

NOVA SCOTIA GAMING

Social Responsibility Community Report 2025-26

Social Responsibility Charter Pillars	2025-26 Key Activities
HEALTHY PLAY We have a shared responsibility to ensure players have a positive experience if they choose to gamble. This means Nova Scotians who play have access to helpful information, tools and resources that encourage positive play through increased gambling literacy and setting of limits.	- Nova Scotia Gaming continued its year-round gambling literacy campaign and awareness program, with 82% of Nova Scotians saying the campaign message is important and relevant. Through the ‘Know the Game’ campaign, Nova Scotia Gaming used media and social media, along with interactive pop-up activations across the province, to help adult Nova Scotians learn more about healthy play, how games work, and strategies for informed decision-making. - Everyone working in the gaming industry plays a direct role in creating a safer, more informed gambling environment. Through Nova Scotia Gaming’s annual training programs, staff build the knowledge and skills needed to support healthy play and responsible gambling. In 2025–26, Nova Scotia Gaming launched its newest expert-reviewed Healthy Play Training program. The training was completed by 100% of Nova Scotia Gaming and Casino Nova Scotia staff as well as video lottery and ticket lottery retailers, helping strengthen a shared commitment to player well-being across the industry. - Nova Scotia Gaming completed a refresh of its online Healthy Play Training for ticket and video lottery retailers. Developed in partnership with industry experts, the updated training includes interactive modules and knowledge tests to help reinforce learning that will launch in 2026-27. - Since 2008, NSGC has offered services through the Responsible Gambling Resource Centres (RGRCs) at the Halifax and Sydney casinos. RGRC staff provide information and tools to support healthy play, answer questions about how games work, share resources, and connect patrons to additional help when needed. In 2025-26, staff welcomed more than 6,126 casino patrons to the Centres, representing a 23% increase over last year - In 2025-26, Nova Scotia Gaming completed 1,413 Healthy Play Assessments, up from 1,136 last year, for projects, initiatives, products, and marketing campaigns before they entered the market. These assessments use objective, risk-based criteria to review new products, promotions, programs, and marketing initiatives before launch.
INTEGRITY AND SECURITY We offer games that are fair and honest. We provide information about how games work and the odds of	- Nova Scotia Gaming works to ensure games are fair and honest, secure and free from tampering and that prizes go to the rightful owner. - Average Prize Payouts: ○ Video Lottery 92%-93% ○ Ticket Lottery 50%-69%; ○ Digital Lottery 70%-95%;

winning. We also protect privacy rights and personal information.	○ Casino Slots 91% ○ Casino Tables 80% - Nova Scotia Gaming oversees and enforces compliance with Age of Majority laws and regulations across the province's regulated gaming industry. Through year-round oversight, retailer education, compliance monitoring, and clear policies and procedures, Nova Scotia Gaming works to help retailers understand and meet their responsibilities while preventing underage access to gaming products. These measures are designed to support a safe, responsible, and well-regulated gaming environment for Nova Scotians. - Nova Scotia Gaming works closely with Casino Nova Scotia and Atlantic Lottery to support strong compliance with the reporting requirements established by the Financial Transactions and Reports Analysis Centre of Canada (FINTRAC). Together, we maintain rigorous anti-money laundering measures designed to help detect, deter, and report suspicious financial activity, while protecting the integrity of Nova Scotia's regulated gaming industry. This ongoing work includes comprehensive policies and procedures, staff training, transaction monitoring, third party audits to help prevent financial crime and maintain public confidence in the gaming system.
CITIZENS AND COMMUNITIES Nova Scotia Gaming supports numerous community initiatives because we believe good corporate citizenship starts in the community.	- Through Support4Sport, \$4.5 million was invested this year to help amateur athletes, coaches, officials, and community sport organizations across Nova Scotia reach their full potential. This helped 201 athletes pursue their goals, supported 101 coaches and officials in developing their skills and leadership, and provided funding to 74 community sport organizations working to strengthen sport at the local level. Altogether, Support4Sport impacts more than 163,000 Nova Scotians every year by helping create opportunities to participate, compete, and thrive through sport. - Through Support4Culture, \$4.5 million was invested this year to support Nova Scotia's artists, creators, and cultural organizations, helping strengthen and celebrate the province's vibrant cultural sector. This funding supported 460 projects across the province, creating opportunities to share stories, showcase talent, preserve heritage, and enrich communities through arts and culture. Since launching in 2013, Support4Culture has invested more than \$46.4 million in arts, culture, and heritage initiatives across Nova Scotia. - Through Support4Communities, community organizations across Nova Scotia are strengthening local fundraising efforts and increasing their impact in the communities they serve. With support from Nova Scotia Gaming, participating organizations raised \$106,312 this year to support important local initiatives and programs. Since the program began, Support4Communities has helped organizations raise more than \$1.8 million for community-based causes across the province. - NSGC is proud to sponsor a wide variety of events throughout the year. Some examples include: ○ <i>Support4Sport Awards</i> ○ <i>Screen Nova Scotia Awards</i>

	○ Nova Scotia Book Awards ○ Robert Merritt Theatre Awards ○ Nova Scotia Sport Hall of Fame Induction Night ○ Nova Scotia Music Week
CORPORATE GOVERNANCE The way we conduct business is held to the highest ethical standards and we are responsible to the people of Nova Scotia.	- Nova Scotia Gaming released its 2024-25 Summary of Results in September 2025 and continued to update Fact Sheets on its website, highlighting industry stats and information on programs. - All NSGC staff completed annual healthy play training, annual FINTRAC training and privacy training, as well as annual training required from the Province of Nova Scotia. - Performance measures for both its operators (Casino Nova Scotia and Atlantic Lottery) are posted on Nova Scotia Gaming’s website each year.
STAKEHOLDER RELATIONSHIPS Working collaboratively with our stakeholders provides the best opportunities to advance our social responsibility agenda.	- Invested \$7.0 million to support prevention, education, research, and treatment programs aimed at reducing gambling-related harm and supporting the well-being of Nova Scotians. This funding helps ensure individuals and families have access to resources, services, and supports that promote informed play, early intervention, and care when it’s needed most. - Understanding how often Nova Scotians participate in gambling is an important part of supporting a socially responsible and accountable gaming industry. That’s why Nova Scotia Gaming works closely with the Nova Scotia Department of Health and Wellness to monitor gambling participation and better understand player behaviours and trends across the province. This information helps inform policy decisions, healthy play initiatives, education efforts, and player supports to ensure gambling remains balanced with player well-being. In 2025–26, 71.9% of Nova Scotians reported participating in some form of gambling, the same as the previous year. - Nova Scotia Gaming also works closely with government and community partners to share expertise, strengthen collaboration, and make the most of available resources. These partnerships help ensure gaming products, programs, and healthy play initiatives are informed, effective, and grounded in a strong commitment to social responsibility.