

2024



# Contents

- 1. Minister’s Address
- 2. A Message from our CEO
- 3. Board Members
- 4. Senior Leadership Team
- 5. Our Shared Future: FDJ UNITED and Premier Lotteries Ireland
- 6. Our New Home: 1GQ
- 7. Our Purpose
- 8. Good Causes
- 9. Responsible Play
- 10. Winners
- 11. Our Retail Partners
- 12. Digital Channels
- 13. Sustainability
- 14. Our People
- 15. Financial Overview

Click on the **content** to jump to the section, or use the **navigation bar** throughout the report.





# 1. Minister's Address



**Jack Chambers TD**

Minister for Public Expenditure,  
Infrastructure, Public Service Reform  
and Digitalisation

A Chara,

As Minister for Public Expenditure, Infrastructure, Public Service Reform and Digitalisation, it is a pleasure to reflect on the National Lottery's achievements in 2024, a year in which the Lottery once again demonstrated its enduring value to communities the length and breadth of Ireland

From its inception, the National Lottery has held fast to its mission: to generate vital funds for Good Causes within the framework of a well-regulated State lottery. I am delighted to report that, in 2024, these objectives have once again been met, delivering significant benefits for people and communities across our country.

Thanks to the ongoing support and participation of the public, ticket sales reached €855.7 million in 2024, a 3% increase on the previous year. This has enabled the raising of an impressive €239.3 million for Good Causes, averaging €4.6 million each week and ensuring support for thousands of charities, community groups, and organisations nationwide. Since 2014, over €2.4 billion has been raised for Good Causes, funds that make a tangible, positive impact in every county in Ireland.

These numbers are not just statistics. Behind every euro raised are real stories of hope, progress, and opportunity. In 2024 alone, more than 4,500 organisations benefited from Good Causes funding, supporting everything from sports clubs and youth groups to vital cultural and community projects. I have had the privilege of meeting many of those who have benefited from this support, and their stories truly highlight why the National Lottery was established.

It is worth noting that around 28 cent of every €1 spent on National Lottery games goes directly to Good Causes. This is a testament to the ongoing commitment to use Lottery funds to strengthen the very fabric of Irish society. The National Lottery also continues to change lives in other ways. Last year, €487.6 million was returned to players in prizes, and 36 new millionaires were created. Whether in towns or villages, these wins bring excitement and joy to families across Ireland.

I am encouraged to see that while the National Lottery is embracing digital innovation, with online sales now accounting for over 18% of total sales, the Lottery's network of independent retailers continues to provide important support to local businesses throughout the country.

The National Lottery remains steadfast in its commitment to operating efficiently, responsibly, and with the highest standards of player protection. By implementing effective safeguards, such as increased care calls, specialised training and improved messaging, players can continue to enjoy National Lottery games in a responsible manner.

As Minister, I am proud of what has been achieved and appreciative of the collaboration and dedication shown by National Lottery players, retailers, and staff. Because of their contributions, thousands of charities, community groups, and sporting bodies can continue to operate and make a difference in every parish across Ireland. Because of their work, lives are changed, opportunities are created, and our communities are strengthened.

I wish you every success in the year ahead and look forward to seeing the continued impact of Good Causes funding in every corner of our country.

Gach rath ar an obair thábhachtach seo.

## 2. A Message from our CEO



**Cian Murphy**  
CEO and Director

**2024 was a year of change, renewal and growth for the National Lottery, with many important milestones being reached, thanks to our players, our Good Causes, our retailers and our employees.**

We marked the end of an era by moving from our iconic Abbey Street headquarters, where thousands of winners collected life-changing prizes since 1987, to a new, sustainable, state-of-the-art office at 1 George's Quay. This move represents not just a new workplace, but a new chapter for the National Lottery, one that allows us to serve players and communities with even greater impact.

Thanks to a strong performance in 2024, with 3% growth in ticket sales, National Lottery players have contributed almost €240 million to Good Causes, which equates to an average of €4.6 million each week being raised.

This vital funding is transformative for thousands of organisations and individuals all around Ireland. The evidence of just how transformative was displayed once again through our National Lottery Good Causes Awards finalists.

The National Lottery Good Cause of the Year was awarded to Hand in Hand Cancer Charity in Galway, which provides vital, free-of-charge support to families facing cancer. Other inspiring winners included Helium Arts in Westmeath, empowering young people with lifelong health conditions; the Maharees Conservation Association in Kerry, protecting one of Ireland's most unique coastal landscapes; BeLonG To, the national LGBTQ+ youth organisation; and Cill Dara le Gaeilge, revitalising the Irish language in Kildare. These organisations represent the very best of Good Causes and embody the true spirit of the National Lottery by changing lives and strengthening communities every day.

Without our players, none of this would be possible. In 2024, we delivered €487.6 million in prizes to players and created 36 new millionaires. In July, we marked an astonishing feat by creating over 1,000 millionaires in Ireland since the National Lottery began. These milestones reflect both the enduring popularity of our games and the life-changing impact they bring to players across Ireland.

The year has been both exciting and energising as we build on our strong foundations and embrace the opportunities ahead.

Digital innovation continued to drive growth in 2024, with online sales increasing to €155.1 million, representing 18.1% of total sales (up from 15.9% in 2023).

As we reflect on 2024, I am proud of all that we have achieved. With the strength of our partnership with FDJ UNITED, our dedicated team, and the continued support of players nationwide, we are well-positioned to build on this success.

Looking ahead, we are excited to prepare for the 40th anniversary of the National Lottery in 2027, and to continue operating a responsible, innovative, and world-class lottery for the people of Ireland.



### 3. Board Members



**Vivienne Jupp**  
Chair



**Cian Murphy**  
CEO and Director



**Cécile Lagé**  
Non Executive Director



**Edeline Minaire**  
Non Executive Director



**Jean Christophe Buvat**  
Non Executive Director



**Adele Cooper**  
Non Executive Director

Edeline Minaire joined the Board in March 2025, replacing Non Executive Director Pascal Chaffard. Edeline is also Chair of the Audit, Risk and Security Committee.

This is the current Board at time of publication.



## 4. Senior Leadership Team



**Cian Murphy**  
Chief Executive Officer



**Ludovic Gremy**  
Chief Commercial Officer



**Anne Mulcahy**  
Chief Marketing Officer



**Ian Wallace**  
Chief Operations Officer



**Vanessa Tracey**  
Head of Finance



**Laurence O'Brien**  
Chief Financial Officer



**Cian Smith**  
Chief Legal & Regulatory Officer



**Dermot Hennessy**  
Chief Technology Officer



# 5. Our Shared Future: FDJ UNITED and Premier Lotteries Ireland

## FDJ UNITED

In November 2023, the operator of the National Lottery, Premier Lotteries Ireland (PLI), was acquired by La Française des Jeux (now FDJ UNITED).

FDJ UNITED is one of Europe’s leading gaming operators, with a vast portfolio of iconic brands and a reputation for technological excellence. With over 5,000 employees and a presence in more than 10 regulated markets, the Group offers a diversified, responsible range of games, both under exclusive rights and open to competition.

The Irish National Lottery remains owned by the Irish State, regulated by the Regulator of the National Lottery and operated under licence by Premier Lotteries Ireland DAC.



As part of the wider FDJ UNITED group, our company values align to shape how we work together as a team, manage responsibilities efficiently and support each other to celebrate achievements.

### Our three core values are:



Premier Lotteries Ireland DAC (PLI), holds exclusive rights to operate the Irish National Lottery until 2034, having been awarded a 20-year licence by the Irish Government in February 2014.

Operating a responsible, world-class lottery for the people of Ireland, while raising much-needed Good Causes funds to benefit communities in every village, town and county in Ireland, remains the core purpose of the business.

### The Office of the Regulator of the National Lottery

The function of the Office of the Regulator of the National Lottery (ORNL) is to provide independent oversight of the operation of Ireland’s National Lottery with the ORNL being created by the National Lottery Act 2013.

The operator of the National Lottery (PLI) must adhere to the Licence with the ORNL ensuring that the terms of the licence agreement continue to be honoured. The Office of the Regulator of the National Lottery has a number of systems in place to ensure that compliance is maintained.



## 6. Our New Home: 1GQ

**An exciting new chapter began for the National Lottery in 2024 when we left our home of 37 years on Lower Abbey Street and moved to the opposite side of the River Liffey.**

Since opening the doors to our state-of-the-art sustainable office space at 1GQ, celebrating our players' big wins, honouring the work of our amazing Good Causes and supporting our talented team has remained integral to our business.

Over the course of three decades, the Winners Room on Lower Abbey Street earned itself a worthy reputation as being the place where dreams came true for thousands of National Lottery winners. We are proud to say that our new venue has proved to bring just as much joy for all who have passed through the doors to date.

The move has not only modernised how our wins are experienced by our players and the ways in which we work as a team, it has also emphasised our commitment to sustainability. The platinum energy rating at 1GQ aligns with the National Lottery's environmental, social and governance objectives.

We look forward to settling in even further to our new surroundings and continuing to give our players exciting reasons to dream of what could be.





# 7. Our Purpose

Our Purpose

## WHERE IRELAND GOES TO DREAM

Excited by the possibility of transforming our own lives, and the certainty of transforming lives in our communities

Maximising our positive impact on society

OUR COMMUNITIES



OUR PLAYERS



OUR PARTNERS

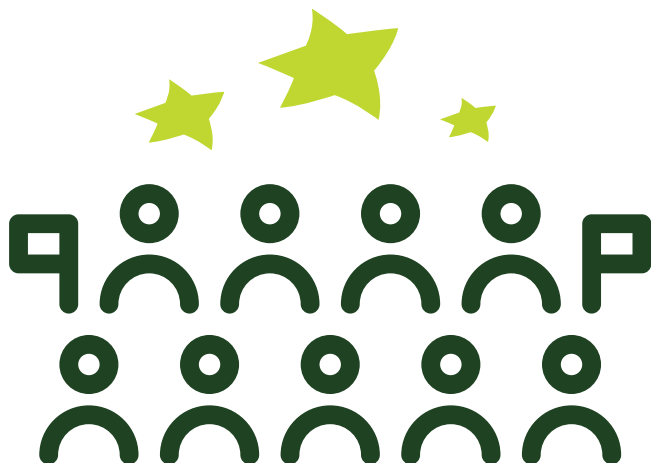


While operating as a sustainable, inclusive and responsible business

OUR PLANET



OUR PEOPLE



OUR PRACTICES

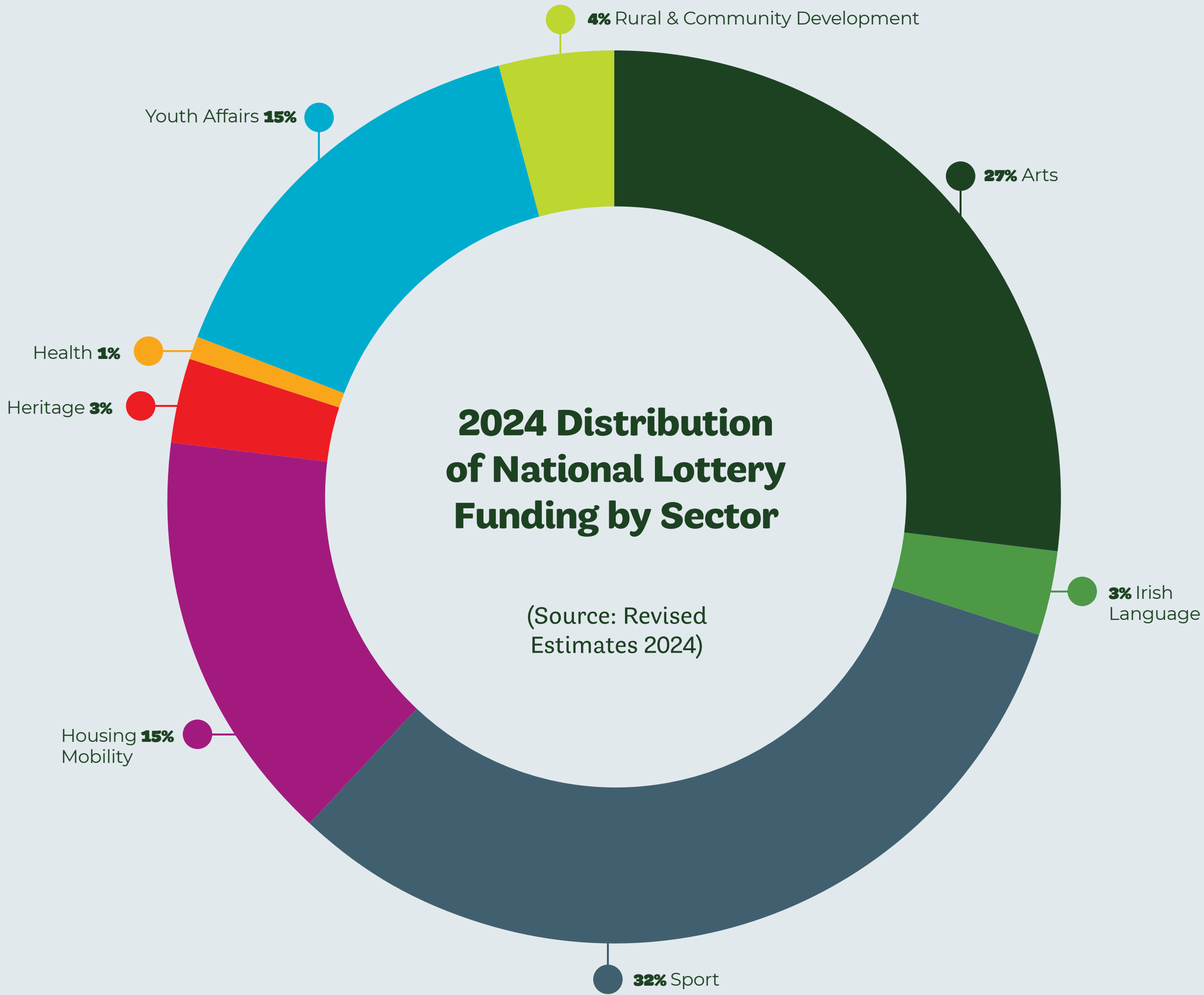




# 8. Good Causes

**In 2024, National Lottery players raised €239.3 million for Good Causes. This benefited over 4,500 individuals, clubs, organisations and community groups all over Ireland, with the average amount raised every week increasing to €4.6 million.**

While National Lottery players raise the funds for Good Causes, the National Lottery has no role, either directly or indirectly, in allocating Good Causes funding. Instead, applications for funding must be made to different government departments or agencies, depending on each organisation’s area of activities. National Lottery funding is used to part-fund expenditure by Government Departments across the categories outlined on the chart opposite.





# Good Causes Annual Report

On the 27th December 2024, the then Minister for Public Expenditure, NDP Delivery and Reform, Paschal Donohoe, published the first-ever National Lottery Good Causes Funding Annual Report.

In 2022, the Department of Public Expenditure, NDP Delivery and Reform published an independent review of the Distribution and Utilisation of National Lottery Funding. The report put forward a number of recommendations encouraging greater transparency and acknowledgement of National Lottery support into the future. The importance of publicising Good Causes funding was highlighted.

The National Lottery Good Causes Funding Report 2023 is the first annual report of its kind. The report highlights the link between National Lottery and funding for Good Causes across the country.





# National Lottery Good Causes Awards

The National Lottery Good Causes Awards honour the inspiring work and achievements of thousands of projects, clubs and individuals from all over Ireland who, with the help of National Lottery Good Causes funding, have had an extraordinary impact on their local communities.

## Good Cause of the Year: Hand in Hand

Hand in Hand CLG is a Galway-based charity that provides support to families of young people with cancer has been named National Lottery Good Cause of the Year 2024. The organisation enables parents to focus on their child's health and wellbeing by taking care of practical day-to-day tasks for them, with the simple yet powerful mission of 'We look after the ordinary while the parents look after the extraordinary'. The profound impact Hand in Hand's work has on families nationwide, offering essential relief and improving their quality of life during incredibly challenging times, is deeply moving.

Seven category winners each received €10,000; the Hero of the Year received €5,000 and the overall Good Cause of the Year, Hand in Hand CLG received an additional €25,000.



“ On behalf of the National Lottery, I want to extend our warmest congratulations to Hand in Hand, as well as to all our outstanding category winners. The work you do to make a tangible, positive difference in people's lives is nothing short of inspiring. It's been a true privilege to stand alongside such a diverse range of organisations, each benefiting from Good Causes funding, and each playing a vital role in creating a better, more compassionate society. ”

**Cian Murphy**  
Chief Executive Officer



# 2024 Good Causes Awards Winners



**Good Cause of the Year**  
Hand in Hand CLG



**Arts and Culture**  
Helium Arts



**Community**  
South Meath Social Economy



**Health and Wellbeing**  
Hand in Hand CLG



**Heritage**  
Maharees Conservation Association



**Irish Language**  
Cill Dara le Gaeilge



**Sport**  
Mullingar Handball Club



**Youth**  
Belong To LGBTQ+ Youth Ireland



**Hero of the Year**  
Evelyn Neary, Cian's Kennels

Our 2024 Hero of the Year is Evelyn Neary, the founder of Cian's Kennels, a remarkable initiative that enables young people who are in hospital for long periods, to have access to, and maintain their relationship with their family cat or dog. The organisation transports the pets to and from the hospital, covering full veterinary checks and all kennelling costs, was honoured at the awards for bringing comfort and joy to families during some of their most challenging times.

Evelyn Neary was commended by the judges for creating such an inspiring organisation, which has become an invaluable service to so many families, bringing comfort and joy to families during some of their most challenging times.





# Meet some of our Good Causes

## South Meath Social Economy

South Meath Social Economy won the Community Award in 2024 in recognition of their 'HomeLife' initiative. The purpose of HomeLife is to enhance the quality of life for vulnerable groups by providing essential home maintenance and refurbishment services, which enables these groups to live safely and independently in their own homes and communities.

Beyond practical assistance, HomeLife's impactful work touches hearts and transforms lives by offering companionship, reducing isolation and enhancing seniors' quality of life.

Their efforts promote social inclusion, dignity, and wellbeing. National Lottery Good Causes part-funding enabled HomeLife to introduce new programmes and initiatives addressing emerging needs within the community. This included the introduction of home adaptation grants, which facilitated essential modifications to improve accessibility and safety for older individuals and people with disabilities. The funding also allowed HomeLife to invest in staff training and development which has allowed it to provide personalised care and support.



## Maharees Conservation Association

The winner of the 2024 Heritage category, Maharees Conservation Association, was established in 2016 to enhance, protect, and preserve this unique coastline through community-led climate adaptation. The Maharees, located on the Dingle Peninsula, is renowned for its long, uninterrupted blue-flag beaches and stunning coastline. This area is globally recognised for its spectacular sand dunes, which have unfortunately been severely impacted by the powerful Atlantic swells and strong winter winds.

The volunteer-run charity works closely with residents, visitors, NGOs, state agencies, and the local authority to safeguard the Maharees sand dune system and its habitats, as well as, to preserve the community and heritage of the area. In 2021, the group received funding

from the National Lottery Good Causes, which enabled them to develop the Maharees Heritage Trail. This mobile-accessible, self-guided trail features imagery, video, and both text and audio descriptions of 20 points of interest around The Maharees, exploring various aspects of the area's natural, cultural, living, and built heritage.

The Maharees Conservation Association's proactive spirit, commitment to environmental protection, and willingness to share knowledge with other coastal communities impressed the judges of the National Lottery Good Causes Awards. Their efforts were recognised with winning the 2024 Heritage category award, highlighting them as a shining example of how local action can make a significant difference.



## 9. Responsible Play

**Protecting our players and ensuring that we limit problematic play is of the utmost concern for PLI. Our Responsible Play team work with experts and academics in the field of responsible gaming to maintain a Responsible Play programme of the highest standard.**

The increase of supports that we have available has meant that our player protection policies have strengthened our continued advocacy of player wellbeing.





# 2024 Achievements



## Strengthening Player Protection & Support

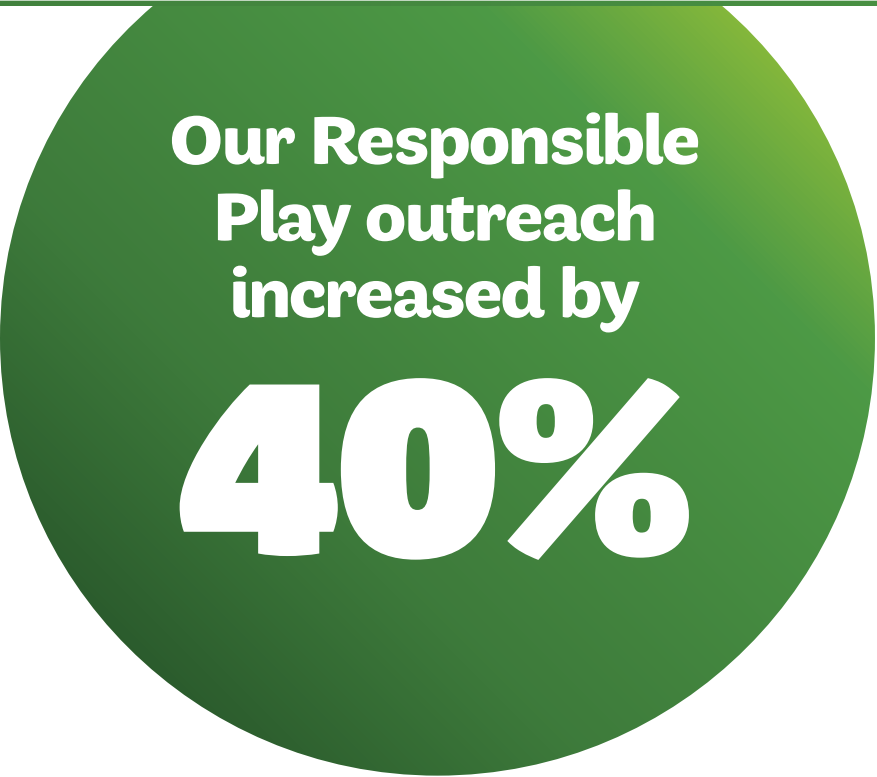
- Over 60,000 Responsible Play communications were actioned in 2024, reflecting our continued commitment to player wellbeing.
- We saw a 40% increase in Responsible Play Care Calls compared to 2023, demonstrating enhanced engagement and proactive support for players.

## Training & Staff Development

- All Customer Support and Responsible Play teams received specialised training in Gambling-Related Harm. This training focused on how to approach sensitive conversations and provide meaningful assistance to vulnerable individuals.

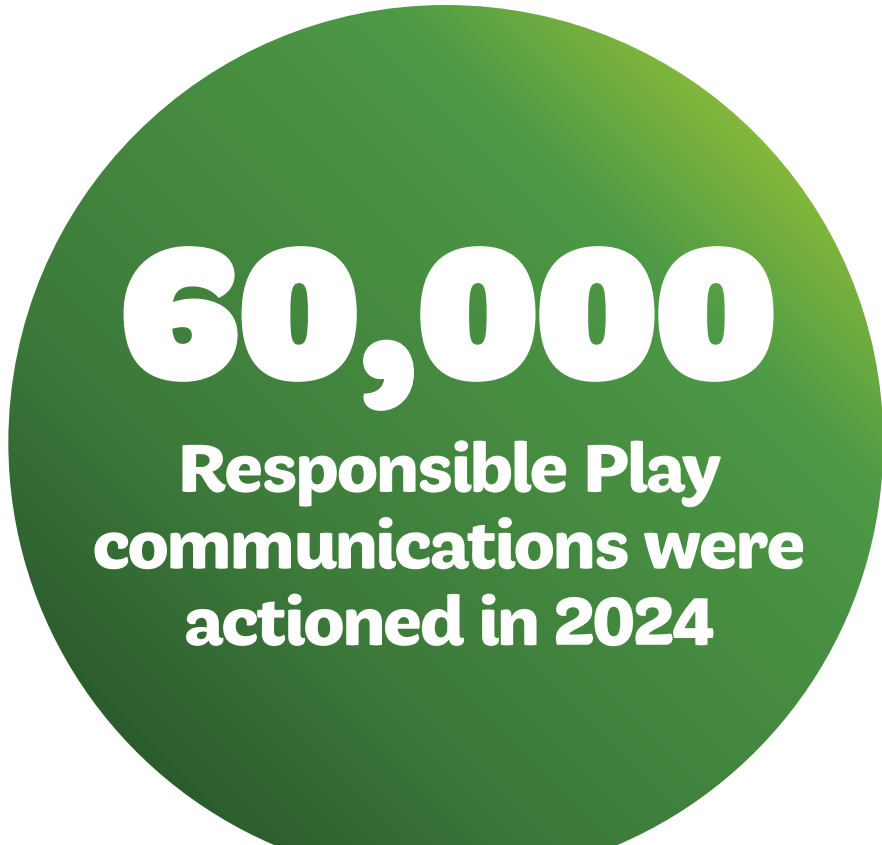
## Enhancing Onsite Support & Messaging

- We improved the Responsible Play messaging on scratchcards, including clearer 18+ indicators and support line information to better assist those seeking help.
- Our website saw the addition of new Responsible Play information, along with enhancements to the customer journey to make support more accessible and intuitive.



## Industry Collaboration

- We co-hosted the Sustainability and Responsible Gaming Seminar in partnership with the European Lotteries (EL) and the World Lottery Association (WLA). Themed “Shaping the Future of Lotteries”, the seminar provided a platform for global lottery organisations to collaborate, share insights, and explore strategies to amplify their positive social impact. Discussions focused on confronting emerging challenges and equipping stakeholders with the tools needed to navigate the evolving landscape of responsible gaming and sustainability.



# Roadmap

Q1	↓	Player Awareness Communications
Q2	↓	Enhanced Product Risk Review Responsible Play Behavioural Analysis
Q3	↓	Updated Responsible Play Communication Processes Hosted EL/WLA Sustainability & Responsible Gambling Seminar
Q4	↓	Updated Responsible Play messaging on scratch cards Responsible Play and Vulnerable Contact training



## 10. Winners



**In 2024, we saw 36 prizes worth €1 million and above won throughout the year with a Lotto jackpot worth over €14.67 million marking the highest prize of the year.**

**A staggering total of €487.6 million was won by National Lottery players which represents 56.98% of revenue for 2024.**

**36**  
Millionaires



**€487.6**  
**Million**  
Total Prize Money



**Over the year, the Lotto game saw 20 prizes worth €1 million and above won by players nationwide which included 11 Lotto jackpot winners.**

In January 2024, an online player took the title of highest winner of the year after winning €14,674,966. Across the 12 months, the Lotto Plus 1 top prize of €1 million was won four times. Special Lotto Plus Raffles were held five times throughout the year in 2024 which guaranteed that one player would win €1 million on top of the usual €500 Raffle prize during each special draw.

The Lotto Plus 2 top prize of €250,000 was won five times throughout the year by players in Galway (2), Laois, Kildare and Westmeath.



**Lotto**



**11  
JACKPOT  
WINNERS**



**The EuroMillions game saw six players become overnight millionaires with four players scooping €1,005,000 in Ireland Only Raffles in May and September while two other players won €1 million each in a special EuroMillions draw in November.**

**The EuroMillions Plus top prize of €500,000 was won 25 times in 2024.**





# Daily Million

The Daily Million game, which takes place twice daily at 2pm and 9pm, saw 9 players win the top prize of €1 million throughout the year.

# Telly Bingo

Telly Bingo players continued to tune in three times a week on Tuesdays, Thursdays and Fridays to mark their tickets and win €14.4 million over the year. The Snowball prize was won by 26 players in 2024 which amounted to 1.11 million in total prizes.

# Millionaire Raffle

On New Year's Eve, the Millionaire Raffle saw the final €1 million prize of 2024 won by a Meath player after they purchased their winning ticket at Tierney's Nearby store on Trimgate Street in Navan.

26

TELLYBINGO  
SNOWBALL  
WINNERS



Daily  
Million

Telly  
Bingo

Millionaire  
Raffle



9

TOP PRIZE  
WINNERS





## EuroDreams

The EuroDreams game, which was introduced in November 2023, saw 3 players win the Tier 2 prize of €2,000 per month for five years throughout the year.

## Scratch Cards and Digital Instant Win Games

Our Scratch Card players won a total of €181.1 million in prizes throughout the year while our online players won €31.3 million across our digital Instant Win Games.





## 11. Our Retail Partners



**Our retail network plays an intrinsic role in how we connect to our players in every town and county all over the country.**

With a vast network of 5,166 retailers nationwide, innovation was a key theme of how we supported our valuable partners in 2024 as we introduced a number of enhancements to our in-store elements to improve efficiency and experience for our retailers.





# Our Retail Partners

## Retail Footprint

Our Retail Footprint in 2024 saw our existing retail network stand at over 5,166 retailers across Ireland to ensure access and convenience for our players.

## Retail Performance

81.9% of sales delivered through the network. €44 million paid in retailer commission in 2024.



## Highlights in Retail

In 2024, PLI invested considerably in its Point-of-Sale and the expansion of our digital display presence in retail to assist in deployment in 2025. As part of our innovation efforts, we trialled enhancements on the Lottery counter unit, focusing on price points, scratch card game configurations, and scratch card frame designs to support the awareness of new games.

We upgraded and enhanced our terminal messaging, specifically in the areas of stock management and prize payment processing, to better support our retailers.

An audible winning alert was introduced to notify both players and retailers when Scratch Cards or Draw-Based Game tickets are presented for validation or enquiry, enhancing the overall experience and operational efficiency.

As part of our Christmas offering, we introduced new gift boxes for retailers to present to consumers, available for both Draw-Based Games and Scratch Cards.

## Excellence Programme

As part of our dedication to sustainability and player protection, we continued our successful ‘Star Store’ initiative which promotes best in class display and compliance standards in retail with further enhancements planned for 2025.

We launched a tactical Scratch Card campaign aimed at educating retailers on best practices for sales, promotional execution, and effective stock management. This initiative was designed to enhance in-store performance, improve product visibility, and ensure optimal availability of Scratch Card products at the point of sale.

Ensuring that all of our retailers abide by our Sales Code of Practice remained imperative to our business. Our online Retailer Portal continued to offer compulsory training on the responsible promotion of National Lottery products in line with our responsible play policy. Providing effective education to our retailers on our responsible gaming practices safeguards the interests of both our retailers and our players.





## 12. Digital Channels

**Our digital channels continued to grow in 2024 with 63,227 new players registering for a National Lottery online account throughout the year. Total game sales on our online platforms amounted to €155.1 million which accounted for 18.1% of total game sales.**

Through our online channels, players won over €89.55 million.

In 2024, we saw 9 of our online players become National Lottery millionaires with 2 Lotto jackpots, 1 Lotto Plus 1 top prize, 1 Lotto Plus Raffle, 4 Daily Million top prizes and 1 EuroMillions Ireland Only Raffle won via our digital platforms.

Nine online players became EuroMillions Plus winners after scooping the top prize of €500,000 while an online Lotto Plus 2 player won the top prize of €250,000.

Throughout the year, there were a total of 63 Instant Win Games available to play with 17 new games launched on our online platforms, including Digital Winning Streak, Super Riches and Sizzling Hot 7s.

**€89.55**

million won  
through our online  
channels in 2024

**9**

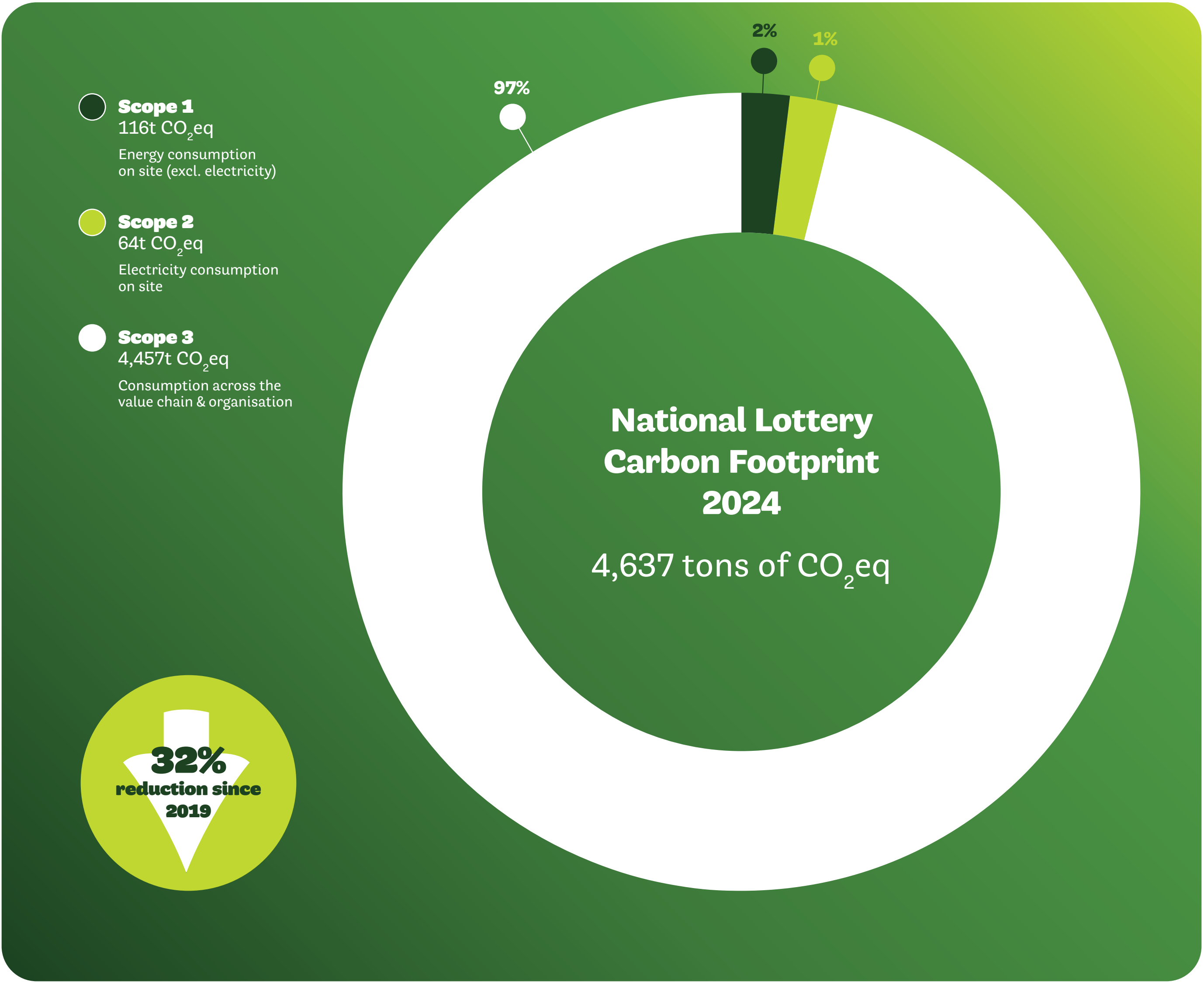
**Online  
Millionaires  
in 2024**



# 13. Sustainability



**Premier Lotteries Ireland is fully committed to reducing its own climate impact while contributing to the collective effort to achieve global climate objectives.**





# Our Planet

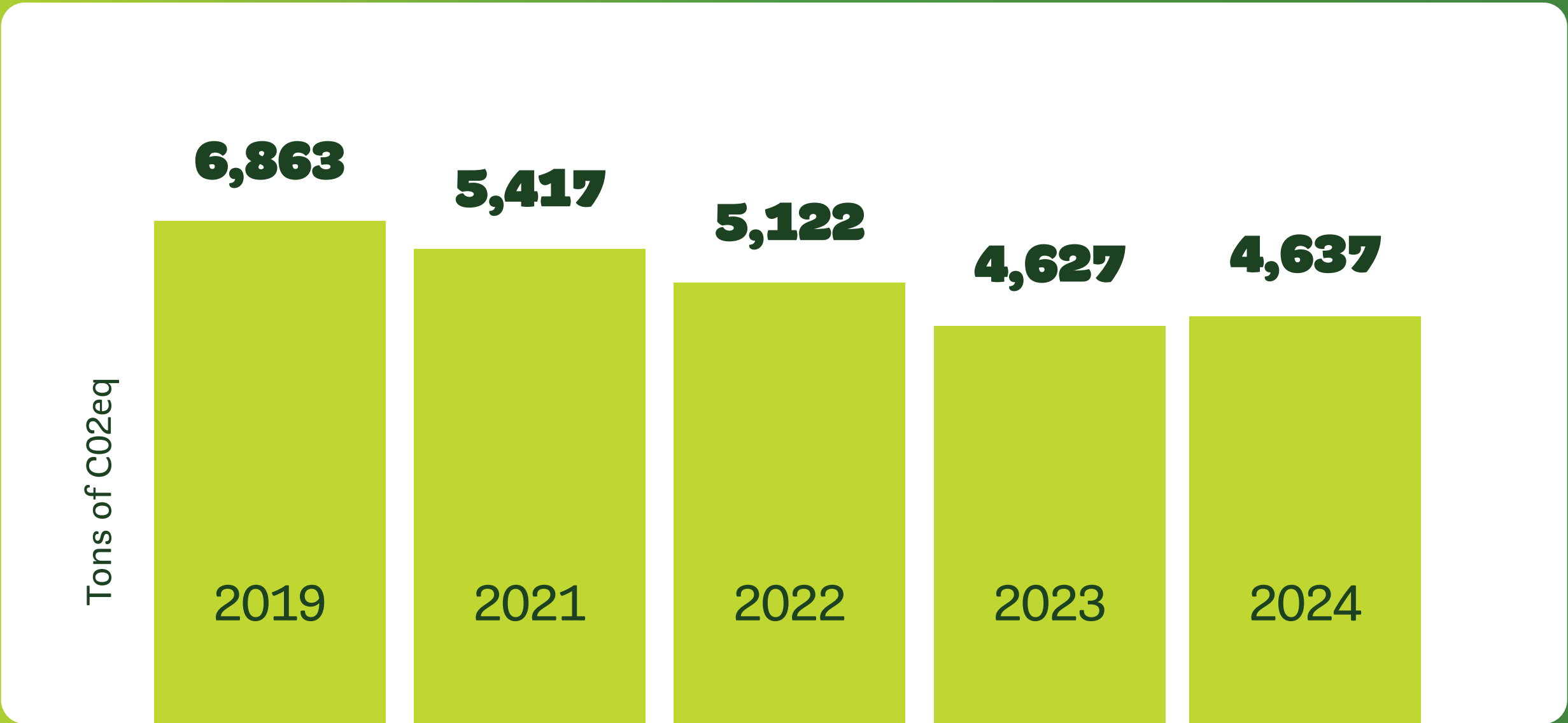
With over 1.2 million players a week on average in 2024 and a retail footprint in over 5,200 stores, we recognise that our operations impact every community throughout Ireland.

The National Lottery has committed to the Science-Based Targets Initiative (SBTi) and set a near-term target in 2020 to reduce our absolute Scope 1 and Scope 2 GHG emissions by 50% by 2030 and agree to measure and reduce our Scope 3 emissions.

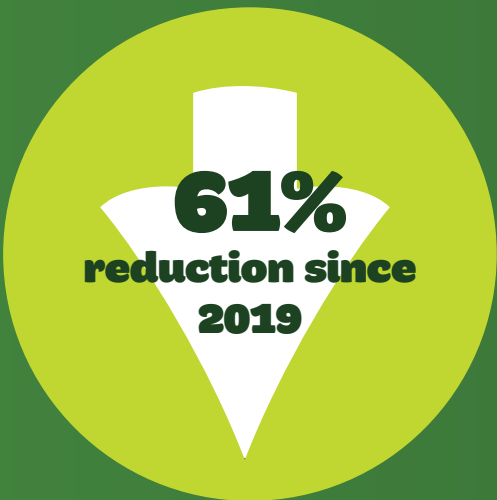
By 2024, we are ahead of our SBTi target and have successfully reduced our Scope 1 and Scope 2 emissions by 61%. This is driven largely by less consumption and switching to 100% renewable electricity. By focusing on our key contributors, we have also seen a reduction in our Scope 3 emissions (emissions across the value chain) by 30% since 2019.

We continue to focus on key climate-reduction initiatives on our products and services as well as improved energy efficiencies.

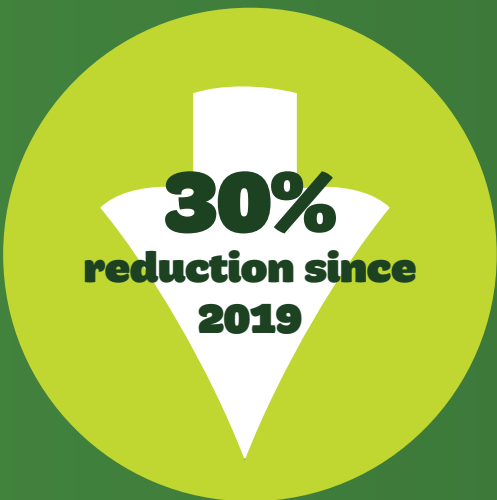
## Total Emissions



### Scope 1 + 2 Emissions



### Scope 3 Emissions



Our new office space in 1GQ, an LEED-rated building, will enable us to further reduce our Scope 1 and Scope 2 emissions due to smaller square footage and further energy efficiencies.



## Our Charity Partner



In January, we commenced a new two-year staff charity partnership with the Jack and Jill Children's Foundation, a nationwide charity that funds and provides up to 100 hours per month of in-home nursing care and respite support to families caring for children, up to the age of seven, with severe learning disability often associated with complex medical needs.

Our key partnership objective is to give Jack and Jill families the 'Gift of Time'.

- Every €18 fundraised supports one hour of in-home nursing care and respite - a lifeline for Jack and Jill families.
- Drive greater awareness of the supports available in the Jack and Jill children's foundation.

In 2024, our staff helped raise over €16,000 which equates to 894 hours of care.

This was achieved through a number of fundraising events held throughout the year including a Spin-A-Thon, a Spring Clean Out and a Croke Park Abseil.



## Celebrating Bastille Day at the French Embassy

For Bastille Day, we were invited to the French Embassy to help raise funds for our charity partner Jack and Jill Foundation. Guests were invited to cycle a KM and raise money.

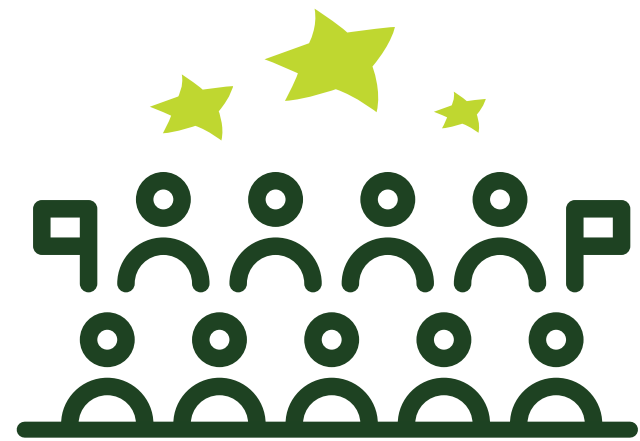
A donation, on behalf of our shareholders, FDJ UNITED was made for €5,000 and a further donation to Vision Sports Ireland for €2,000 for their participation at the event.

Vision Sports Ireland are a Good Causes beneficiary of part National Lottery funding and a previous finalist in the Good Causes Awards. Vision Sports Ireland were chosen as they were able to demonstrate the differing problems associated with lack of vision with an interactive stand for guests.





## 14. Our People



**At the National Lottery, our people are at the heart of everything we do. Every employee is appreciated, supported, and valued as a trusted advocate, and we continue to nurture a positive and open environment where we are intentional about our vision for people and ambitious about our impact on society.**



Our People Strategy ensures that culture, engagement, learning and development, and diversity and inclusion are more than words – they are embedded in how we work. Guided by our values – Passion to Succeed, Accountability, and Collective Spirit – this year we focused on deepening support for our people, introducing new wellbeing resources, embedded flexible working practices, expanded opportunities for progression, and moved into our new home in 1GQ. It was a year of growth and renewal, where our culture grew stronger while we embraced new possibilities for the future.



# Wellbeing & Flexibility

Employee wellbeing is fundamental to creating a positive working environment where all our people feel valued and supported. Our approach spans the pillars of physical, mental, social, financial, and work wellbeing, with supportive policies and initiatives designed to encourage healthy behaviours across each.

In 2024, we grew our network of Mental Health First Aiders to 18, launched a Menopause Toolkit and introduced Menopause Champions, and rolled out a Domestic Violence Toolkit to provide clear pathways to support. Our partnership with Employee Financial Wellness continued and saw 61 attendees across 5 webinars, alongside 18 one-to-one guidance clinics throughout the year.

Flexibility remained central to how we work. Our hybrid, remote, and working abroad policies supported employees in balancing life and work while staying connected. Every employee can now enjoy up to 15 extra remote working days each year — perfect for when you need a change of scenery or a bit more balance. Plus, you can take your work abroad for up to 15 working days annually across the EU, UK, EEA, or other approved destinations. It's all about giving you more freedom in how — and where — you work.

We also enhanced entitlements with increased annual leave, and from 2025, colleagues will benefit from a new partnership with Laya Healthcare as our Employee Assistance Programme provider.

# Workplace Culture

Our workplace and culture continue to evolve to reflect how we work today and into the future. We believe that listening to our people and acting on their feedback is vital to creating a thriving workplace.

In 2024, we invested in consistent communication and employee voice through our monthly townhall which served as a chance to connect and share updates across the organisation, while also giving employees the chance to ask questions.

LINC, our internal communications and engagement platform, remained a central hub for communicating, keeping colleagues connected and informed. We also partnered with a new staff survey provider, giving us deeper insights into our people experience. We continued to celebrate those who go above and beyond in living our values with our Employee of the Quarter Awards. Our Company Day 2024 brought everyone together to collaborate, celebrate, and connect as one team.





# Volunteering

Everyone who works in PLI receives two additional Volunteering Days per year to help give back to the community. In 2024, our staff volunteered over 140 hours with numerous charities, such as Jack and Jill Children's Foundation, Look Good Feel Good, The Little Museum of Dublin, Outhouse and St. Vincent DePaul.

# Opportunities & Talent

Attracting, developing, and retaining talent is key to our future success. In 2024, we welcome 48 new hires across the business and saw staff attrition fall by 2% to 14%, reflecting our focus on engagement and retention. We continued to invest in developing our existing talent, with 27 internal promotions – 41% of which were female – highlighting progress in building a balanced leadership pipeline.

Our approach ensures that as we grow, we are also building a sustainable and inclusive workforce for the future.





# Diversity & Inclusion

We are committed to creating space for everyone and celebrating diversity. Our approach ensures that diversity, equity, and inclusion are embedded in our leadership, policies, recruitment, progression, and culture.

In 2024, we published our first Gender Pay Gap Report in December and built on it with meaningful action – including aims to achieve a more diverse Senior Leadership Team in 2025.

We strengthened partnerships continuing our support for the Open Doors Initiative, sponsoring the Irish Centre for Diversity Awards, and hosting the LGBTQ+ Awards roundtable. We celebrated International Women's Day with staff awards and deepened our link with Trinity Centre for People with Intellectual Disabilities, welcoming another student and offering one permanent contract to a graduate of the programme.

# Learning & Development

Supporting career journeys and investing in our people is a priority. Our approach combines role-specific training, professional development, leadership programmes, and mentoring, ensuring all employees have opportunities to learn and grow.

In 2024, we continued to see strong participation across a wide range of learning opportunities. The IMI Mentoring Programme connected colleagues with mentors to support personal and professional growth, while investment in leadership development ensured people managers were supported to thrive. Internal moves remained strong, with clear pathways for career progression and employees stepping into new opportunities across the organisation.





# 15. Financial Statements 2024 Overview

**2024 was a year of improved financial performance for Premier Lotteries Ireland DAC. During this time, Good Causes funding rose by 5%, prize payouts increased for players nationwide and digital channels continued to grow.**

In 2024, National Lottery players raised €239.3 million for Good Causes, supporting thousands of community groups, charities, sports clubs and organisations nationwide.

Since PLI began operating the National Lottery in 2014, players have raised over €2.4 billion for Good Causes with approximately 28 cents in every €1 spent on National Lottery games going directly to Good Causes.

In total, €487.6 million was returned to players in prizes, with the proportion of prizes won relative to sales remaining strong at 57.0%.

The digital channels continued to show strong growth in 2024, with online sales reaching €155.1 million, up from €132.2 million in 2023. Digital players claimed more than €89.55 million in prizes. Digital now accounts for over 18% of total sales.

Retail remains a significant part of the business with the number of agents for the year totalling 5,166. Commissions paid to National Lottery retailers remained strong, amounting to €44 million, providing an important source of income to thousands of independent businesses nationwide.

KEY PERFORMANCE INDICATORS (KPIs)	2024	2023
Sales	€855.7m	€829.4m
Prizes	€487.6m	€478.8m
Prizes as a percentage of sales	57%	57.7%
Funds for Good Causes	€239.3m	€227.9m
Operating (loss)/ profit	(€5.9m)	(€7.7m)
Number of retail agents	5,166	5,195

## Key highlights from 2024 include:

- Ticket sales of €855.7 million, a 3% increase from €829.4 million in 2023
- Good Causes funding totalled €239.3 million with a 5% increase on 2023 and an average of €4.6 million per week
- Prize payouts were €487.6 million, up 1.8% from €478.8 million in 2023
- 57.0% of sales returned to players as prizes
- 36 new millionaires were created
- Retailer commission was €44 million
- Online sales reached €155.1 million, representing 18.1% of total sales
- Operating loss of €5.9 million, an improvement of 23% from an operating loss of €7.7 million in 2023
- Dividend of €20 million paid to immediate parent, FDJ International Lotteries Holding



**Thank You**  
**See you in 2025!**

