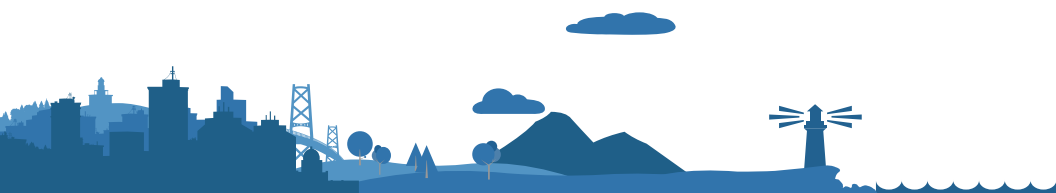


— NOVA SCOTIA PROVINCIAL —
LOTTERIES & CASINO CORPORATION



SOCIAL RESPONSIBILITY CHARTER

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Message from the President & CEO

The Nova Scotia Provincial Lotteries and Casino Corporation (NSPLCC) is a crown corporation accountable to the public that holds the responsibility to manage legalized gambling in a manner that earns the trust and respect of the people of Nova Scotia. This can never be taken for granted.

The citizens of Nova Scotia are our valued customers, our dedicated employees, our neighbours and families, our suppliers, our business partners and our shareholders. To earn and maintain their trust and respect, we must demonstrate due diligence as the stewards of the gaming industry in our province. Nova Scotians have the right to expect the highest ethical standards, unwavering integrity, and social and fiscal accountability from us, as well as from our operating partners, Atlantic Lottery Corporation and Casino Nova Scotia. By formalizing our commitments to community support, environmental stewardship and transparency, we stand as a corporation committed to social responsibility in the broadest sense.

At NSPLCC, we are proud to be at the helm of the province's regulated gaming industry, ensuring games are fun, safe and responsible. With our operators, Atlantic Lottery Corporation and Casino Nova Scotia, we reach almost every community in the province with entertainment for Nova Scotians and our visitors. We are proud of the contributions our organization delivers to the province.

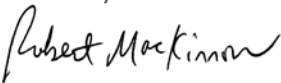
We believe it is important for all Nova Scotians, whether they choose to gamble or not, to know how social responsibility underscores everything we do. Our commitment to being socially responsible means giving players the information they need to play responsibly, ensuring the integrity of the gaming industry, and giving back to the communities in which we live.

That is why in 2006, we created the first Social Responsibility Charter in the North American gaming industry. In 2014 we undertook a review to ensure its relevancy. We are pleased that it has stood the test of time.

We are Nova Scotians too, and our role is to put social responsibility first. The Social Responsibility Charter sets out our commitments in this critical area; an accompanying plan will outline and measure the initiatives that will be undertaken each year.

The Social Responsibility Charter is our stake in the ground.

Sincerely,

A handwritten signature in black ink that reads "Robert MacKinnon". The signature is written in a cursive, flowing style.

Robert MacKinnon
President & CEO

Introduction

The *Criminal Code* of Canada gives provincial governments the authority to conduct and manage gambling within the provinces. The Nova Scotia Provincial Lotteries and Casino Corporation (NSPLCC) is the crown corporation charged with that responsibility in Nova Scotia. Revenue from gaming in Nova Scotia provides funding to government, which supports initiatives that are important to our citizens. Finding the right balance between the economic benefits of gaming and the long term well-being of our communities and our citizens is NSPLCC's most important priority.

NSPLCC contributes to our province and its citizens in a number of notable ways. The economic benefits to the province are considerable. While these economic benefits are substantial, managing the business of gaming in a socially responsible manner is paramount. To that end, NSPLCC adopted this Social Responsibility Charter. The Charter sets out our social responsibility commitments and NSPLCC will report on the initiatives that were undertaken each year.

Our Five Pillars of Social Responsibility

To be socially responsible means companies should contribute to the communities where they do business in a way that delivers net-positive benefits. Gambling is a widely enjoyed entertainment option for many adults

NSPLCC will lead a socially responsible and economically sustainable gaming industry for the benefit of Nova Scotians and their communities. As part of this accountability, our role is to put social responsibility first. That means keeping gaming entertaining, safe and responsible. This requires conducting business with sensitivity to all and understanding how what we do impacts others.

in Nova Scotia and in most parts of the world. When social responsibility is applied to this industry, the first social considerations that come to mind are issues related to problem gambling and gambling responsibly. It is our responsibility to make available for players the information they need to make decisions that are right for them. This is the cornerstone of our social responsibility commitment.

Every aspect of our business and every new program must ensure the principle of net-positive benefits will be met. This may often require innovative solutions to challenges in the gaming industry. And, it will involve the collaboration and commitment of key industry stakeholders. Our operators, Atlantic Lottery Corporation and Casino Nova Scotia, are also committed to expanding our social responsibility reach. They played an important part in the development of this Charter and their participation in its continued evolution is essential.

Five pillars form the framework of our Social Responsibility Charter. By ensuring the right programs are undertaken within these pillars, NSPLCC will continue to be good managers of the industry, a good neighbour, a good employer, and a positive contributor to the fabric of Nova Scotia.

1

Responsible Gambling

For NSPLCC and the gaming industry, responsible gambling is about fostering an environment that promotes safer play and informed decisions. This means upholding high standards and providing a safe and entertaining player experience, delivering effective responsible gambling programs, assessing products and promotions, making information available to people so they can make informed decisions about their play, and making sure help is available for those who need it. For individuals, it is about gambling within one's means – this means understanding the games and odds, exercising control over gambling activity, and viewing gambling as just one of many entertainment options.

NSPLCC is acknowledged as a leader in responsible gambling by creating and introducing responsible gambling programs where none existed. We will continue to focus unwavering attention on one of the most important aspects of social responsibility in the gaming industry.

Our Responsible Gambling Commitments

Progressive programs are our responsible gambling hallmark. We seek out and follow best practices to promote and encourage responsible gambling. We will continue to develop and deliver effective programs and will evaluate all of our responsible gambling programs to ensure they reflect best practices.

Turn good programs today into better programs tomorrow. We leverage research and third-party experts in the development and ongoing delivery of programs to ensure they promote informed decision making. We test innovative solutions to enhance and promote responsible gambling programs.

Our Five Pillars of Social Responsibility are:

1. Responsible Gambling;
2. Integrity and Security;
3. Citizens and Communities;
4. Corporate Governance; and,
5. Stakeholder Relationships.

Information and awareness campaigns help players make informed decisions.

It is important that the right information be available to Nova Scotians, empowering them to make informed decisions, if they choose to gamble. In addition, it is important to provide information about the risks involved and where to get help should problems arise.

New games must meet our standards or they will not be introduced. We will not approve the introduction of any new game in Nova Scotia unless it meets rigorous social responsibility requirements.

We are committed to ensuring the highest standards and industry-best practices are in place. Industry workers are well-trained and armed with the tools needed to promote responsible play. They know what their roles and responsibilities are in providing players with information that promotes responsible play. They know what programs are available to help customers with gambling-related problems and the best way to offer that information.

We provide funding for prevention and treatment. We provide funding to the Department of Health and Wellness, the experts who assist those affected by problem gambling, which ensures that help is available when needed.

2

Integrity & Security

If someone gambles, they should know that the odds of winning always favour the house. And if they decide to take that chance, they have a right to expect the game to be fair and honest, secure and free from tampering, and that prizes go to the rightful owners. Players should have the opportunity to know how the game works and the odds of winning and losing before they play.

Our Integrity and Security Commitments

Our games are fair and honest. New game development always includes independent testing and verification of game integrity.

The odds of winning are always accessible to the public. In addition to online resources, the Responsible Gambling Resource Centre at Casino Nova Scotia locations and point-of-sale materials for ticket and video lottery readily provide this critical information for players.

Privacy rights and protection of personal information is of the utmost importance. We and our operators protect any and all personal information that may be gathered in the course of doing business. We are committed to full compliance with Nova Scotia's *Freedom of Information and Protection of Privacy (FOIPOP) Act*.

3

Citizens & Communities

We work to connect with the citizens and communities where we live and work. We also believe that good corporate citizenship starts in the community. That is why we support community initiatives as part of our social responsibility commitment.

Our Citizens and Communities Commitments

We get involved and we listen. Knowing and engaging our audiences is how we learn about and reflect community values. We treat others with respect and we value their viewpoints.

We always consider the best interests of Nova Scotians. We take individual and community needs into account when making decisions and we listen to what Nova Scotians have to say.

Providing economic benefits to our province extends to our purchasing practices. We buy locally whenever it is feasible. We operate with integrity and look for the same qualities in all of our business partners.

We want communities to thrive. We support communities through programs like designating ticket lottery products to sport and culture, and through community events that help build fundraising capacity. We also recognize our employees as citizens of the province and encourage them to make contributions to the communities in which they live.

We care about protecting our environment for future generations. We are committed to finding ways to conduct our business in an environmentally sensitive manner. We also provide leadership in minimizing environmental impact through our relationships with vendors and suppliers.

4

Corporate Governance

Good governance is associated with achieving better outcomes. It means being transparent and accountable. The way we conduct business is held to the highest ethical standards and we are responsible to the government and people of Nova Scotia.

Our Corporate Governance Commitments

We are committed to good governance. We know that good governance is a benchmark of good corporate social responsibility. Under our Board of Directors, we are committed to operating according to best practices in corporate governance.

We are open and transparent. We are accountable to and open with Nova Scotians about where the money comes from and where it goes.

Social responsibility is integrated throughout the organization. Demonstrating our commitment to social responsibility by incorporating it into our vision, strategy and business planning is a priority. We consider social responsibility at every turn, at every level of the organization and in every decision.

We meet and/or exceed all statutory requirements. We conduct regular reviews of business practices to identify emergent trends and keep abreast of best practices. Our role is to act as the gaming expert for the Province.

5

Stakeholder Relationships

Our business is conducted with the help and involvement of a large number of partners. Each relationship is a tangible asset of our organization. We respect and learn from the experiences and viewpoints of our many stakeholders. Working together provides the best opportunities to advance our social responsibility agenda.

Our Stakeholder Relationships Commitments

We engage stakeholders and value all perspectives. We actively engage stakeholders, business partners, municipalities, social service agencies, community organizations and individuals to advance understanding and problem-solve issues of mutual interest.

We seek collaborative solutions to common concerns. We respect the expertise, experience and knowledge our business and community partners share with us. We encourage information exchanges with all gaming stakeholders.

We value our customers. We seek their input on issues related to our games and the industry, the entertainment value and ways we can increase the enjoyment of the games we provide.

We value our employees and our employees value the Charter. We know that our social responsibility commitment is an important driver of employee engagement. Staff are passionate about upholding the Social Responsibility Charter; it is a reflection of the people who are here and their commitment to the work they do. We aim to have a positive impact on our employees through their pride in the organization, their overall satisfaction, their willingness to recommend it as a place to work and their intention to stay.

Conclusion

This Social Responsibility Charter is the foundation of our commitment to Nova Scotians and our province. Every year, we will report to the public on our progress in each of the five pillars of our Charter. As we seek continuous improvement, we will build on our commitments with new programs and initiatives. We will share our action plans and we will report on how well we are accomplishing our goals.

To view NSPLCC's Social Responsibility Community Report visit:
www.gamingns.ca

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