


**LUCK IN  
NUMBERS  
2017**



# EDITORIAL

We are proud to present the ninth edition of the annual report on the CAIXA Lotteries - Luck in Numbers.

In this publication, we provide the main results of 2017 and present the importance of Lotteries to Brazilian society.

More than numbers, we want to show that when you give chance a lucky, that is, when you make a bet, besides believing in the dream of becoming a millionaire, you also believe in the development of the Country. This is because nearly half of the proceeds raised are allocated to social programs of the Federal Government. It is a bet on the healthcare, security, sport and education of Brazilians.

We invite you to know more about CAIXA Lotteries and a little more about our achievements on the following pages.

**CAIXA Lotteries**



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# MESSAGE FROM THE PRESIDENT

I would like to share my pride and satisfaction for the work done by CAIXA Lotteries in 2017. We have reached expressive results thanks to the dedication and the right decisions made by the whole team, responsible for the resumption of growth in the sales of our lottery products. This way, important alterations promoted in the last years were consolidated.

In 2017, CAIXA Lotteries collected more than R\$ 13.88 billion. This represents a nominal growth of 8.14% in relation to the previous year, and an actual growth of 5.04%, considering the 2.95% inflation in the period, as disclosed by Instituto Brasileiro de Geografia e Estatística (IBGE).

In 2017, almost half of the revenues was transferred to the Federal Government. Approximately R\$ 6.5 billion were destined to investments in social areas such as security, education, sports, culture, safety and health.

Many things changed in 2017, and will change even more in 2018. In view of the current economic scenario, we did our part with the excellent performance registered by the Federal Lotteries. And we managed to go even further. We have grown with technological innovations more and more necessary in the current market, preparing the launching of the Lotteries on the Internet in 2018, and other features that followed the evolution of this market share.

In 2017, CAIXA Lotteries reached level 3 in the Responsible Gaming Certificate of the World Lottery Association – WLA, after fully complying with the requirements from several audits throughout the year.

The WLA certification is an evidence that CAIXA is aligned with the best governance practices adopted by lotteries around the world, and the Responsible Gaming Program (Programa de Jogo Responsável) is an action of corporate social responsibility of CAIXA Lotteries, with the purpose of shortly obtaining the level 4 certification.

We want the content of the next pages to show our motivation to move forward, looking to the future, with focus on modernization and the continued search for innovation, resulting in more attractive products, and expanding the services offered to the Brazilian people.

**Nelson Antônio de Souza**  
President of  
Caixa Econômica Federal

# ABOUT US



# CAIXA Lotteries:

# 55 years of dreams and achievements

The dream of home ownership, helping family members, the dream trip and a better life is part of the imagination of most Brazilians. And they are the main beneficiaries of the work of CAIXA Lotteries, which completed 55 years of history in 2017.

During the year, more than R\$ 4.7 billion in prizes were offered for more than 267 million bets. This amount came from the sale of Lotteries, which totaled R\$ 13.88 billion in 2017, an amount 8.14% higher than the amount collected in 2016.

As a result of this growing number of bets, investments in the social area, as a result of the Federal Lotteries' transfers, also increased. In 2017, more than R\$ 6.5 billion was transferred to Federal Government to finance sports, social security, student financing, culture, healthcare and security of citizens.

The consolidation of the special thematic draw (Dupla de Páscoa, Quina de São João, Lotofácil da Independência and Mega da Virada), which are already part of the life of Brazilians who like to bet on big luck, contributed to the good performance of sales in 2017.

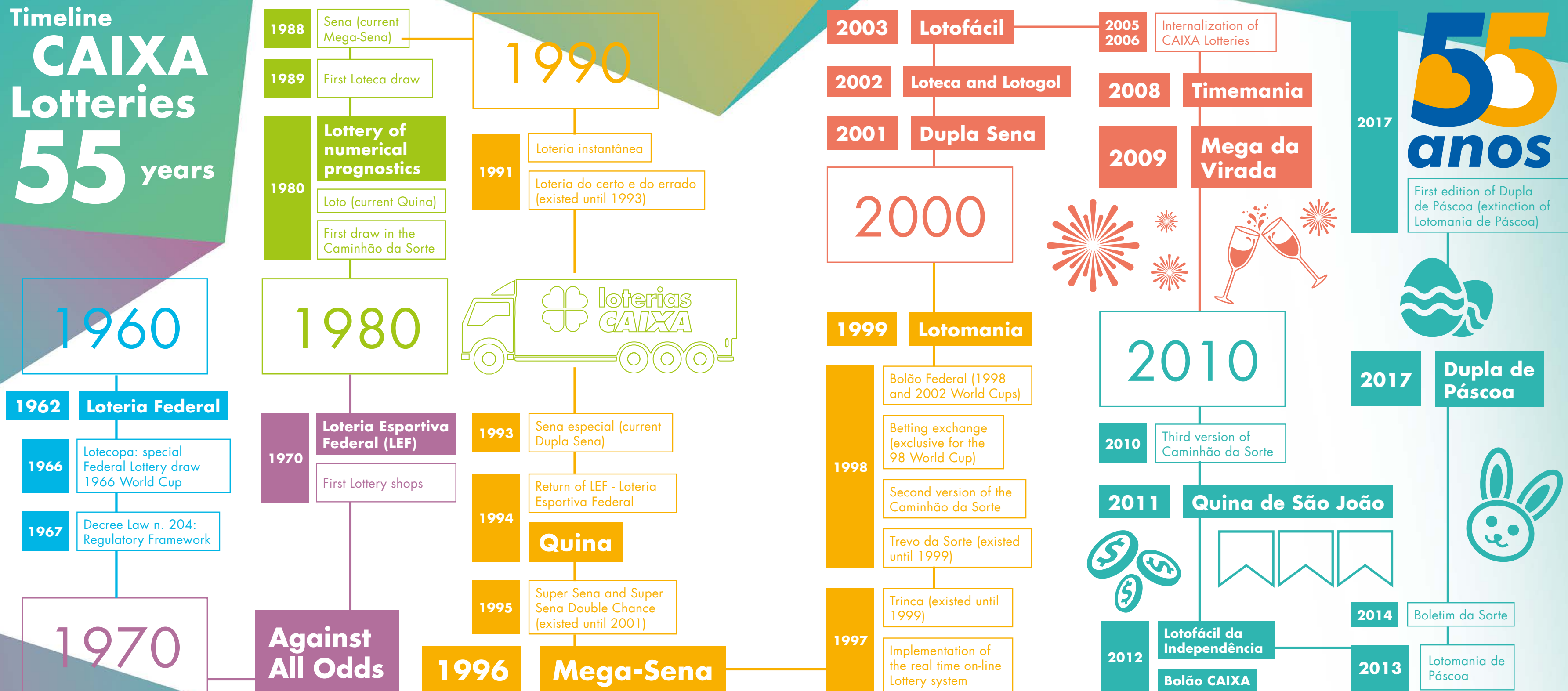
Since the launch of Loteria Federal with its traditional tickets in 1962, it has been 55 years of dreams, achievements and benefits for Brazilian society. A journey marked by security and credibility in betting, as well as the reputation of honesty and transparency in the sweepstakes and calculation and in the whole operation.



In 2017, CAIXA  
Lotteries collected  
R\$13.88 billions,  
8.14% higher  
than in 2016.

# 55 anos

# Timeline CAIXA Lotteries 55 years



# Lottery products

There are nine types of lottery for different profiles of players:



- Surpresinha:** the system randomly chooses a set of numbers;
- Teimosinha:** the player can choose how many times they wish to repeat the same numbers in different draws; and
- Bolão CAIXA:** modality of sale of bets quoted in Lotteries in which are printed, individually, the receipts of bets (share) for each player. Therefore, in the case of prizes, each participant in the group that competes with the same bets has his or her own voucher of the share and can receive his or her prize separately, according to his or her convenience.

Predictive numerical

Predictive sports

Specific predictive

Tickets

# Bolão CAIXA

With security and credibility, different players can win with the same bet by choosing Bolão CAIXA.

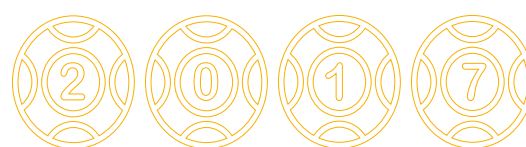
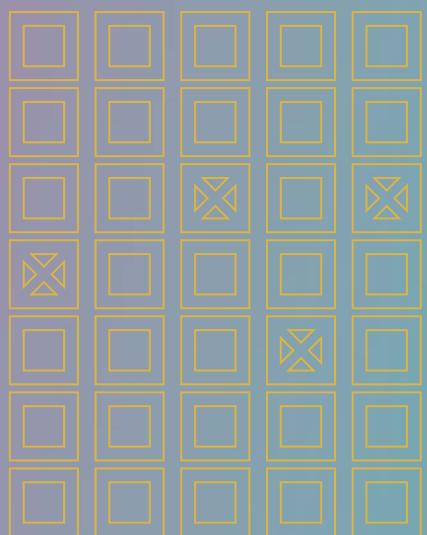
Originated from the desire of the players to spontaneously organize themselves into groups, to choose the numbers of the bet, to mark the amount of shares and to register their numbers, Bolão CAIXA, created in October of 2012, provided legitimacy and security to the players.

Lottery retailers can also set up their own pools and sell shares to interested players. In this case, the lottery retailer can charge a rate for administrating the pool of up to 35% of the bet amount. The minimum number of quotas is two and the maximum can reach 100, depending on the product chosen: Mega-Sena, Dupla Sena, Quina, Loteca and Lotofácil.

In 2017, more than 27.2 million Bolão transactions were registered, mainly in Mega-Sena, Lotofácil and Quina.

A total of R\$ 1.7 billion was received through Bolão CAIXA in the year, which represents 13.68% of total collection, 21.7% higher than 2016.

LOTERIA



## Numbers of Bolão CAIXA in 2017

Product	Bolão collection	Total collection	Participation
<b>Mega-Sena</b>	R\$ 932,629,180.00	R\$ 5,834,377,510.50	15.99%
<b>Lotofácil</b>	R\$ 318,434,906.00	R\$ 3,610,706,314.00	8.82%
<b>Quina</b>	R\$ 385,681,051.50	R\$ 2,525,314,441.50	15.27%
<b>Dupla Sena</b>	R\$ 57,099,846.00	R\$ 370,325,104.00	15.42%
<b>Loteca</b>	R\$ 6,256,536.00	R\$ 84,776,941.00	7.38%

**Total** R\$ 1.700.101.519,50 R\$ 12.425.500.311,00 13,68%

**21.7%**  
higher than 2016.





# Mega-Semanas

Mega-Semanas draws continued to be successful in 2017. These are special weeks, allusive to commemorative dates, when three Mega-Sena draws are placed. Therefore, it is possible to give players more chances to win millionaire prizes.

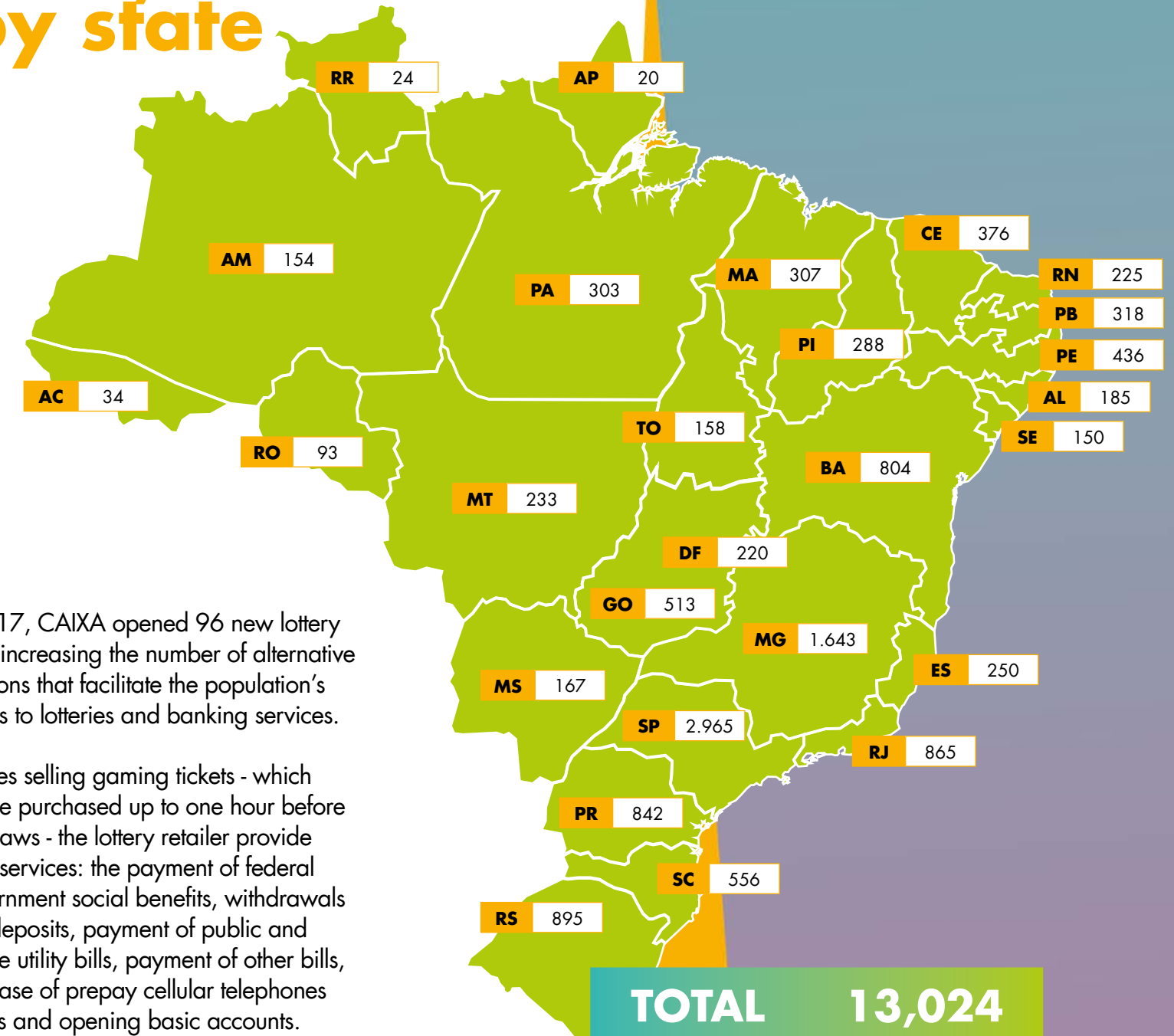
## Seven Mega-Semanas were held in 2017:

- Carnival (February)
- Mothers (May)
- Holidays (July)
- Fathers (August)
- Spring (September)
- Lucky (October)
- Republic (November)

# Lottery Retailers

The lottery retailers has 13,024 units installed in 5,158 municipalities to serve players in the most diverse regions of the country. In all, there are 47,695 lottery financial terminals, where on average of 24,517,079 million transactions are performed per day, between games and others services.

## Lottery retailers by state



In 2017, CAIXA opened 96 new lottery units, increasing the number of alternative locations that facilitate the population's access to lotteries and banking services.

Besides selling gaming tickets - which can be purchased up to one hour before the draws - the lottery retailer provide other services: the payment of federal Government social benefits, withdrawals and deposits, payment of public and private utility bills, payment of other bills, purchase of prepay cellular telephones credits and opening basic accounts.

Source: SIGEL ref. dez/2017.



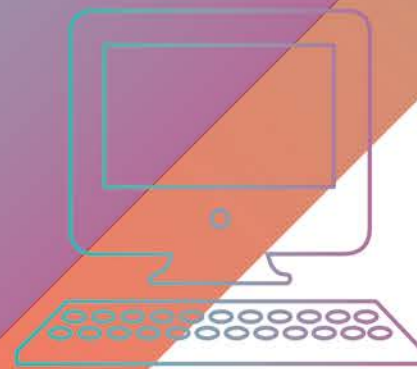
# Service channels

The quality of the lottery products and the services provided by lottery retailers is constantly monitored. For this, CAIXA places the Customer Service Line (SAC) and the Ombudsman's Office available to its customers.

A positive picture of this is the total number of occurrences related to the Federal Lotteries verified in these channels. In 2017, 1,755 registrations were made - between suggestions, compliments and complaints, a decrease of 35.6% and 23.5% in relation to the total of 2,727 and 2,295 registrations of the years 2015 and 2016, respectively. This demonstrates the action of Lotteries in meeting the claims made by their players and also the continued interest of the clients in CAIXA Lotteries.



# Service channels



# Draws



CAIXA Lotteries draws are held from Monday to Saturday, except on holidays, on the Caminhão da Sorte, at Espaço Loterias CAIXA, in São Paulo/SP, or as an alternative to these two locations, at the CAIXA auditorium in Brasília/DF. Draws can also take place at a TV studio or other venues chosen by CAIXA.



# Caminhão da Sorte



The Caminhão da Sorte was created in 1980 with the purpose of taking the opportunity to bet in many cities. This draw model is used exclusively in Brazil and is acknowledged by other lotteries around the world as an important action.

Actually, CAIXA has two modern Caminhões da Sorte. The vehicles travel alternately, in other words, one of them stays in the city that is hosting the draw while the other travels to the next host city. In 2017, the Caminhão da Sorte visited 49 cities and towns and held 755 draws, a 13% increase over 2016 (668 draws).

The local population also actively participates in the draws on the truck, both by triggering the device that releases the numbered balls and acting as the popular auditor of the lottery, validating all procedures and ensuring its fairness.

The Caminhão da Sorte visited 49 cities and made 755 draws: 13% higher than in 2016.

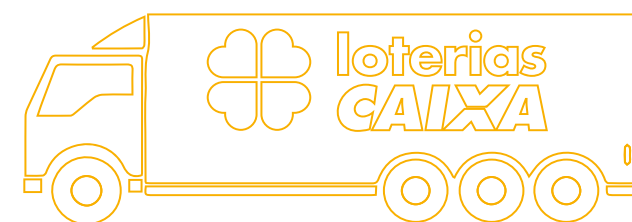
# Espaço Loterias CAIXA

The Espaço Loterias CAIXA was created on December 18, 2015 with the objective of optimizing the use of the Caminhão da Sorte and serving as a space for interactive actions, exhibition of artistic assets, machinery of lotteries and pieces that reflect the importance of the company. An example is the Paralympic torch, which represents the protagonism of CAIXA in the Paralympics held in 2016 in Brazil.

Espaço is located in São Paulo, within the Tietê Bus Terminal, the largest bus terminal in Latin America, with a movement of about 90 thousand people per day. These people have, on average, a period of 90 minutes of idleness, making the environment conducive to follow the draws of the CAIXA Lotteries, including the draws in contingency.

Espaço Loterias CAIXA has a draw team composed of two CAIXA employees, six Garotas da Sorte (Lucky Girls) and one announcer.

During 2017, Espaço held 314 draws and received about 9,000 people. Of these, approximately 6,450 people attended the draws held at the Tietê Bus Terminal. This space also counted on the collaboration of about 600 people who volunteered to participate in the draws, acting as public auditors.





## Collecting of prizes

It is important to remember that CAIXA guarantees the winning players a term of 90 days as from the date of the draw to collect the prizes at any CAIXA branches or even in lottery retailers (in this case, for prizes up to the limit of exemption from income tax, today R\$ 1,903.98).

At the end of the 90-day period, the winning ticket will lose its value and the unclaimed amounts will be transferred directly to the National Treasury for allocation in the Student Financing Fund (FIES).

Values above the income tax limit will be paid only at CAIXA branches and it is essential to present the player's identification documents. In addition, prizes for bets made on-line via CAIXA Internet Banking (IBC) can only be collected at CAIXA branches.

## Management, credibility and security

All processes and operational routines related to betting, drawing and winning bets are subject to a strict control system to guarantee the total security of information and legal compliance of Lotteries' operations.

In the 55 years of administration of the Federal Lotteries, CAIXA has stood out for its credibility, which involves security, honesty and transparency of all the processes required to operate this important public service.



# Systems

The system used for lottery betting is developed by an internal CAIXA team and implemented under the best safety practices in the world.

A set of procedures is strictly followed in these processes, thereby guaranteeing absolute security for the integrity of the information and operations. The system makes it impossible to modify bets made or to register a new bet after the closing of sales, which takes place one hour before the winning numbers are drawn.

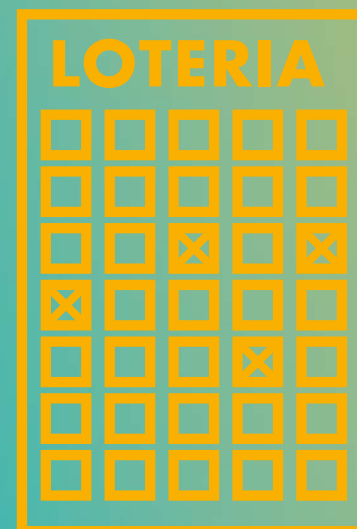
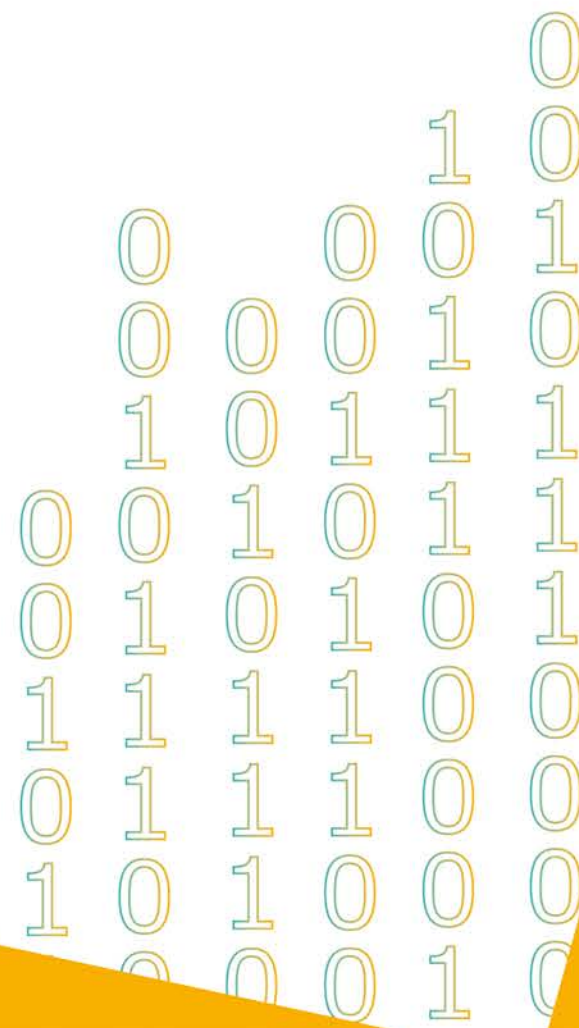
Everything happens in real time. The collection and recording of bets are carried out instantaneously, in order to guarantee even more security to the process. Thus, when a ticket is issued to the buyer, their participation in the draw is guaranteed according to the data registered on the ticket: date and time, lottery retailer code, ticket number, security code and other supporting information.

Once the draw is held, the winning numbers are entered in the system and the verification of the winning tickets begins, including: checking the total amount collected by the lotteries, the amounts allocated to prizes, the number of winning bets and the respective distribution of the prizes.



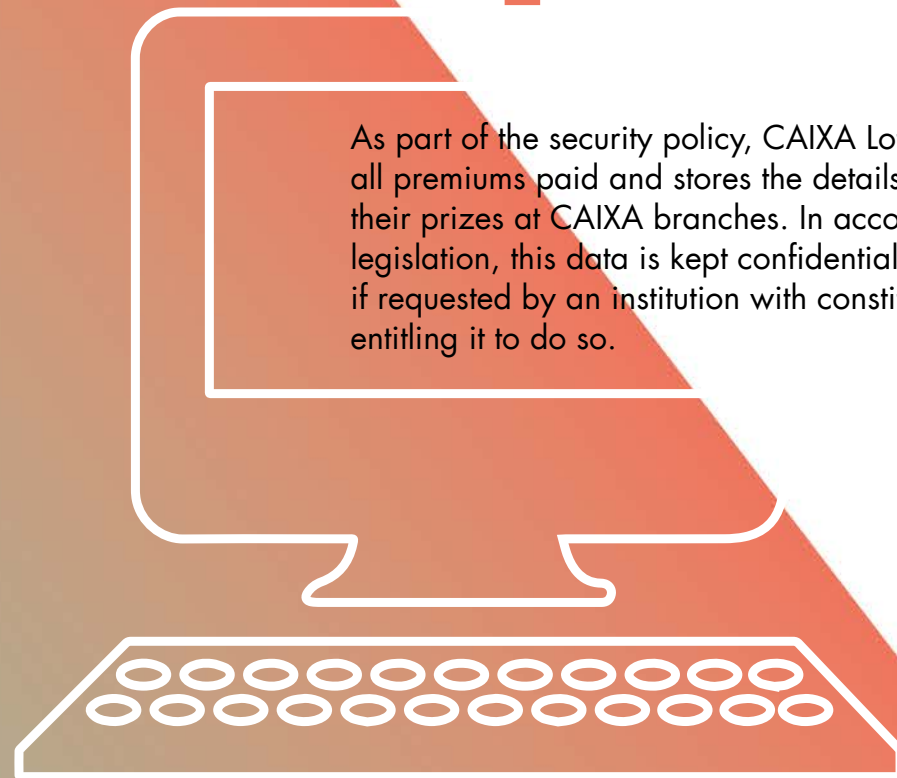
# Audits

CAIXA is subject to periodic auditing by oversight agencies such as the Federal Audit Office (TCU), the Ministry of Transparency and the Federal Comptroller's Office (CGU). The Secretariat for Fiscal, Energy and Lottery Monitoring of the Ministry of Finance (SEFEL) the entity that controls Brazil's Lotteries, in charge of the authorization, surveillance and monitoring of all the activities related to Federal Lotteries. Furthermore, these processes are also closely monitored by the CAIXA Internal Audit, in addition to independent auditors engaged for this purpose.



# Recording premiums paid

As part of the security policy, CAIXA Lotteries keeps records of all premiums paid and stores the details of winners collecting their prizes at CAIXA branches. In accordance with the legislation, this data is kept confidential, and is only disclosed if requested by an institution with constitutional powers entitling it to do so.



# Preventing money-laundering

CAIXA strictly complies with all the regulations issued by the Council for Financial Activities Control (COAF) about the prevention of money laundering, sharing with this entity a daily record of information regarding the payments of prizes classified according to COAF parameters. This information helps the council in its fight against possible money laundering taking place through the use of Federal Lottery prizes.





# 2017 RESULTS



# Special draws

Four special thematic draw marked the year of 2017: Dupla de Páscoa, Quina de São João, Lotofácil da Independência and Mega da Virada.

The most attractive feature of these draws is that the prizes are larger than in normal draws, due to the roll over of part of the sales of the normal draws during a year and the prizes do not roll over. In addition to disputing millionaire prizes, players benefit the Federal Government's social programs - which will receive even more funds to invest for the benefit of the whole society.

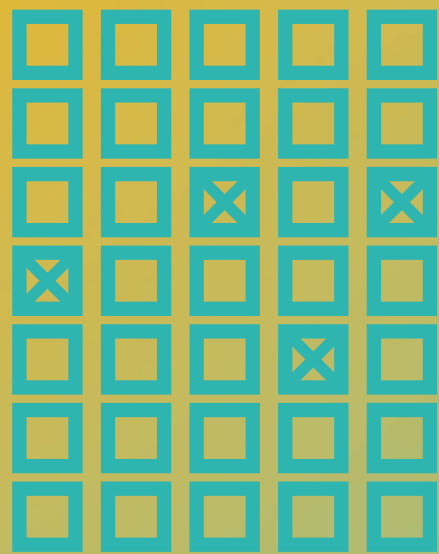
With this, the result achieved in these special draws allows CAIXA Lotteries to be part of the calendar of major events in Brazil. The success and credibility of lottery products contribute to the growth of betting. After all, nobody wants to miss out on the largest prizes offered by CAIXA Lotteries.



# Special draws



## LOTERIA





# Mega da Virada

With record results, the Mega-Sena draw 2000, Mega da Virada 2017, surpassed all expectations and was consecrated as the biggest prize offered in the history of CAIXA Lotteries. The prize offered exceeded by 38% the estimated value, guaranteeing players the prize of R\$ 306.7 million.

Seventeen bets in seven states, among them two Bolão CAIXA shared the record value and pocketed the equivalent of R\$ 18 million.

In the second range of awards, 4,862 players achieving the Quina and each received R\$ 10.5 thousand.

On the Quadra, 173,428 players four numbers and received R\$ 423.12 each.

The special draw, held on December 31, 2017, distributed more than R\$ 430 million in prizes and included more than 178 thousand bets.

Once again, Bolão CAIXA was a sales highlight, with the marketing of more than R\$ 250 million in bets for the draw.



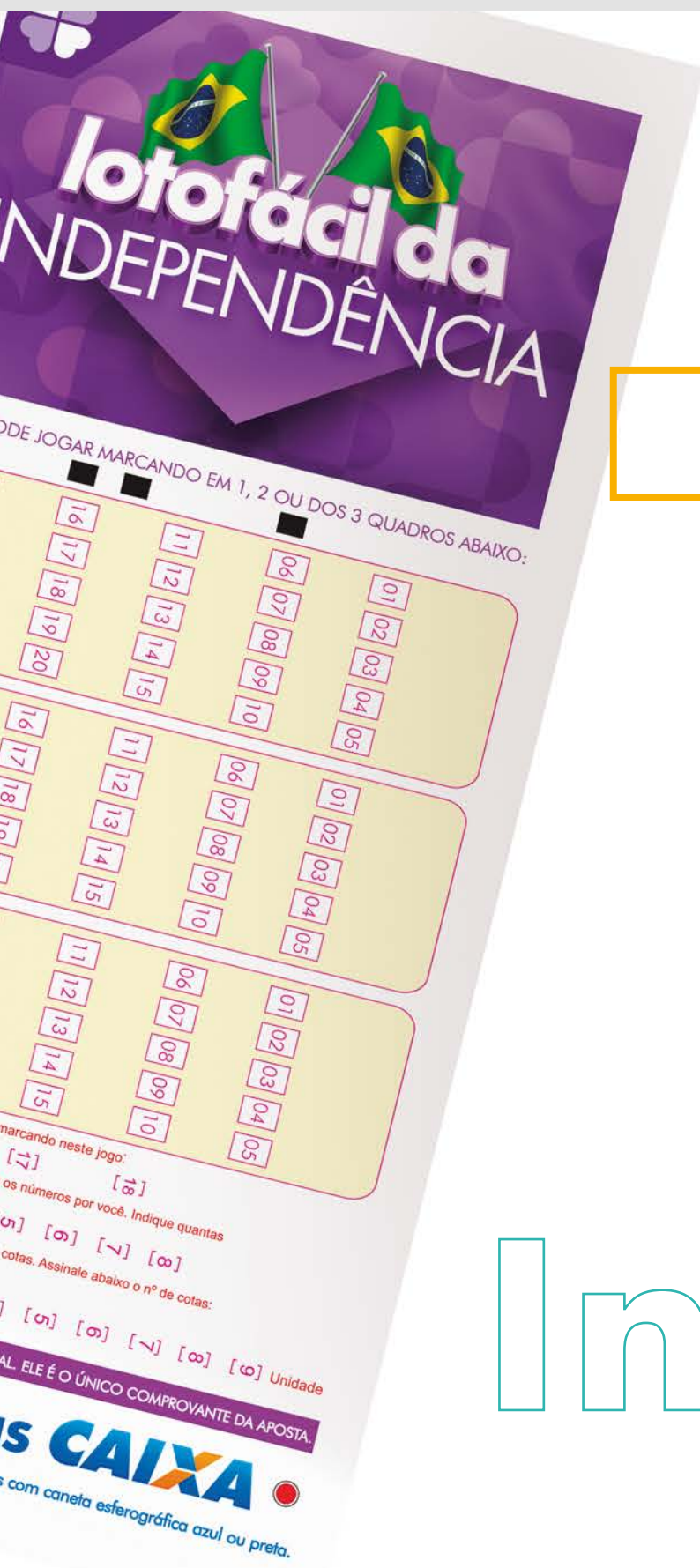
Another factor that contributed to the large collection was the betting for Mega da Virada via CAIXA Internet Banking, held in parallel with the regular draw. Those who own a CAIXA checking account may register their bets quickly and conveniently. There were more than 980 thousand transactions in the channel, raising R\$ 13.9 million only for this draw.

The draw not only transformed the lives of the winners, but also brought improvements to all Brazilians. The collection of R\$ 890.9 million guaranteed the highest volume of transfers per draw and distributed R\$ 334.2 million (value without income tax) to the social beneficiaries.



In 2017, Mega da Virada broke every record and guaranteed the prize of R\$ 306.7 million.

# Mega da Virada



## Lotofácil da Independência

Players in six different states won the jackpot in the 6th edition of Lotofácil da Independência, drawn on September 7, in São Paulo.

The jackpot of R\$ 88.5 million shared by 15 winners, of which five were made through Bolão CAIXA. The lucky winners, who matched the 15 numbers drawn, took home more than R\$ 5.9 million each. This edition grossed R\$ 245.7 million.

More than 11.3 million bets were awarded in all levels.



More than 11.3 million bets in 2017 edition.



# Lotofácil da Independência





# Quina de São João

Twelve bettors from the five regions of the country matched five numbers of the seventh edition of Quina de São João and each received the prize of R\$ 11.6 million. The draw took place on June 24, on the Caminhão da Sorte, in Campina Grande/PB.

The Quadra had 4,311 winners and each won R\$ 2,516.56. The Terno offered R\$ 69.06 to each of its 236,205 winners. And the Duque paid out R\$ 1.87 to 4,786,382 winners.

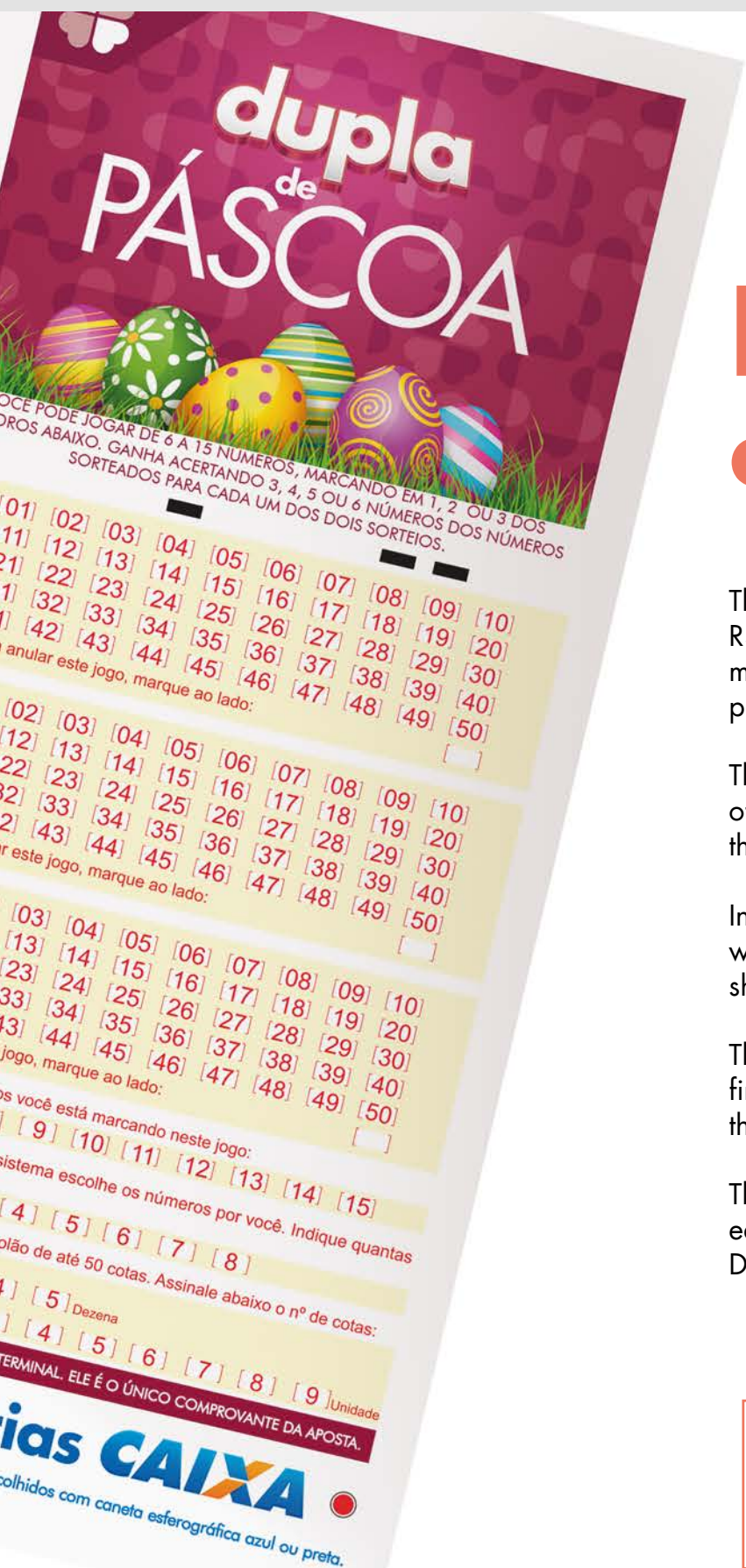
Nationwide, 24.7 million tickets were sold. More than 5 million bets were made, totaling R\$ 175 million in prizes offered in all the prizes. The prize of R\$ 139.4 million was the second highest since the creation of Quina.

The advertising campaign "It's Great to Win", which was aired on the main TV stations and also on the Internet, contributed to the record collection of the draw, around R\$ 188.1 million. Of these, R\$ 90 million were transferred to the social beneficiaries.

The prize of R\$139.4 million was the second highest prize since the creation of Quina.

# Quina de São João

**QUINA DE SÃO JOÃO**  
**BOM DEMAIS GANHAR**



# Dupla de Páscoa

Created in 2017, the draw collected more than R\$ 51.6 million.

The Dupla de Páscoa, held in 2017, raised more than R\$ 51.6 million. With the advertising campaign "This is my Dupla", spread throughout the country, CAIXA Lotteries presented the new special draw to the public.

The draw offered R\$ 23.7 million to the three winning bets of the main level of the first draw. Among them, a bet made through CAIXA Bolão, receiving R\$ 7.9 million each.

In the second draw, the prize for those who matched the six winning numbers (Sena) was more than R\$ 860 thousand, shared between two winning bets.

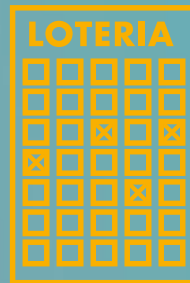
The total prize pool, considering all the levels in both the first and the second draw, totaled R\$ 33.8 million for more than 962 thousand bets.

The sales of the draw was 11.69% higher than the last edition of Lotomania de Páscoa - draw predecessor to the Dupla Sena.



# Dupla de Páscoa

# A year marked by achievements and overcoming challenges



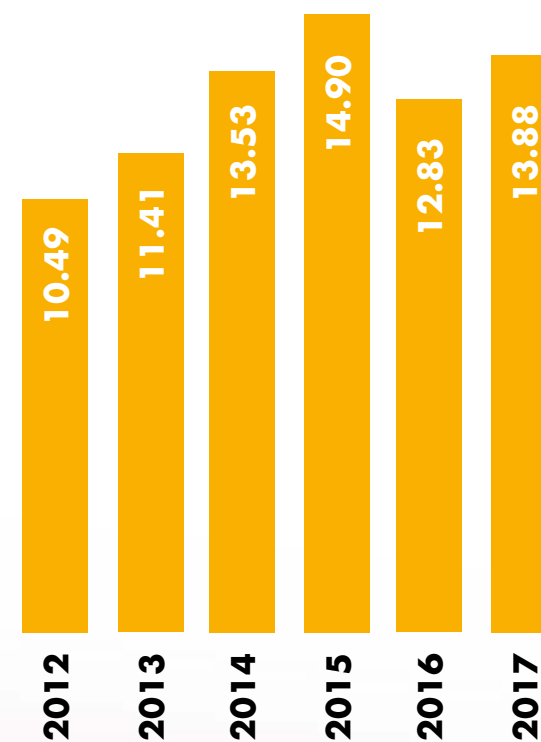
CAIXA Lotteries registered, in 2017, the collection of R\$ 13.88 billion in bets, representing a nominal growth of 8.14% compared to the one calculated in 2016. Given the macroeconomic scenario of gradual recovery of economic growth, the result can be considered excellent, with the volume of bets exceeding expectations.

Among the modalities, Mega-Sena remains the best-selling product, accounting for 42% of the revenue, followed by Lotofácil and Quina, responsible for 26% and 18% of participation, respectively.

Of particular note is the great success of the 2017 edition of Mega da Virada, which offered the biggest prize in the history of Lotteries in Brazil and Latin America. The amount of R\$ 306 million was shared by 17 winning, also a record for the special draw, which still recorded the highest collection per draw, of more than R\$ 890 million.

We add to this result Timemania, which performed 71.8% higher than in 2016. With expressive sales, the modality surpassed Dupla Sena and Federal, guaranteeing the fifth place in the ranking of sales of the lottery products.

## Collection of Federal Lotteries (in R\$ billion)

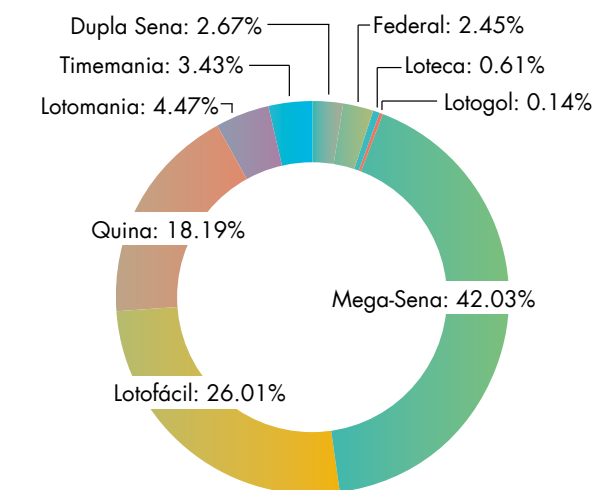


Driven by the "If I get rich" marketing campaign, Lotofácil da Independência contributed R\$ 245 million to the product, which guaranteed the collection of R\$ 3.6 billion and ranks second in the list of best selling products of the year.

Loteca and Lotogol together recorded R\$ 104 million, which represents 1.1% of the total revenue for 2017. In December of that year, foreign soccer teams were used to compose the draw of the modalities of predictive sports. Another attraction in terms of expanding the possibilities of programming the draws, considering that, during this period, the Brazilian soccer championships are finished.

Lotomania offered its highest prize in regular draws, draw no. 1741, held on March 3, 2017. The draw paid the amount of R\$ 26.3 million to the two winners of the first prize.

## Participation of lottery products in the revenue



## Comparison of CAIXA Lotteries 2016 x 2017 collection

Product	2016	2017	Variation
<b>Mega-Sena</b>	R\$ 5,108,043,535.00	R\$ 5,834,377,510.50	14.22%
<b>Lotofácil</b>	R\$ 3,551,936,160.00	R\$ 3,610,706,314.00	1.65%
<b>Quina</b>	R\$ 2,533,059,994.50	R\$ 2,525,314,441.50	-0.31%
<b>Lotomania</b>	R\$ 550,898,139.00	R\$ 619,996,168.50	12.54%
<b>Timemania</b>	R\$ 276,942,364.00	R\$ 475,915,674.00	71.85%
<b>Dupla Sena</b>	R\$ 352,692,186.00	R\$ 370,325,104.00	5.00%
<b>Federal</b>	R\$ 340,680,438.66	R\$ 339,899,357.85	-0.23%
<b>Loteca</b>	R\$ 101,860,107.00	R\$ 84,776,941.00	-16.77%
<b>Lotogol</b>	R\$ 20,039,946.00	R\$ 19,215,866.00	-4.11%

**Total** R\$ 12,836,152,870.16 R\$ 13,880,527,377.35 8.14%





# Major prizes

In 2017, CAIXA Lotteries offered more than R\$ 4.7 billion in prizes for 267.5 million prize-winning, bringing great luck to the most diverse regions of the country.

## Top prizes 2017 – regular draws

Modality	Value	Draw	Date
Mega-Sena	R\$ 107,956,102.12	1953	29/07/2017
Timemania	R\$ 32,484,301.48	1115	05/12/2017
Lotomania	R\$ 26,372,958.88	1741	03/03/2017
Quina	R\$ 17,253,509.39	4367	25/04/2017
Dupla	R\$ 7,656,039.70	1709	24/10/2017
Lotofácil	R\$ 5,407,459.08	1504	26/04/2017
Loteca	R\$ 3,303,590.00	760	31/07/2017
Lotogol	R\$ 160,409.55	891	31/05/2017

## Prizes 2017 – special draws

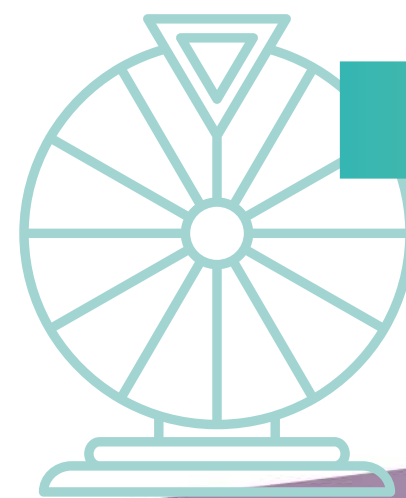
Modality	Value	Draw	Date
Mega da Virada	R\$ 306,718,743.68	2000	31/12/2017
Quina de São João	R\$ 139,464,831.48	4412	24/06/2017
Lotofácil da Independência	R\$ 88,583,865.00	1557	06/09/2017
Dupla de Páscoa	R\$ 23,794,934.07	1630	15/04/2017



## Prizes offered in 2016/2017

Product	2016	2017	Variation
Mega-Sena	R\$ 1,676,262,490.04	R\$ 1,914,570,796.98	14.21%
Lotofácil	R\$ 1,371,689,509.41	R\$ 1,393,993,941.24	1.62%
Quina	R\$ 863,597,601.93	R\$ 871,391,015.04	0.90%
Lotomania	R\$ 204,974,858.57	R\$ 208,939,401.43	1.93%
Federal	R\$ 196,807,853.69	R\$ 198,745,819.31	0.98%
Timemania	R\$ 94,380,899.98	R\$ 182,433,116.81	93.29%
Dupla Sena	R\$ 106,758,621.83	R\$ 124,120,873.95	16.26%
Loteca	R\$ 27,498,861.93	R\$ 21,191,333.74	-22.93%
Lotogol	R\$ 6,502,226.89	R\$ 5,058,330.44	-22.20%

**Total R\$ 4,548,472,924.27 R\$ 4,920,444,628.94 8.17%**



# Transfer: benefits for society

The CAIXA Lotteries represent the bet of all Brazilians in the security, sports and education of the country. In addition, these transfers account for 48% of the Federal Lottery revenue, which demonstrates the importance of this public service.


Federal Lotteries provide substantial funding to the Federal Government to finance social projects related to Social Security, education (Financing Fund for Higher Education Students), sports (Ministry of Sport, Brazilian Olympic Committee, Brazilian Paralympic Committee and soccer teams), culture (National Culture Fund), security (National Prison Fund) and healthcare (National Health Care Fund). In other words, even if you do not hit the jackpot, the player is investing in a better Brazil.

The figures support the size of this investment. In 2017, the amount to R\$ 6.5 billion was transferred to the legal beneficiaries, which represents an increase of 6.56% in relation to over that from 2016.

In 2017, there was an increase of 6.56% in relation to the transfers made in 2016.



## CAIXA Lotteries transfers – 2017

Transfers		Total	
	<b>Sport</b>	Ministry of Sport	R\$ 525,115
		Soccer Teams	R\$ 114,600
		Brazilian Olympic Committee (COB)	R\$ 223,818
		Brazilian Paralympic Committee (CPB)	R\$ 131,789
		Brazilian Confederation of Teams (CBC)	R\$ 62,510
<b>Subtotal Sports</b>		<b>R\$ 1,057,832</b>	
	<b>Education</b>	Federal Student Loan (FIES)	R\$ 969,192
		Uncollected prizes transferred to FIES	R\$ 326,019
<b>Subtotal Education</b>		<b>R\$ 1,295,211</b>	
	<b>Culture</b>	National Culture Fund (CNC)	R\$ 384,314
	<b>Security</b>	National Prison Fund (Funpen)	R\$ 417,098
	<b>Social Security</b>	Social Security	R\$ 2,309,711
<b>Others</b>	Healthcare and special sweepstakes (APAE, Red Cross etc.)		R\$ 14,771
		<b>Subtotal</b>	<b>R\$ 3,125,894</b>
		Income tax	R\$ 1,078,095
<b>Total Transfers</b>		<b>R\$ 6,557,032</b>	

In the last five years, CAIXA made transfers to the legal beneficiaries of almost R\$ 27.9 billion generated by the Federal Lotteries to beneficiaries for social investments.

Year	2013	2014	2015	2016	2017
<b>Transfer</b>	R\$ 4.4 bi	R\$ 5.2 bi	R\$ 5.7 bi	R\$ 6.1 bi	R\$ 6.5 bi
<b>Variation</b>	10%	18.18%	9.62%	7.02%	6.56%



# Sales incentive campaigns

In 2017, CAIXA Lotteries continued to promote actions to encourage lottery retailers to play an increasingly decisive and pro active role in Lotteries sales.

## Meta Premiada Campaign

Meta Premiada (Awarded Target) campaign was designed to leverage the sales of lottery retailers and encourage them to surpass their targets.

With the slogan "You Create Your Own Luck", the campaign covered all the lottery units of the Country and anticipated the awards of the lottery retailers for the sale of Lotteries.

More than R\$ 4.5 million were distributed in prizes among the lottery units that obtained the highest sales growth in the period.

The campaign, which began in February 2017 and lasted until July of the same year, exceeded the initial collection goal by 4.7%, contributing to the collection of R\$ 6.5 billion in the period.



## Meta Campeã Campaign

The Meta Campeã (Champion Target) campaign, which started in 2017, with a five-month duration and divided into five different phases, alluded to the phases of a world football championship, taking advantage of the opportunity of the world's biggest football event, taking place in 2018.

Carried out from October 1, 2017 to February 28, 2018, the campaign aimed at encouraging lottery retailers to reach and exceed their goals. And in consideration, the campaign offered more than R\$ 2 million in prizes, amongst them travel packages to watch a football match of the main world event, taking place in Russia.

Each phase of the campaign covered a product-focus, rewarding lottery units that stood out in the month according to total sales and product-focus sales for that phase.

In addition to the monthly prizes, the campaign provided prizes for those who achieved the highest absolute sales of all products, and also for the best placed percentage of target exceedance.

With the commitment of more than 13 thousand lottery retailers, their teams, Regional Superintendents and Regional Retail Managers, the campaign aimed to increase lottery sales by more than 3%.



# New visual identity of the CAIXA Lotteries

As part of the innovation actions and within the sustainability assumptions, CAIXA Lotteries repositioned the visual standard of their flyers and the brands of all lottery products.

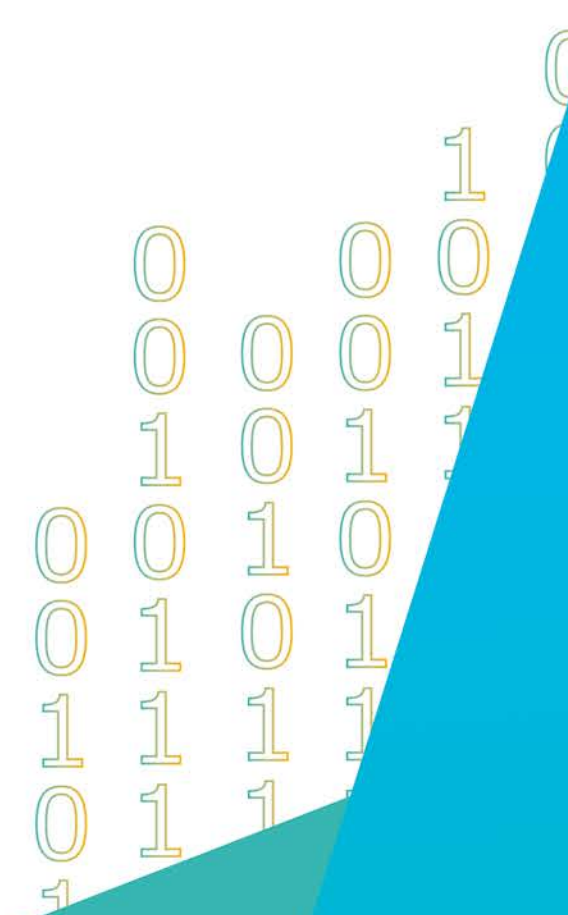
The new visual identity allowed the increase of the number of constant quadrants in the tickets of the main modalities, which will allow a significant reduction in the use of tickets, avoiding waste and contributing to the reduction of paper use. All the visual and text parts have also suffered a makeover.

The production of the new tickets began in September 2017 with the gradual replacement of the stocks of the tickets in the lottery of the whole country.

# On-line sales

## Bets for everyone

Advances in the project for the Lotteries commercialization on the Internet were another highlight of 2017. Scheduled for implementation in 2018, the initiative is already in the pilot phase. Shortly thereafter, it will offer to players throughout Brazil comfort, agility and security in placing bets on the virtual channel.





# OUR STRATEGY



# International certification

In 2017, an external audit was conducted with the purpose of maintaining ISO 27001 and WLA-SCS: 2012 certifications of the CAIXA Lotteries.

The scope of the audit covered the application of the requirements in the management standard, its legal, regulatory and contractual requirements regarding the best practices of Information Security, Risk Management and Business Continuity in Lotteries administered by CAIXA.

The result of the audit concluded that the CAIXA Lotteries are in accordance with the scope of the audit plan, ensuring the maintenance of the ISO 27001 and WLA-SCS: 2012 certifications, without notes.

ISO/IEC 27001 certification is a standard for the Information Security Management System (ISMS) and represents a set of practices applied to certain processes, which are responsible for ensuring, in an active way, the observance of the best Security practices the concept of continuous improvement.



WLA-SCS is an international information security standard in the Lottery industry that records 96 controls on the Lottery operation, published in 2012 by the WLA.

By certifying and implementing the controls of these international standards, CAIXA guarantees the compliance of its processes with legal requirements, the credibility of its image as a gaming operator and, consequently, the trust of bettors and other interested parties.

The Brazilian Federal Lottery certification project, according to the World Lottery Association (WLA) Security Control Standards, was published in 2010. At that time, the Ministry of Finance, through Administrative Rule No. 464, created a Working Group composed of representatives of the Secretariat for Fiscal, Energy and Lottery Monitoring (SEFEL) of that Ministry and of CAIXA, with the objective of adopting all necessary actions to obtain the certification, which CAIXA Lotteries obtained in 2012.

External audits assure the maintenance of certifications in 2017.



**CERTIFIED**  
SECURITY CONTROL STANDARD  
VALID UNTIL DECEMBER 18, 2018



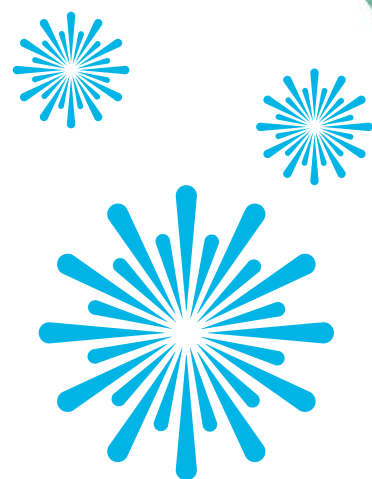


## Corporate responsibility: Responsible Gaming

In June 2017, CAIXA Lotteries were awarded a “Level 3” certification in the practice of Responsible Gaming, which represents the second highest level of the World Lottery Association (WLA).

The certificate certifies that CAIXA plans and implements good practices and acknowledges the adoption of governance practices and information security, risk and business continuity management, anchored in international standards for the operation of the Federal Lotteries.

As part of the certification actions, CAIXA Lotteries held, in August, the 1st Week of Responsible Gambling. The action aimed at consolidating the culture of Responsible Gaming, both in relation to the employees, as well as in relation to the lottery network and the interested parties through the insertion of matters in social media and news sites, as well as a celebration event.



As a member of the World Lottery Association, CAIXA has the role of selling lotteries, conducting draws, paying prizes and directing the proceeds from sales to good causes (pass through Social Security, FIES, National Culture Fund, Healthcare, COB, CPB, among others), all of this in a responsible manner.

Caring for the betting client and society in a broader manner, analyzing the business from the most diverse angles, made corporate social responsibility, especially the Principles of Responsible Gaming a priority for the CAIXA Lotteries. This effort and commitment ensure not only that the public is protected, but also that the revenues are sustainable.

The Responsible Gaming Program consists of the development of policies and practices that prevent compulsive gaming and protect vulnerable people, such as underage individuals, from the potential harm associated with gaming.

The responsible gaming structure of CAIXA is standardized and compatible with the WLA structure, which consists of four levels of certification: commitment; self-evaluation and gap analysis; planning and implementation; and continuous improvement - in addition to a program divided into ten parts.

CAIXA Lotteries obtained the certification representing the second highest level of the World Lottery Association.



# Social responsibility



## Themes of relevance to society

During the year 2017, themes related to Diversity and Social and Corporate Responsibility were also addressed in Federal Lottery tickets, among reference to World Cancer Day, International Down Syndrome Day, International Day Against Racial Discrimination, Day, World Autism Awareness Day, World No Tobacco Day, World Day Against Child Labor, World Day to Combat Violence against the Elderly, Sanction of the Maria da Penha Law, National Day to Combat Violence against Women, National Day Against Breast Cancer Pink - October, World Day against Prostate Cancer - Blue November, National Black Awareness Day, International Day of Disabled People, White Ribbon Day - Men for the end of violence against women, among others.

The Environment was also paid tribute to by the Series Amazon Region and Bottom of the Sea.

## Use of certified paper

Federal Lottery tickets are printed using printing presses on paper certified by the Forest Stewardship Council (FSC), an international entity that promotes responsible forest management in accordance with principles and criteria that reconcile ecological safeguards with social benefits and economic feasibility.



# Social responsibility



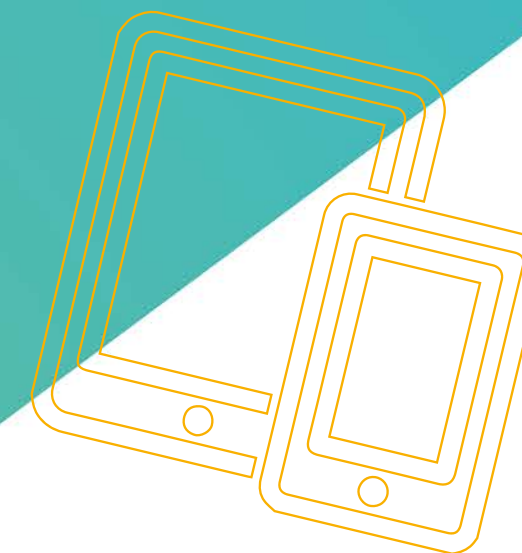
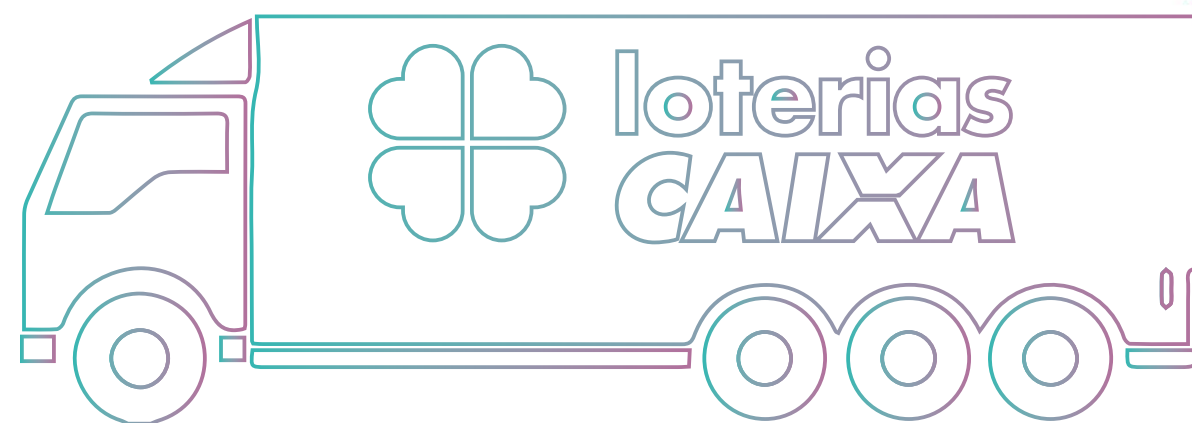
# Services Portfolio of CAIXA Lotteries

In order to provide consolidated information about lottery products and services in a single document, since 2010 the CAIXA Lotteries have provided the Services Portfolio on their Internet site <http://www.caixa.gov.br/>

This initiative is part of the National Program for Public Management and Reduction of Bureaucracy (GesPública) and, is aligned with the best management practices disclosed by the Management Office of the Ministry of Planning, demonstrating CAIXA's commitment to players and Brazilian society.



The Citizen Service Letter is available at: [www.caixa.gov.br](http://www.caixa.gov.br), with all CAIXA lottery services.





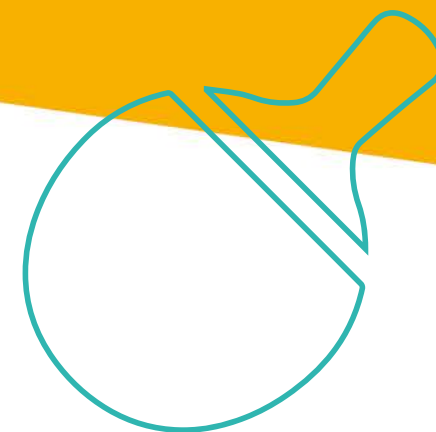
# Sponsorship

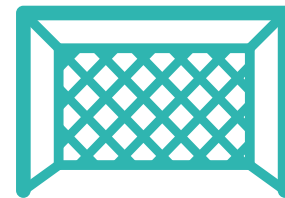
In 2017, CAIXA Lotteries renewed their sponsorship contract with the Brazilian Paralympic Committee (CPB). The sponsorship, which began in 2004, provided growth and visibility to the national disabled sports, which has experienced moments of ascension and world records.

The approved sponsorship amount refers to the Olympic cycle 2017-2020, totaling R\$ 95 million. For 2017, the annual disbursement forecast is R\$ 20 million; 2018, R\$ 20 million; 2019, R\$ 25 million; and 2020, R\$ 30 million. The investment aims at to ensure the training and improvement of athletes, as well as the holding of sports events where new talents of the Paralympic sports are revealed.

Through Lotteries, CAIXA is the largest official sponsor of the Brazilian disabled sports, encouraging 11 of the 22 modalities practiced in the country. Which are:

- wheelchair fencing;
- paralympic athletics;
- brazilian adapted bocce;
- wheelchair rugby;
- sitting volleyball;
- shooting para sport;
- paralympic swimming;
- paralympic powerlifting;
- para-table tennis;
- five-a-side football; and
- goalball.





CAIXA Lotteries sponsorship to the Brazilian Paralympic Sports reaches even greater proportions as it promotes social inclusion and the recovery of the self-esteem of these athletes through sports practice.

In the field of professional sports, the investment enabled the qualitative development of the athletes, providing appropriate training and relevant competitions. It also collaborated to increase the participation of the athletes and the public interest.

A portion of the sponsorship is reserved for the CAIXA Lotteries National Paralympic Event. Through this initiative, CAIXA Lotteries ensure an annual calendar of highly technical competitions, giving athletes the opportunity to improve their technique and results.

This Circuit started in 2005 and has consolidated itself as the largest national Paralympic sports event. With the growing support of CAIXA Lotteries, the 2017 edition broke many records, collaborating to increase the athlete's participation and public interest.



Also sponsored by CAIXA Lotteries, the Experimentando Diferenças project (Experiencing Differences) continued in 2017. The project was carried out in many cities of the country, with participation of some Brazilian Paralympic athletes. The public was able to play football (goal kick) with folded eyes, ball with rattles, bocce and wheelchair basketball. The participants were able to experience sensations similar to those experienced by the Paralympic athletes.

Another outstanding sponsorship was the Canoagem Solidária project (Solidary Canoeing) of the Fernando Fernandes Institute, held between August and December 2017. The program is the essence of the Fernando Fernandes Institute, which aims at to provide children with or without disabilities a way of learning, through sports, the principles to become better citizens and professionals in any area.

Once again, CAIXA, through Lotteries, fulfilled its social mission by adding value to the sponsor's role, as well as the mission of acting in the promotion of citizenship and the sustainable development of the Country.



# Sponsorship

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President of the Federative Republic of Brazil  
**Michel Temer**

Finance Minister  
**Eduardo Guardia**

President of CAIXA  
**Nelson Antônio de Souza**

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**CAIXA's address**

SBS, Quadra 4, Lotes 3/4, CEP: 70.092-900, Brasília/DF

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**Image credits**

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Alaor (page 63)  
Daniel Zappe (page 64 e 65)

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