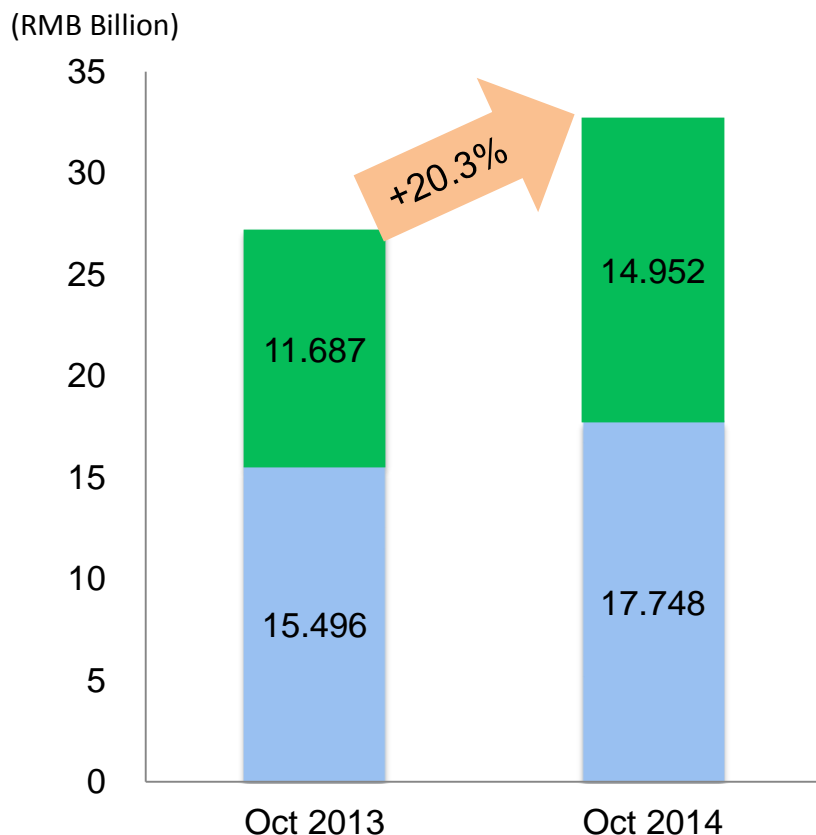


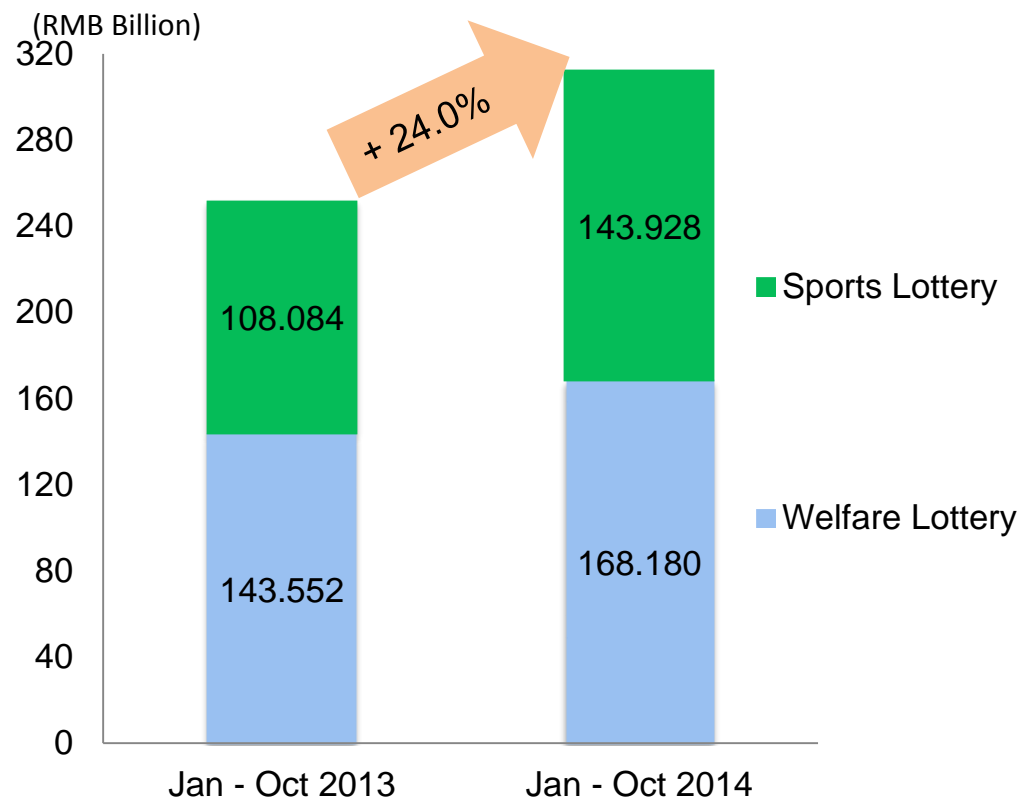
# China Lottery Sales Performance

- ✓ Announced by the Ministry of Finance, total lottery sales in October 2014 increased by 20.3% YoY to RMB 32.701 billion from RMB 27.183 billion for the same period last year.
- ✓ Total lottery sales for the first ten months of 2014 increased by 24.0% YoY to RMB 312.108 billion, compared to RMB 251.636 billion for the same period last year.

## October 2014 Lottery Sales



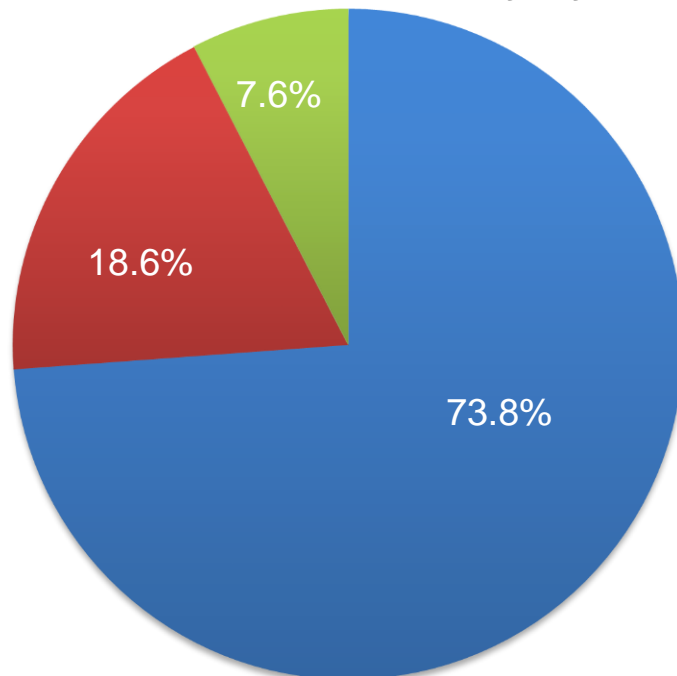
## Jan – Oct 2014 Lottery Sales



# Welfare Lottery Sales Performance

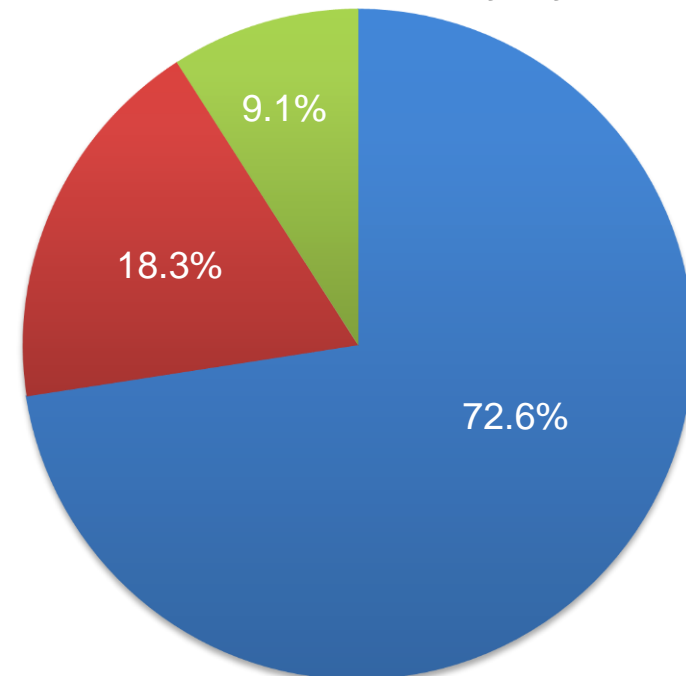
- ✓ Welfare Lottery sales increased by 14.5% YoY to RMB 17.748 billion in October 2014, and accounted for 54.3% of total lottery sales. Lotto games, VLT and Instant Scratch Cards accounted for 73.8%, 18.6% and 7.6% of total welfare lottery sales, respectively.
- ✓ In the first ten months of 2014, Welfare Lottery sales increased by 17.2% YoY to RMB 168.180 billion, and accounted for 53.9% of total lottery sales. Lotto games, VLT and Instant Scratch Cards accounted for 72.6%, 18.3% and 9.1% of total welfare lottery sales, respectively.

**October 2014 Welfare Lottery Market Share by Type**



■ Welfare Lotto ■ Welfare VLT ■ Welfare Scratch Cards

**Jan – Oct 2014 Welfare Lottery Market Share by Type**

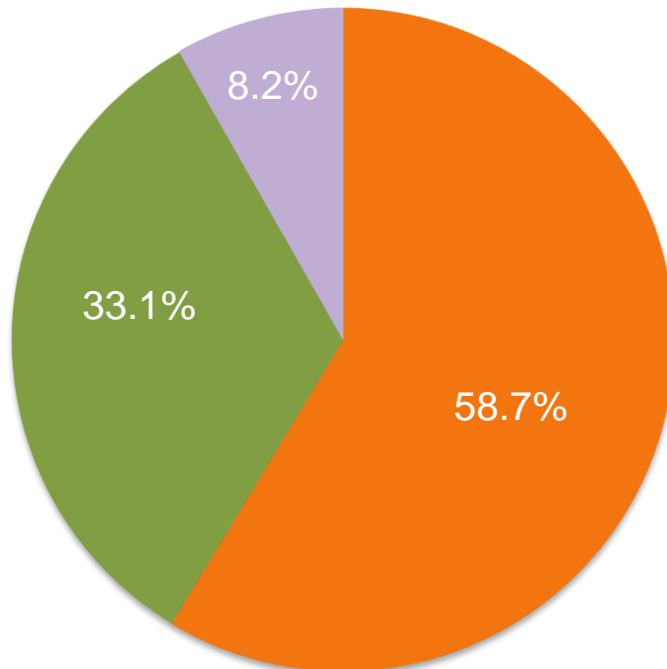


■ Welfare Lotto ■ Welfare VLT ■ Welfare Scratch Cards

# Sports Lottery Sales Performance

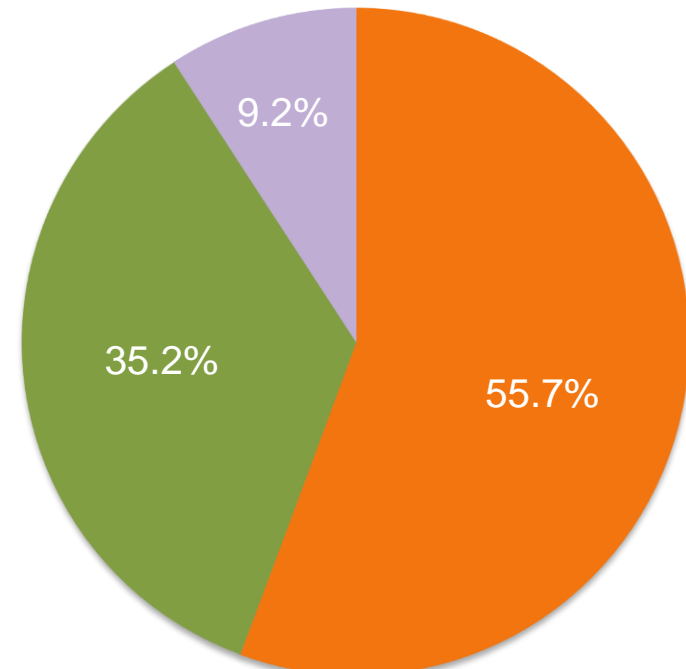
- ✓ Sports Lottery sales increased by 27.9% YoY to RMB 14.952 billion in October 2014, and accounted for 45.7% of total lottery sales. Lotto games, Single Match Game and Instant Scratch Cards accounted for 58.7%, 33.1% and 8.2% of total Sports Lottery sales, respectively.
- ✓ In the first ten months of 2014, Sports Lottery sales increased by 33.2% YoY to RMB 143.928 billion, and accounted for 46.1% of total lottery sales. Lotto games, Single Match Game and Instant Scratch Cards accounted for 55.7%, 35.2% and 9.2% of total Sports Lottery sales, respectively.

**October 2014 Sports Lottery  
Market Share by Type**



■ Sports Lotto ■ Sports SMG ■ Sports Scratch Cards

**Jan – Oct 2014 Sports Lottery  
Market Share by Type**



■ Sports Lotto ■ Sports SMG ■ Sports Scratch Cards

# Lottery Sales in October and First Ten Months of 2014

	October 2014 (RMB/Billion)	October 2013 (RMB/Billion)	Change	Jan – Oct 2014 (RMB/Billion)	Jan – Oct 2013 (RMB/Billion)	Change
<b>Welfare Lottery</b>	<b>17.748</b>	<b>15.496</b>	<b>+14.5%</b>	<b>168.180</b>	<b>143.552</b>	<b>+17.2%</b>
- Lotto	13.104	11.547	+13.5%	122.035	105.040	+16.2%
- Video Lottery Terminal	3.296	2.520	+30.8%	30.860	23.569	+30.9%
- Instant Scratch Card	1.348	1.429	-5.6%	15.285	14.945	+2.3%
<b>Sports Lottery</b>	<b>14.952</b>	<b>11.687</b>	<b>+27.9%</b>	<b>143.928</b>	<b>108.084</b>	<b>+33.2%</b>
- Lotto	8.772	6.950	+26.2%	80.103	67.198	+19.2%
- Single Match Game	4.951	3.422	+44.7%	50.632	27.130	+86.6%
- Instant Scratch Card	1.229	1.315	-6.5%	13.192	13.755	-4.1%
<b>Total</b>	<b>32.701</b>	<b>27.183</b>	<b>+20.3%</b>	<b>312.108</b>	<b>251.636</b>	<b>+24.0%</b>