

GRI-table Planet First!-report 2010

* - Fully reported
** - Partly reported

| Indicator | | Report Page numbers | Comments |
|---|---|---------------------|---|
| Vision and strategy | | | |
| 1.1** | Statement from the Board. | 2 | |
| Organisational profile | | | |
| 2.1** | Name of the reporting organisation. | 3 | The Charity Lotteries, consisting of the Holding Nationale Goede Doelen Loterijen N.V. – the Nationale Postcode Loterij, the BankGiro Loterij and the VriendenLoterij –, Svenska PostkodLoteriet, People's Postcode Lottery and Novamedia |
| 2.2** | Primary brands, products and/or services. | 3 | |
| 2.3** | Operational structure. | 3 | See also 4.1 and the Annual Reports 2010 pages 54-56 |
| 2.4** | Location of the head office. | 18 | Van Eeghenstraat 70, Amsterdam, The Netherlands |
| 2.5** | Number of countries where the organisation operates. | 3 | |
| 2.6** | Ownership structure and legal form. | 3 | See also 4.1 and the Annual Reports 2010 pages 54-56 |
| 2.7** | Sales markets. | 3 | |
| 2.8** | Scale of the reporting organisation. | 3 | |
| 2.9** | Significant changes during the reporting period. | | Not applicable |
| 2.10** | Awards received during the reporting period. | | None |
| Report profile | | | |
| 3.1** | Reporting period. | 1, 3 | 2010 |
| 3.2** | Date of most recent previous report. | | Not applicable |
| 3.3** | Reporting cycle. | | Annual |
| 3.4** | Contact point for questions regarding the report or its contents. | 18 | communicatie@postcodeloterij.nl |
| Scope and boundaries of the report | | | |
| 3.5** | Process for defining report content. | 3 | These nine themes are based on the vision, mission and core values of the lotteries and on the Planet First! document created in 2009 on the initiative of the Dutch Postcode Lottery and the Institute for Sustainable Innovation & Development (INSID). In establishing the policy, issues that are important |



to our main stakeholders (politicians, media, beneficiaries, employees and participants) were also taken into account. This was achieved by carrying out a background analysis, which provided input for the selection of the relevant nine themes. The nine themes that resulted from this are illustrated and explained in the CSR policy and in this Planet First! report.

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| 3.6** | Boundary of the report. | 3 | The scope of this report concerns the Holding Nationale Goede Doelen Loterijen N.V. – the Nationale Postcode Loterij, the BankGiro Loterij and the VriendenLoterij –Svenska PostkodLotteriet, People’s Postcode Lottery and Novamedia. The report contains data from the six entities for the year 2010, unless stated otherwise. The data for this report were measured. Where no data were available, the data were estimated. In 2010, a baseline measurement was performed on the sustainability targets we have formulated. Therefore it is not possible to show the history or data of savings. |
| 3.7** | State any specific limitations on the scope or boundary of the report. | | Not applicable |
| 3.8** | Basis for reporting on other entities. | | Not applicable |
| 3.10** | Explanation on the effect of any reformulations of information provided in earlier reports. | | Not applicable |
| 3.11** | Significant changes from previous reporting periods. | | Not applicable |

GRI content index

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|--------|---|----|---|
| 3.12** | Table identifying the location of the standard disclosures in the report. | 18 | The GRI table can be found on the websites of the six entities: www.bankgiroloterij.nl www.postcodeloterij.nl www.vriendenloterij.nl www.postcodelottery.com www.postkodlotteriet.se www.novamedia.com |
|--------|---|----|---|

Assurance

Governance, commitments and engagement

| | | |
|-------|--|--------------------------------|
| 4.1** | The governance structure of the organisation, including committees | Novamedia B.V. is the owner of |
|-------|--|--------------------------------|



under the highest governance body.

the Postcode Lottery format in the Netherlands. The British People's Postcode Lottery and the Swedish Svenska PostkodLotteriet are also governed by Novamedia B.V. The Members of the Board of Novamedia B.V. are Boudewijn Poelmann, Ruud Esser and Frank Leeman. They are supported by a team of Concern Directors and a team of Functional Directors.

Together with two other Novamedia charity lotteries in the Netherlands, the FriendsLottery (*VriendenLoterij*) and the BankGiro Lottery (*BankGiro Loterij*), the Dutch Postcode Lottery is part of the Holding Nationale Goede Doelen Loterijen N.V. The Supervisory Board of the Holding Nationale Goede Doelen Loterijen N.V. supervises the Board.

As of 31 December 2010, the Members of the Board of the Holding Nationale Goede Doelen Loterijen N.V. were Boudewijn Poelmann, Frank Leeman and Ruud Esser.

A team of three managing directors is responsible for the day-to-day management of the three lotteries and heads the Management Team.

See also the Annual Reports 2010 pages 54-56

| | | | |
|-------|--|----------|---|
| 4.2** | Chair of the highest governance body. | Foreword | See 4.1 |
| 4.3** | For organisations that have a unitary board structure, state the number of members of the highest governance body that are independent and/or non-executive members. | | Not applicable |
| 4.4** | Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body. | | The Holding Nationale Goede Doelen Loterijen N.V. has a joint staff council. This council has nine members and a representative of the DOEN Foundation as an observer. The council meets with the responsible managing director and the head of the Human Resources department of the |



lotteries every three weeks. The staff council keeps employees informed of current affairs via the intranet.

Stakeholder engagement

4.14** List of stakeholder groups engaged by the organisation. 3

4.15** Basis for the identification and selection of stakeholders with whom to engage. 3

Performance indicators

Economic

EC1** Direct economic values generated and distributed, including revenues, operating costs, employee compensation, donations and other community investments, retained earnings and payments to capital providers and governments. 3 See also the Annual Reports 2010, pages 5, 14, 26, 42, 62-63

EC4** Significant financial assistance received from government. None

Environment

EN6** Initiatives to provide energy-efficient or renewable-energy-based products and services, and reductions in energy requirements as a result of these initiatives. 5, 6, 7

EN18** Initiatives to reduce greenhouse gas emissions and reductions achieved. 6 For the conversion factors, see: <http://archive.defra.gov.uk/environment/business/reporting/pdf/101006-guidelines-ghg-conversion-factors.pdf>

EN26** Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation. 6, 7

EN28** Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with environmental laws and regulations. None

Working conditions

LA1** Total workforce by employment type, employment contract and region. 11

LA4** Percentage of employees covered by collective labour agreements. None (0%) of the employees are covered by a collective labour agreement

LA7* Rates of injury, occupational disease, lost days and absenteeism, and number of work-related fatalities by region. See Annual Report of the Dutch Postcode Lottery 2010, page 64

Society

SO8** Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations. None

Product responsibility

PR4** Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and 13



labelling, by type of outcome.

| | | |
|-------|---|------------|
| PR6** | Programmes for adherence to laws, standards and voluntary codes related to marketing communications, including advertising, promotion and sponsorship. | 13, 14, 15 |
| PR7** | Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion and sponsorship, by type of outcome. | 15 |

