



CODE OF ADVERTISING STANDARDS

1. STATEMENT

The "Corporation"¹ aims to responsibly and efficiently manage games of chance in a controlled and measured fashion, in the interest of all Quebecers.

To this end, the Corporation has established standards to support its advertisements.

2. SCOPE

2.1. The Code covers all Advertising Material distributed by the Corporation, intended for the general public and business partners.

2.2. The Code targets all types of media and communication networks, and covers indoor and outdoor postings, TV and radio, print, mail, the Internet or any other form of electronic media.

3. REFERENCES

- Loto-Québec's Code of Responsible Commercialization
- Canadian Code of Advertising
- Canadian Association of Broadcasters' Code of Ethics
- Code of the Television Bureau of Canada

4. DEFINITIONS

1. VPJRES: Office of the Vice President for Responsible Gambling and Social Commitment
2. Advertising material: advertising, merchandising, promotions associated with products, services and programs.

¹ Refers to Loto-Québec and its wholly-owned subsidiaries.



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5. CONTENT

1. The Advertising Material should provide information about the products and services offered by the Corporation in a creative, pleasant and entertaining way. It must not hinder the public's trust in the Corporation.
2. The Advertising Material must respect human dignity and should be free of any form of discrimination. Without restricting the generality of the foregoing, it must be free of any religious theme or symbol and not carry any sexual or ethical stereotypes that would be degrading to women, men or any minority group.
3. The Advertising Material must present all games of chance responsibly and not encourage excessive gambling. In this respect, it must not:
 - 5.3.1. Give the impression that gambling is necessary to meet their family obligations, achieve financial success or resolve personal problems
 - 5.3.2. Give the impression that the result of gambling rests solely on an address
 - 5.3.3. Suggest that excessive gambling is an acceptable behaviour
 - 5.3.4. Encourage excessive gambling or drinking
4. The Advertising Material should only target people of legal age. In this respect, it must not:
 - 5.4.1. Show minors in any capacity, nor use adults who could clearly pass as minors
 - 5.4.2. Use any known symbols, language, gestures, music, characters or spokespersons who are most popular with minors.
5. The Advertising Material must not include inaccurate or misleading claims, pictures or representations. In this respect, it should not give off the impression that a player is sure to win.
6. The Corporation must produce Advertising Material that provides gamblers with the rules of the game, odds of winning, return rates and prizes.



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7. The Advertising Material must not include personal information about winners or clients, or the names, logos and trademarks of other companies, without first obtaining permission from the people concerned.
8. The Advertising Material must comply with advertising industry codes applicable to Québec broadcasters, such as the Canadian Code of Advertising and the codes of ethics of the Canadian Association of Broadcasters and the Television Bureau of Canada.

6. PLACEMENT

1. The Advertising Material shall not be published in magazines or newspapers, nor announced at events, during TV or radio shows or any other media if the target audience is mainly comprised of minors. Furthermore, Advertising Material shall not be featured in the "youth" sections of newspapers or magazines.
2. The Advertising Material shall not be broadcast during shows or on media with a sexual, religious or political nature, or with content considered controversial.

7. PREVENTION MESSAGES

1. The provisions of this Code are not intended to prevent the broadcasting of Advertising Material associated with excessive gambling prevention.

8. COMPLIANCE

1. Any business partner involved in the production of activities or products associated with the operations of the Corporation must comply with this Code.



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9. ACCOUNTABILITY

- 9.1 The managers of each sector must ensure the principles of this policy are enforced.
- 9.2 The Vice President for Responsible Gambling, working in cooperation with the manager of the sector in question, will examine any complaint to assess whether the Advertising Material in question complies with the Code and indicate the measures to be taken, if any, to improve compliance.

10. RESPONSIBILITIES

The bodies or people specified below are responsible for recommendation, approval, application and revision:

10.1. RECOMMENDATION

Guylaine Rioux _____ Date _____
Vice President for Responsible
Gambling and Social Commitment

10.2. APPROVAL

The Board of Directors

10.3. APPLICATION

The people concerned according to the responsibilities they are assigned in this policy, the regulation concerning the internal governance of the Société des loteries du Québec (R.R.Q., chapter S-13.1, r.5) or the *Act respecting the Société des loteries du Québec* (R.S.Q., chapter S-13.1).



10.4. EFFECTIVE

This policy is effective immediately following approval from the Board of Directors.

10.5. REVISION

The Social Responsibility Committee and the Board of Directors

Approval date: December 17, 2014