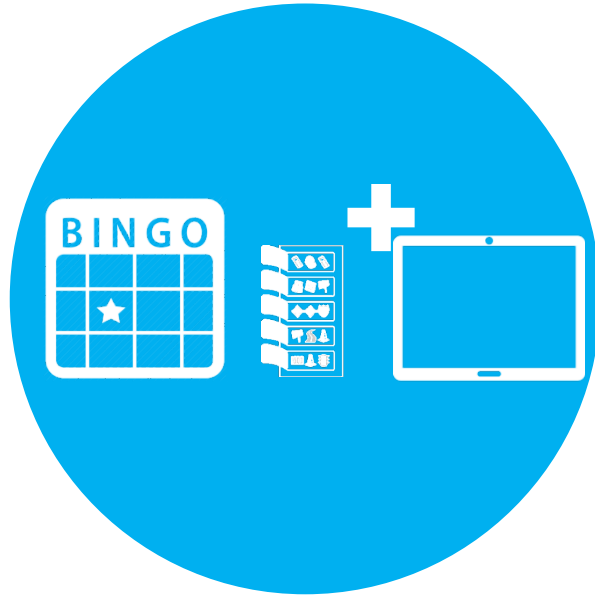
What is this
project?



**Game combining the
use of paper and
electronics**



Modern platform



Diversity of the gaming offer :
It's more than just bingo !

A horizontal banner with a wavy, ribbon-like shape. The banner is primarily a dark blue color, with lighter blue and white highlights that create a sense of depth and movement. The text 'KEY FACTORS' is centered on the right side of the banner in a white, sans-serif font.

KEY FACTORS

KEY FACTORS



Electronic game independent from the paper game



Local and network gaming



Fixed prizes, mutual betting or hybrid



Flexible bundles with scale savings



Local management and centralized inventories, sales and prizes



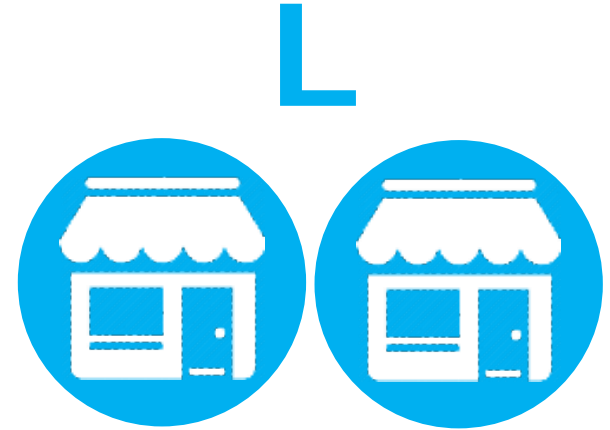
Individuals or collective short games

A decorative banner with a blue gradient, featuring wavy, overlapping shapes in various shades of blue. The text is centered within this banner.

Participating Bingo halls & Loto-Quebec's involvement

Participating Bingo halls and Loto-Quebec's involvement

Five bingo halls, representatives of the market will be selected



The selected bingo halls will be governed by Loto-Quebec and operated by their administrator under the new regulations.

A decorative horizontal banner with a wavy, fluid shape. It features a gradient of blue colors, ranging from a light sky blue to a deep, rich blue. The text 'Next steps' is centered on the right side of the banner in a clean, white, sans-serif font.

Next steps

Next steps

Tender for services
suppliers

Tender for participating
bingo halls

Selection of the
bingo halls for the
market test

Selection of
the supplier

Information session following
the supplier's choice

