

**OPAP S.A.**  
**CORPORATE SOCIAL RESPONSIBILITY**  
**2009 - 2010**

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## **1 CSR POLICY**

Since its initial establishment as an Organization in the service of sports, until today, as a company operating based on the principles of corporate governance, OPAP S.A. has contributed greatly to the country's athletic infrastructure, has financed sports clubs and institutions and has also aided the General Secretariat of Sports in the completion of important sports projects without imposing a burden on the national budget.

Through the Donations and Financial Aid Program of the Corporate Social Responsibility Direction, OPAP S.A.'s social contribution is conducted with accuracy, transparency and even greater efficiency, focusing on specific fields of action such as: Sports, Culture, Environment, Education, Health and Society.

## **2 CSR ACTIONS**

Contributing to the community is an integral part of OPAP S.A.'s corporate and business operation philosophy. Aiming at contributing to society, the company meets its business goals while at the same time translating its profit into social dividends. From this scope, an historic overview of the company's social contribution makes absolutely clear that while in the business of managing games of chance, its goal has been, and will remain, to contribute to society and the community.

Responsible Gaming is a fundamental principle of the company, whose games aim at entertaining a large number of players. At the same time, OPAP S.A. strives to protect people vulnerable to gambling and addiction and prohibits the participation of minors in lottery games. OPAP S.A. has endorsed the principles of Responsible Gaming Management of the World Lottery Association as well as of the European Lotteries, whose scope is to protect players globally.

At the same time, via the Donations and Financial Aid Program of the Corporate Social Responsibility, the company strives at contributing to the Greek society, aiming at the improvement of the quality of life. The goal of OPAP S.A. Corporate Social Responsibility program has always been the maximization of social benefits stemming from the social responsibility actions undertaken by the company, focusing on coordinated actions and increasing transparency and accountability by means of informing the Greek society on the financial aid it offers.

**In 2009 OPAP S.A. spent 25,770 m. euros while in 2010 18,629 m. euros.**

## CORPORATE SOCIAL RESPONSIBILITY INITIATIVES

OPAP S.A. attaches great importance to disadvantaged and vulnerable social groups and the improvement of their quality of life, as well as in undertaking initiatives for the benefit of young people.

In recent years the company has participated actively in projects that are not limited in the field of Sports or Culture but have an overall impact on Greek society.

- [www.goodchannel.gr](http://www.goodchannel.gr)

Goodchannel.gr is an OPAP S.A. initiative and the first electronic network interconnecting supply and demand in the social field. It opened its gates at the 8<sup>th</sup> Match Against Poverty on December 14<sup>th</sup>, 2010, a charity football match held in the “G. Karaiskakis” Stadium under the aegis of the United Nations Development Program.

The Match Against Poverty and goodchannel.gr combined their efforts and OPAP S.A. was more than happy to announce its determination to maximize the social impact of its social responsibility actions.

More specifically, every registered user can go online and manage his profile, update the social network of goodchannel.gr on his needs (what he requires), his supply (what he offers) and his actions (what he organizes).

With goodchannel.gr, OPAP S.A. offers a platform interconnecting social needs with the sources of social supply. The company connects to the people in need and communicates with people that can actively contribute to its social program.

Every registered user can attract interest on this social network by uploading video and photographic material and inform others on his/her initiatives and organize all action via goodchannel.gr.

Everybody can actively participate and help people with the motto [Log in and do good!](#)

- **DISTRIBUTION OF TICKETS AND INVITATIONS TO FOOTBALL MATCHES OF THE SUPERLEAGUE – FOOTBALL LEAGUE, FOOTBALL LEAGUE 2 AND GREEK FOOTBALL CUP**

The program of free distribution of tickets and invitations to the matches of Super League, Football League and Football League 2, which was established in November by OPAP S.A., brought to the stadiums more than 6.000 fans, mostly young people.

It is noteworthy that from the inauguration of the program on November 13, 2009 to February 27, 2010, 6,055 tickets and invitations had been distributed via 268 institutions (schools, universities, associations of people with disabilities etc.)

- **SUPPORT OF THE “8<sup>TH</sup> MATCH AGAINST POVERTY”**

Within the framework of the program to attract young people to stadiums, OPAP S.A. offered 2.000 tickets to the pupils of schools in Athens as well as children living in Children’s Homes, in order to attend the “Match Against Poverty” which was held at the Karaiskaki Stadium on Tuesday, Dec. 14, 2010, between the Zidane & Ronaldo team and the Olympiakos All Stars. It was a charity match and all proceeds were donated for the assistance of earthquake victims in Haiti, the inundation victims in Pakistan as well as the destitute and homeless people in the wider area of Piraeus. The children living in Children’s Homes enjoyed a unique opportunity to watch a match between the best football players of our era and experience a football match in normal conditions. Before the official kick-off the football field of the Karaiskaki stadium was divided into four smaller football fields where the children invited by OPAP S.A. had the opportunity to play against the Olympiakos children’s teams. Football outfits and shoes were gifted to the children who participated.

- **Festive event for 400 children from institutions in Attica**

On Sunday, Dec. 19, 2010, 400 children from 12 Institutions and Children’s Homes in Attica had fun at the training centre of Olympiakos in Rentis, which OPAP S.A. had transformed in a polyvalent game and entertainment hall.

The children were divided into age groups and enjoyed activities such as painting, playing theatre and games, singing and dancing with the TV presenter Christos Ferentinos, the popular music group “Melisses”, their accompanying persons and members from the Corporate Communications and CSR directions of OPAP. S.A. The football players of Olympiakos were also present, wishing the children all the best, giving away autographs and taking pictures with their fans, which enjoyed an altogether different Sunday.

The Institutions participating were the “Ag. Varvara” and “Ag. Andreas” Children’s Homes, the SOS Children Village, the Boys’ Orphanage G&A Hadjikonsta, the Christian Girls’ Home, the “Ag. Anna” Orphanage, the Girls’ Home “Philothei the Athenian”, the Girls’ Orphanage “Aghia Trias”, the Christodouleio Girls’ Orphanage, the Kallithea Model Infants’ Home, the “Ag. Alexandros” P. Faliron Girls’ Home, the Ioannou and Marias Hadjikyriakou Girls’ Orphanage, the Zanneio Institution, the Theomitor Girls Home and the Lyreio Institution.

## **“HEALTH 2009”**

OPAP S.A’s decision to sponsor projects related to the protection and promotion of public health, underlines its sensitivity towards an issue of vital importance to everyone. Within this framework, special attention was given to actions which helped cover local needs in state-of-the-art equipment, supporting awareness and prevention campaigns and people with disabilities. More specifically:

- **Operation of the first Radiation Therapy Children’s Centre in Greece at the Children’s Hospital “Aglaia Kyriakou”**

For years, the acquisition of improved and state-of-the-art radiology equipment for cancer treatment in children had been a compelling need of the “Aglaia Kyriakou” Children’s Hospital and the main goal of the members of the “Floga” Parents’ Association of Children with Neoplastic Disease. A dire need that had not been satisfied due to complex procedures and the extremely high acquisition and installation cost of the necessary medical and technical equipment. After a public call addressed by “Floga” in spring 2008 OPAP S.A took action and covered this need. The company made the acquisition of this important tool in the fight against children’s cancer, a priority.

- It established a team of experts with the participation of the “Aglaia Kyriakou” Children’s Hospital, the Athens Medical Association, the National Centre of Scientific Research "DEMOKRITOS", the “Floga” Parents’ Association of Children with Neoplastic Disease as well as the Department of Radiation Oncology Royal Marsden NHS Foundation Trust and precisely defined the standards of the required equipment.

- It organized an international call for competition for the procurement of the equipment and oversaw the procedures

- Supported the assessment processes and the selection of contractors.

- Furthermore, when it was established in May 2010 that the use of the equipment was delayed due to the lack of appropriate facilities for its operation, the company assumed the expenses of the refurbishment and modification of the hospital room where the radiotherapy equipment is operating today.

The total cost of the project amounted to 3.000.000 euros.

On January 12<sup>th</sup>, 2011, the first Radiotherapy Children’s Centre in Greece, one of the most modern in Europe, was inaugurated, providing sick children with state-of-the-art specialized treatment.

- Donation of a 600.000 euros **digital mammography system** to the “Society of Friends of the General Oncological Hospital of Agioi Anargyroi” for the “Breast Cancer Prevention Center” operating under the supervision of the General Oncological Hospital of Agioi Anargyroi.

- Donation of a 300.000 euros **cardioangiography medical device** to the “Georgios Gennimatas” Athens General Hospital for the Cardiology Department
- Donation of a modern **ultrasound mammography equipment** costing 159.880 euros, to the Breast Cancer Action Fund non-profit civil society.
- Donation of **medical equipment for the Cath Lab** of the Cardiology Department of the “Thriassion” Elefsina General Hospital, costing 99.980 euros.
- Donation and installation of a **Computer Assisted Tomograph**, costing 270.000 euros, to the “Agios Dionysios” Hospital in Aegina, to assist in the early diagnosis of health problems in the local population, given the fact that the island lacked that kind of equipment.
- Donation and installation of a 500.000 euros **Computer Assisted Tomograph** to the Emergency Room of the “AHEPA” University General Hospital of Thessaloniki.
- A 120.000 euros financial aid to the “1<sup>st</sup> Pediatric Clinic of the Horemeio Research Centre of the University of Athens’ Children’s Hospital “Aglaia Kyriakou”, in order to cover part of the **expenses for the equipment** of the cell culture laboratory at the newly established wing of the Horemeio Research Centre.
- Coverage of the expenses for the purchase of **2 endoscopes, a video-colonoscope and a video-gastroscope** (High Definition-High Resolution, G-5 Endoscopy, 500 series super CCD of Fujinon Co-Operation) for the Evangelismos General Hospital of Athens – A’ Gastroenterology Department, costing 44.982 euros.
- Financing with the amount of 50.000 euros an **awareness campaign on the consequences of anabolic steroids** on the mental and physical health of athletes as well as the support strategy for people directly involved with anabolic drugs, via the “Sports without doping, Society for the Protection of the Athletic Ideal”.
- Contributing to the International Non-profit Humanitarian Organization “Medecins Sans Frontieres” with 5.000 euros for the purchase of 1.000 tickets to 2 football matches which were held on April 2009 and whose proceeds went to the “Medecins Sans Frontieres” programs against malnourishment.
- Within the framework of support and solidarity actions to our fellow men, which are an integral part of OPAP S.A.’s operations, the company contributed 145.000 euros in total, to the Panhellenic Federation of Professional Agents of Lottery Games (POEPPP) to cover the expenses of serious medical situations of the OPAP network.

## “HEALTH 2010”

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and prevention campaigns and people with disabilities. More specifically some of the actions taken in 2010 were the following:

## **HOSPITALS – MEDICAL EQUIPMENT**

- **Acquisition and distribution of high technology equipment in Greek hospitals**

OPAP S.A. financed with 341.325 euros the purchase of a **High Dose Rate Brachytherapy System** for the Radiotherapy Department of the Regional General Hospital of Ioannina. The demand came to OPAP by the Biomedical Technology Department, as it appeared that other resources could not cover the costs for the acquisition of the medical equipment. It is worthwhile to notice that the Radiotherapy Department of the Regional General Hospital of Ioannina is offering health services to cancer patients residing in a very large area of Greece (Epirus, Western Macedonia, the largest part of Western Greece and the Northern Ionian Islands) as well as Southern Albania, and that subsequently, the lack of this equipment dramatically increased the social cost, since all patients requiring this type of treatment had to visit Radiotherapy Clinics in hospitals in larger urban centres, such as Athens or Thessaloniki.

The company also aided:

- The acquisition of a mobile **radioscopy system** with the option of DSA (digital subtraction angiography), a mobile device and the required equipment of the two empty surgery theatres at KAT General Hospital of Attica, at the cost of 386.632 euros.
- Agia Olga – **Multislice CT Scanner** 640.830 euros.
- “Karamandaneio” General Children’s Hospital of Patras – **ultrasound device** costing 52.890 euros.
- The donation of a **radiology system and a modern ultrasound tomograph** for general use to the General Hospital Health Centre Molaoi Lakonias, costing 311.436 euros.

## **Health prevention**

- Support of the Institute for the Prevention and Education for Exercise, Nutrition and Health, in order to organize events such as “Prevention Day – Day for Life, Our future good health relies of prevention”, which were held both in Athens and other regions.
- The financial support of the Centre of Immunology and Cancer Immunotherapy “Agios Savvas” for the continuation of cancer research with the amount of 175.000 euros etc.



## “Culture 2009”

Culture was the next important field, after Sports, which was added to the social activities of OPAP. Already from the '70s, OPAP was one of the main supporters of cultural activities in Greece. Within this framework, many years before the Organization became a public limited liability company, its contribution in cultural issues, especially when it came to the safeguarding of our cultural heritage, as well as the promotion of modern cultural expressions, had been ascertained.

In 2009 – 2010, OPAP S.A.'s intervention in culture focused mostly on actions enhancing cultural activities and infrastructure projects.

More specifically, the Organization has been and will always be a supporter of projects aiming at safeguarding our **cultural heritage** as well as promoting modern culture.

A non-exhaustive list of cultural activities sponsored by OPAP S.A. is the following:

- The financing of “Petit Opera du Monde-ARTEMON, Artistic Non-Profit Society” with the amount of 250.000 euros for the production of the “ATYS” opera and the lyrical theatre performance “Medea”
- Financing of the Holy Diocese of Drama with the amount of 125.000 euros so as to cover the restoration expenses of the old Cathedral of the Presentation of Virgin Mary in Dramas.
- Financing the “V. Papantoniou Peloponnesian Folklore Institution” with the amount of 100.000 euros in order to cover part of the expenses for the organization of an exhibition for “A Costume Culture Museum” that took place on March 2010, at the New Benaki Museum.
- Financing the Monemvassia Municipality with the amount of 50.000 euros to cover the expenses of the cultural events organization celebrating the centennial since the birth of the poet Yannis Ritsos.
- Financing the Hellenic Children’s Art Museum with the amount of 20.000 euros for the organization of a thematic exhibition with children’s paintings and installations in 2009 – 2010.
- Financing the National Centre of Scientific Research "DEMOKRITOS" with the amount of 12.000 euros, so as to cover part of the expenses of the organization of a summer orientation and information camp for alumni and seniors of Universities and Technical Universities
- Financing the Athens Cultural Society “Armoniko Ergastiri” with the amount of 25.000 euros, in order to cover part of the expenses for the participation of the Choir at the 5<sup>th</sup> International Music Choir Festival, which was held in Rome on July 2009.
- Financing of the Polygyros Municipality with the amount of 100.000 euros, to cover part of the expenses for the construction of a cultural center in Agios Christoforos.

- Financing the Central Public Library of Tripolis with the amount of 160.000 euros, in order to cover the expenses for the equipment of the library.
- Financing the E. C. F. PO with the amount of 25.000 euros for the implementation of its sports, social, and supportive to the Hellenic Police goals.
- Financing the Hellenic Police Headquarters – Forensic accounting and IT department, with the amount of 50.000 euros, in order to cover the expenses for the organization of the 3<sup>rd</sup> Experts meeting for the improvement of cross-border police cooperation in the area of Southeastern Europe, in relation to the ILAEIRA project against trafficking.
- Support of the Municipal Cultural Development Venture of Peristeri with the amount of 90.000 euros.
- Financing of the Musical Artistic Society “OI ORES”, with the amount of 10.000 euros in order to cover part of the expenses for the organization of cultural events in charity and welfare institutions.
- Support of the “Hellenic Society of Living Nature” with the amount of 75.000 euros, to cover part of the expenses for the organization of concerts promoting the opus of the singer of “Romiosyni” and composer Grigoris Bithikotsis, which were held in many cities in Greece.

## “Culture 2010”

- **Improvement of Greek archaeological sites, monuments and museums**  
OPAP S.A. assumed the cultural sponsoring of 3.500.000 euros for the implementation of the project for the improvement of the image and services offered in 180 Greek archaeological sites and museums, aiming at the promotion of Greek civilization and the touristic valorization of the country’s cultural heritage.
- **Aristotle’s Lyceum Roof**  
In continuation to the 2008 activities for the unification of Athens’ Archaeological Sites, the sponsoring with 4.000.000 euros of the construction of a protective arched roof for the permanent formation of the archaeological site of the Palaestra of Aristotle’s Lyceum (situated in a total area of 11 stremma between the Sarogleion Mansion and the Athens’ Public Odeon, and was unearthed during excavations in 1996), was natural and expected, The roof covered the archaeological site efficiently, protected the antiquities and unified the area which is surrounded by the LAED buildings, the Byzantine Museum, the War Museum, the St. George Church and the Athens Odeon, contributing to the cultural upgrading of the area and the shaping of the surrounding area.
- **Theatrical productions in Greece with the support of OPAP S.A.**  
Nine very successful theatre performances, initially produced in Athens, were also presented to theatre lovers in other Greek towns, thanks to a new and important initiative of OPAP S.A. It is a “journey” of selected

theatrical companies through Greece, theatrical companies distinguished by their modern cultural ideas and approaches. The transportation and production of these performances in the other regions was assisted by OPAP S.A. within the framework of the Cultural Social Responsibility Program, by covering an important part of the expenses and allowing thus the theatre audience living outside Athens to get acquainted with the work of new artists, either with free entrance or a nominal ticket.

- **Thessaloniki Film Festival**

The 51<sup>st</sup> International Thessaloniki Film Festival opened its doors on December 2010 with the financial support of OPAP S.A. As Mr. Giannis Spanoudakis, CEO of OPAP, stated in his address at the Festival, “in the 50 years of its history, the Thessaloniki Film Festival reiterates its international perspective, its importance as an institution, the recognition and wide appeal as a cultural event with undeniable dynamics...taking all that into consideration, OPAP S.A., which in its Social Responsibility Program focuses on the support of Culture, couldn’t be absent from the organization of the 51<sup>st</sup> Film Festival.

- **Thessaloniki Cultural Crossroad**

An important cultural event with an international appeal, which was financed with 400.000 euros and is the precursor of the “Thessaloniki – Cultural Crossroads” project. A coordinated project of all the cultural bodies and institutions of Thessaloniki, divided into thematic activities starting in 2011 and ending in 2015, which will act like pillars for the promotion of important civilizations like the Middle East, Southeastern Europe, China, Russia and the United States, under the aegis of the Ministry of Culture and Tourism.

- **Christmas in Megaron**

OPAP. S.A. was a supporter of the Megaron Mousikis Christmas and New Years performances and concerts in December 2010.

The company sponsored and promoted important musical and dance performances starring the Moscow Bolshoi Theatre dancers performing the “Nutcracker” and “The Wayward Daughter”. Bolshoi Theatre was established in 1776 while the Bolshoi Ballet Academy was established in 1773 and is actually one of the oldest ballet academies in the world. The famous Children Choir of Vienna, an integral part of the music heritage of the city, was established in 1498. Its members are selected solely on the basis of their talent. They performed twice at Megaro Mousikis in December 2010.

- The London Community Gospel Choir has received many distinctions and awards and is known for its cooperation with top artists, such as Sir Elton John, Sir Paul McCartney, Sir Andrew Lloyd Weber etc. They also performed twice.
- **National Opera – Odeon of Herod Atticus**  
Sponsoring of the production of Verdi's opera "Aida", one of Giuseppe Verdi's most popular operas and a milestone in the Italian as well as the international history of music, which was presented by the National Opera at the Odeon of Herod Atticus in July 23, 24 and 25, 2010, in front of an audience of 4.500 people.
- **Anniversary celebrations for the 100 years since the birth of Odysseas Elytis**  
Sponsoring of the celebrations for the 100 years since the birth of Odysseas Elytis. The organization of the celebratory events was undertaken by the "Archipelagos" society, as well as the restoration and transformation of the Vranas oil mill in Papados, Lesvos, into a Museum.
- **International Film and Fine Arts Festival of Rhodes "ECOFILMS"**  
Sponsoring of the International Film and Fine Arts Festival of Rhodes "ECOFILMS", which took place in Rhodes on the 22-27<sup>th</sup> of June, in cooperation with the Cultural Organization of the Municipality of Rhodes.

## **"SPORTS 2009"**

Since its establishment as an Organization in the service of sports, until today, as a company operating based on the principles of corporate governance, OPAP S.A. has contributed greatly **in constructing the country's athletic infrastructure**, has financed sports clubs and institutions and has also aided the General Secretariat of Sports in the completion of important sports projects without imposing a burden on the national budget.

In the 2009 – 2010 sports season, the activities of OPAP S.A. aimed at instilling a new perception and philosophy for sports in general and football specifically, a philosophy focusing on fair play, improving the existing infrastructure, banishing all forms of violence and financing professional and non-professional sports. Some of the actions undertaken within this framework were the following:

- Financing of the Sfakia Municipality with the amount of 80.000 in order to cover the expenses for the reconstruction of the municipal stadium, the seating and changing rooms.
- Covering the expenses of 25.000 euros for the construction of sports fields at the Primary School of Megalo Kefalovryso

- Financing of the Municipal Stadium of Kifissia “I. Zirinis” with the amount of 110.000 euros for the construction of a basketball court (light construction)
- Financing the Ag. Paraskevi Municipality in Lesvos with 155.000 euros for the installation of synthetic lawn at the Municipal Stadium.
- Coverage of the expenses for the acquisition of twelve specifically adapted wheelchairs in order to allow the players of Asteras Olympic Village Sports Club with Mobility Disabilities to participate at the 2008-2009 Hellenic Basketball Championship (OSEKK), for the cost of 50.000 euros.
- Financial aid of the amount of 200.000 euros to the “Federation of Hellenic Gymnastic and Athletic Clubs” (SEGAS), in order to cover part of the expenses for the organization of the World Athletics Final – Thessaloniki 2009, which took place at the Kaftantzogleio Stadium of Thessaloniki on the 12<sup>th</sup> and 13<sup>th</sup> September 2009.
- Financial aid of the amount of 100.000 euros to the “Federation of Hellenic Gymnastic and Athletic Clubs” (SEGAS), in order to cover part of the expenses for the organization of the Athens Classic Marathon Race, the biggest massive annual athletic event in the country, which took place for the 27<sup>th</sup> consecutive year in November 2009 with the participation of 10.000 athletes from Greece and abroad.
- Financing of the “Panhellenic Union of Sports Editors (PSAT)” with the amount of 150.000 euros to cover part of their operating expenses as well as to assist them in the pursuit of their goals for the promotion of sports.
- Financing of the “Amfissa Centre for the Support of Disabled People” with the amount of 75.000 euros, to cover part of the expenses for the construction of the aforesaid centre and the beginning of its operation, offering services necessary to the disabled people in Amfissa.
- Support of the “Aliveri Sailing Club” with the amount of 10.000 euros, in order to cover part of the expenses for the acquisition of a pickup truck for the safe transportation of athletes, boats and speedboats during sailing races.

Support of sports events:

- **Special Olympics 2011**  
Special Olympics Hellas was established in 1987 as a non-profit, athletic and educational club, aiming at the integration of intellectually disabled Greeks to the worldwide movement of Special Olympics. They offer the opportunity to participate in twenty-four (24) Olympic events: Athletics, Swimming, Gymnastics Artistic and Rythmic, Basketball, Tennis, Football, Volleyball, Equestrian, Table Tennis, Bowling, Rowing, Cycling, Power Lifting, Golf, Judo, Handball, Sailing as well as four winter Olympics events: Alpine skiing, Cross country skiing, Speed Skating, Snowshoeing. The Greek Special Olympics Athletes that have participated in events in Greece and abroad are roughly 12.000, train constantly, worked hard throughout the year, and proved to the Greek society as well as the world, that they fully deserve equal opportunities to other Greeks in all fields. OPAP S.A. supported financially the organization of the World Summer

Games-Athens 2011, which will take place in Athens in 2011, with the amount of 4.000.000 euros.

- Support of the Serres Hunting Reserve with the amount of 100.000 for the achievement of its goals.
- Financing of the Ano Liosia Municipal Sports Centre with the amount of 30.000 euros, so as to cover part of the expenses of the 12<sup>th</sup> PanHellenic Convention of Physical Education and Sports Alumni, taking place from March 6 to 8, 2009, aiming at the presentation of issues pertaining to sports and the promotion of the athletic spirit.
- Financing of the Messinia Athletic Club of Kalamata with 100.000 euros, to cover the expenses of the international track and field games “Papaflesseia”, which took place in the Municipal Stadium.
- Support of the “Hermes Kalamarias” Sports Club with a financial aid of 20.000 euros, in order to cover part of the expenses for the organization of basketball and football championships for children aged 6 to 16, which will take place from October 2009 to June 2010.
- Financing of the “Athinaikos A.S. Vyrona” women’s basketball team, Greek Champion 2008-2009, which qualified for the European Cup FIBA EuroCup, with the amount of 150.000 euros, in order to cover part of the training and preparations expenses for the EuroCup.
- Support of the “Filothei Sports Club” with the amount of 25.009 euros in order to cover part of the expenses for the organization of the “10<sup>th</sup> Women’s Athletic Gala – Filothei 2009”, which was held in May 27, 2009 at the Filothei Municipal Sports Hall, in cooperation with SEGAS.
- Financing of the “Kallithea Gymnastic Club” with the amount of 50.000 euros, in order to cover the operating expenses of the athletics, gymnastics and football for adolescents and children departments.
- Support of the “Municipal Organization for Youth and Sports” of the Municipality of Chios with the amount of 10.000 euros, in order to cover part of the expenses for the organization of the International Sailing Marathon for Disabled People, taking place for the 7<sup>th</sup> consecutive year, starting at Chios and Psara islands and ending near the Turkish coast.
- Financing of the “Hermes” Schimatariou Sports Club with the amount of 20.000 euros, in order to cover part of the expenses for the organization of the Balkan Athletics Games for adolescents, which were held in Schimatari, following a decision of SEGAS in September 2009.
- Financial aid of 45.000 euros to the Educational and Athletic Club Apollon Kalamarias, in order to cover part of its operating expenses.
- Financial support of the mountaineering club of Protaioi in Thessaloniki “I Proti”, with the amount of 100.000 euros in order to cover part of the expenses for the restoration, refurbishment and maintenance of the mountain refuge in Mount Paggaion.
- Financial support to the Halkida Athletics Union, with the amount of 20.000 euros in order to cover part of the operating expenses of its Academies.

## **“Sports 2010”**

- **Sponsor of the 28<sup>th</sup> Classic Marathon Race**

One of the most exciting sporting events is the Marathon race, both for its athletic value, where athletes are called to exceed their limits and achieve a feat, as well as its historical value, linked to the origin of the race and the events that followed the Battle of Marathon in 490 B.C. Out of all marathons taking place annually all over the world, attracting thousands of runners and a large audience, undoubtedly the most impressive one is the Classic Athens Marathon, since it means retracing the steps of the marathon runner that brought the Athenians the message of victory.

The 28<sup>th</sup> Marathon coincided with the 2.500 years anniversary since the battle of Marathon.

The company sponsored the race as well as the accompanying cultural events, which were also organized by SEGAS. It also sponsored the 5k run with 20 runners, students and professors of the Physical Education and Sports Department of the University (TEFAA). At this specific race, second in women finished the TEFAA student Vassiliki Kolovou. The CEO of OPAP S.A. Mr. Spanoudakis awarded the medal to her. The Chairman of OPAP S.A., Mr. Ch. Stamatopoulos, awarded an honorary distinction to the Italian marathon champion of the 2004 Olympics during a special event held at the Zappeion Megaron in October 29, 2010, in honour of the legendary marathon athletes on the 2.500 years anniversary of the Battle of Marathon (490 BC).

## **SPORTS EVENTS**

Support of the following sports events:

- Financing the organization of the “Youth Championship 2<sup>nd</sup> National Category” for the 2010 – 2011 season.
- Sports celebrations and High School Championships (Ministry of Education).

OPAP also provided support to the following sports bodies and institutions:

- The Hellenic Swimming Federation
- The Hellenic Handball Federation
- The International Track and Field Games “Tofaleia 2010”
- The Kavala Nautical Club
- The National Gymnastics Club

Awards to teams, which earned a European title in Women’s water polo A1 championship during the 2009 – 2010 season:

- Vouliagmeni Nautical Club – Water Polo A1 Women’s
- Ethnikos OFPF 1923 – National Club of Piraeus – Faliron

## **“EDUCATION 2009”**

Considering education and life-long learning as main pillars of its wider social policy and strategy, OPAP S.A. takes great pride in undertaking education related activities. In its wish to get involved and contribute significantly to education, in 2009 – 2010, OPAP S.A. supported actions that aimed at filling existing gaps and promoting specialization in specific fields.

Some of the actions undertaken during this year were the following:

- Financing the National Centre of Scientific Research "DEMOKRITOS" with the amount of 12.000 euros, to cover part of the expenses of the organization of a summer orientation and information camp for alumni and seniors of Universities and Technical Universities
- Purchase of equipment, special devices and a computer for the Science class Lab of the 2<sup>nd</sup> Middle school in Ag. Athanasios, Thessaloniki, at the cost of 10.000 euros.
- Coverage of the expenses for the construction of classes and laboratories and their equipment with computers, a library, maps, work benches, science equipment etc. at the 2<sup>nd</sup> Middle School in Limenas, Thasos.
- Purchase and installation of sports equipment (treadmill, trampoline, static bikes) as well as the purchase of 2 computer units, a projector and a touch screen, for the educational needs of autistic and disabled children of the Special Education School of Pammakaristos, at the cost of 15.000 euros.
- Coverage of the expenses for the purchase of educational and training material (computers, special software for disabled people, creation of a soft room etc.) for a comprehensive and more efficient education of autistic children of the Special Needs Primary School for the Education of Children at Aigaleo, at the cost of 12.000 euros.
- Financial aid of the amount of 50.000 euros to the welfare non-profit union People’s Friends Society, in order to cover the expenses for two programs of restoration and preservation of important and unique manuscripts of the archives for the People’s University, which is operating with voluntary teaching and free of tuition fees.
- Financial aid to KETHEA SCHIMA + CHROMA graphic arts production unit of the Treatment Centre for Addicts, for the purchase of 5.000 copies of the book “The garden with 11 cats”, as way of supporting their work. The unit distributed the books to primary schools in the region of Attica.
- Coverage of the expenses for the purchase and installation of 10 computers, printers and 1 photocopying machine, at the cost of 10.000 euros, to facilitate the acquisition of skills in new technologies for the Primary School of Nikaia Larisa
- Partial coverage of the expenses with the contribution of 48.000 euros, for the purchase of 10 smart boards with integrated digital projectors and 1 laptop per class, the installation of an internet network, as well as the upgrading of the multimedia room of the 4<sup>th</sup> Primary School of Kifissia.



- Support of the Municipality of Aegina with the contribution of 80.000 euros, for the shaping of the outdoors yard of the Primary School and Middle School, as well as the construction of works (wheelchair access ramp, stadium seating, outdoors theatre, waiting area for pupils, upgrading of the main entrance, tree painting etc.)
- Financial aid to the “Aegean University” with the amount of 30.000 euros, in order to cover part of the expenses for the organization of Cultural Week, which took place in Mytilene on May, 2010.
- Contribution of 40.000 euros to «London School of Economics» for the establishment of annual scholarships to Greek students (OPAP scholarships). The OPAP scholarship program will last for five years, since the Board of Directors decided that for the program to be fruitful, it has to run for a relatively long time.
- Financial support of the civil non profit society “Iason”, with the amount of 45.000 euros, for the conduction of the automated career orientation test Career Gate Test K.17 to High school and senior Middle School students, unemployed and people wishing to change careers, as well as for the organization of relevant events, presentations and seminars of career consulting.
- Financial support of the non-state, non profit Educational Organization ALBA Athens Laboratory of Business Administration” with the amount of 44.000 euros, which went to the educational programs of the Organization and the allocation of one scholarship, as well as to free training sessions for the personnel of OPAP S.A.
- Financial aid to the “Vytina Public Library”, with the amount of 5.000 euros, for the acquisition of new books, aiming at improving education.
- Financial support of the Kindergarten in Kainourgio with the amount of 15.000 euros, to cover the expenses for the upgrade of the IT lab (purchase of laptops etc.) at the Primary School of Kainourgio.
- Financial support to the civil non-profit society “Institute for Regional Dialogue and Strategy”, with the amount of 30.000 euros, to cover part of the expenses for a research exhibition for the examination of American philhellenes during the 18<sup>th</sup> and 19<sup>th</sup> century and the historical relations of Greece and the USA. The publication was distributed free of charge to political and scientific institutions in Greece and America, in cooperation with the Centre for Hellenic Studies of Harvard University.

## **“Education 2010”**

Some of the actions implemented within this year were the following:

### **STUDENT OLYMPIADS 2010 - Medals, awards and life experiences**

OPAP S.A. covered all the expenses for an impressive trip in Asia, which at the same time was an adventure in the land of knowledge and science. The participants were the students in the last two years of High School, team-members in this year’s **Chemistry, Astronomy – Space and Biology Student Olympiads** held in Japan, China and Korea respectively.

The children had already distinguished themselves in PanHellenic School Competitions and had received a short lab and theoretic training from University professors and had the opportunity to spend 10 days with friends from all over the world while learning more on their respective science. The three teams won 4 medals and one honorary distinction.

At the same time, OPAP supported the participation of school teams in world school events (participation of students in Knowledge Olympiads) as well as institutions organizing sports events, nationwide High School championships, world High School championships etc.

Specifically:

Primary and Middle School sports events

- PanHellenic High School Championships Finals
- World High School Championships

The participation of Greek students at the following International and Balkan Olympiads:

- **International Physics Olympiad**, in cooperation with the Hellenic Physicists Association
- **International Olympiad in Informatics** in cooperation with the Hellenic Society of Information and Communications Scientists and Professionals
- **Astronautics training in NASA facilities in Alabama, USA** for three top students
- Participation of the Florina Pedagogic School at the World Robotics Olympiad
- Math Summer Camps of the Hellenic Mathematics Society.

### **Art school equipment**

OPAP donated musical equipment worth 200.000 euros, to all Music and Arts High Schools of the country.

- **Support of International Transparency – Hellas/ Organization against Corruption**

The National Annual Survey on corruption in Greece is an internationally unique and pioneering survey conducted since 2007. The survey is one of the main activities of the Organization “International Transparency – Hellas”, and its importance is recognized by Greek as well as international Institutions and mass media. The survey, conducted based on a sample of more than 6.000 people, is monitoring the public opinion towards corruption, the dominant trends and measures the size and costs of “micro-corruption” in national economy and society. By using the same survey parameters through its constant cooperation with a prestigious research firm, International Transparency – Hellas with this activity is striving to map the social clusters of corruption, address a detailed “corruption price list” and establish indices for the ideological tolerance to corruption.

### **2009 programs that continued through 2010:**

- The OPAP scholarship in «London School of Economics», with a total cost of 40.000 euros, for the allocation of annual scholarships to Greek students. The OPAP scholarship program will last for five years, since the Board of Directors decided that for the program to be fruitful, it has to run for a relatively long time. In 2010 the program was also extended to 2<sup>nd</sup> and 3<sup>rd</sup> year students and PhD’s that are conducting research on political science, economics or international relations and their thesis is about Greece and/or Southeastern Europe.
- “A Year Upside Down” is the name of the first education center designed by **ActionAid Hellas**, established with the help of a 195.000 euros sponsorship by OPAP and was inaugurated in October 2009. It is a unique, interactive educational center for primary school pupils in Greece focusing on developmental education issues. Its main goal is raising awareness among school children on the existing global problem of extreme poverty, which denies more than one billion people in the developing world their fundamental rights. The main axis of this program is the right to food and its interdependence with environmental, financial and social factors.

## **“Environment 2009”**

When it comes to the **environment**, the Company is on one hand reasserting its engagement to operate based on environmental principles as those are described in the “Environmental Policy Management”, and on the other hand financing actions for the protection of the environment and instilling an environmental conscience in the Greek society.

With respect to the company’s environmental “footprint” on the ecosystem, great progress has been made in the rationalization and restriction of resource consumption. Within the framework of its “Environmental Policy Management”, OPAP S.A. is assessing the environmental impact of its activities via the monitoring of indices regarding its environmental behavior and the constant and systematic effort to improve it. Those indices are:

- the control of solid waste disposal
- the control of liquid waste production and disposal
- the control of natural resources consumption

OPAP respects the environment and is conducting activities for its protection and preservation while at the same time reducing operating resources consumption.

At the same time, within the framework of the “Environment 2009” axis, OPAP S.A.:

- Assisted the “N. Goulandris Museum of Natural History” in the implementation of integrated interventions at the Nestos’ river Environmental Park and the promotion of sustainable Tourism in the wider area (orientation signage, nature trails, artificial lake and hill, wildlife observatory, outdoors environmental exhibits, children’s playground, exposition hall, forest post) with the donation of 560.000 euros.
- Assisted the 8<sup>th</sup> World Symposium for the Protection of the Environment, which was held under the auspices of the Ecumenical Patriarch Bartholomew from 18 to 25 October 2009 in Mississippi, USA and strived to raise awareness for the protection and preservation of the environment, with the donation of 1.000.000 euros.
- OPAP S.A. assisted the Agronomy University of Athens in the acquisition of laboratory equipment (special measuring devices) for the collection of samples in surface and underground water reserves, used for monitoring water quality and their pollution by liquid industrial waste, with the donation of 80.000 euros.
- Assisted the Municipality of Tinos in the environmental and ecological upgrading of its infrastructures with the donation of 50.000 euros.
- Assisted the General Children’s Hospital of Pendeli in the installation and upgrading of the fire detection and fire safety units in the hospital, by donating 50.000 euros.
- Supported the D. Pelekanos Volunteer Firefighting Union by offering one fire truck of 40.000 euros for the protection against forest fires

- Supported the civil non-profit society “Clean Greece is Beautiful Greece”, with the amount of 20.000 euros for the implementation of cleaning and preservation programs in coastal areas in Greece.
- Supported the civil non-profit society “Green Project: energy culture” with the amount of 20.000 euros which went to cover part of the expenses of a photo album of the “Green Project in Asia Athens-Beijing from the silk roads to the energy roads”, travel, made by ten members of Green Project in low CO2 vehicles and public transportation. The album was published in six languages to be presented in large road shows for the promotion of Greece’s active involvement in sustainable development and effort to reverse climate change.

### **Other sectors, Society and Socially Disadvantaged Groups 2009**

The motto and principle of OPAP S.A.’s social policy is “nothing left to chance”. This principle is especially important when it comes to groups of our fellow men that appear to have run out of luck. In those cases the company strives to assist in covering part of their needs. In 2009 at the pursuit of this goal, OPAP S.A. dedicated an important part of the proceeds from lottery games in actions that really made a difference to the daily life of our fellow men.

### **Socially Disadvantaged Groups**

Social sensitivity is not only a characteristic of the initiatives and actions of the company but also a characteristic inherent in all OPAP S.A. employees, as they have proved time and again every time they had the opportunity to participate and contribute in those actions.

The company focused in actions aiming at socially vulnerable and disadvantaged groups. More specifically, the contribution of the company to improving accessibility for **disabled persons** was very important. Indicatively:

- OPAP S.A. assisted the Municipality of Evosmos with the amount of 70.000 euros for the acquisition of a Purpose-Built vehicle for the safe transportation of disabled persons so as to allow their participation in training and educational programs, sports, and cultural and social events.

- Assisted the Municipality of Koroneia Thessaloniki with the amount of 20.000 euros for the acquisition of a passenger car for the transportation of vulnerable members of the community (elderly, ill or disabled persons).

Financed the Municipality of Keratsini with the amount of 65.000 euros for the purchase of a purpose-built bus for the transportation of special needs children and adults, in order to allow their participation in Community programs such as game library, home assistance, feeding, transportation to rehabilitation centers, participation in community events etc.

- Donated a jeep Cherokee Colorado 2400cc to the Trikorfo Community in Messinia, for the facilitation and relief of the elderly and their transportation to health centers and hospitals.
- Assisted the “Ag. Panteleimon” Parents’ Association of Disabled people in Kalymnos with the amount of 70.000 euros, for the acquisition of a purpose-built bus for the transportation of disabled people.
- Assisted the Ithaki Disabled People’s Parents’ Association with the amount of 3.000 euros which partially covered the expenses for the Disabled People’s Rehabilitation center.
- Financed the Chios Regional Organization for the Support of Disabled People with the amount of 35.000 euros, which covered the acquisition of one passenger car with electro-hydraulic ramp for the transportation of quadriplegics.

The company’s efforts continue through the support of specific demands coming from other institutions:

- OPAP S.A. extended for the second year its support to the work of the “Charokopeion University”, by donating the amount of 360.000 euros in order to conduct a research on the body metrics and nutritional assessment of all students in 3<sup>rd</sup> and 5<sup>th</sup> grade of Primary school (roughly 180.000 pupils) with the elaboration of an evaluation and guidelines form to be used by teachers, aiming at the promotion and encouragement of physical activities of the children, the improvement of their dietary habits and the prevention and treatment of child obesity.
- Assisted financially the Holy Diocese of Neapolis and Stavroupolis with the amount of 200.000 euros for the construction of a new Cultural Center where a soup kitchen and homeless shelter will be housed.
- Assisted financially the Holy Diocese of Athens with the amount of 150.000 euros which went to soup kitchens in the Athens’ Diocese parishes for deprived persons and other people in need.
- Financial assistance of 20.000 euros to the Lesvos’ Regional Association of Disabled Persons “I Kypseli” to cover the expenses for the acquisition of gym equipment for disabled persons for the new building of the association.
- Assisted financially the PanHellenic Blind Persons’ Association with the amount of 38.000 euros, which went to the modernization of the audiobook recording studio for blind persons, as well as the purchase of a photocopier machine.
- Financial assistance of 30.000 euros to the National Blind People Federation, which covered the expenses for the installation of a digital interactive voice response call center (I.V.R.) that will allow sight impaired individuals to gain access to internet services (information, entertainment, helpful info etc.) via any telephone device.
- Donation of modern gym equipment for KETHEA – Strophoi, worth 5.000 euros.

- Donation of electronic and technological equipment worth 40.000 euros for the upgrading of the processing system of the Attica Police Directorate (Computer – related crime division).
- OPAP S.A. donated to the Municipality of Athens the amount of 200.000 euros, which went to the financing of the program activities and events for senior citizens “3<sup>rd</sup> and lucky”, a program initiated by the Municipality of Athens and the Social Welfare Direction of the Municipality, providing them with social support, creative activities and human contact.
- Finally, a financial aid of 300.000 euros was given to the “Mazi gia to Paidi” Union, meant to be equally allocated to the 10 non-profit associations the Union consists of, and which are active in the field of prevention and care to children suffering from intellectual disabilities, mobile disabilities, family problems and debilitating diseases.

### **Other sectors, Society and Socially Disadvantaged Groups 2010**

The company is actively involved in the alleviation of the problems suffered by **disabled persons**. More specifically:

#### **- Actual support of Disabled People – Sponsoring the champions of real life**

Fully understanding the great importance of the necessary infrastructure for the transportations and physical activities of Disabled People in order to eradicate their marginalization, OPAP S.A. has always stood by their side.

Within this framework, in 2010 OPAP S.A. aided financially 11 associations and institutions throughout Greece to help cover their expenses for the acquisition of purpose-built vehicles for the transportation of their members, hoping that this contribution will support them in their daily struggle, sponsoring the “teams” which participate in the “championship” that is real life.

OPAP S.A. supported the following associations and institutions for the acquisition of purpose-built transportation vehicles for disabled people:

- PanHellenic Association of Paraplegics in Athens and Thessaloniki (for the purchase of two vehicles)
- “Panagia Eleousa” Special Vocational Training and Rehabilitation Workshop
- Hellenic Society for the Protection of Autistic Persons
- Independent Living Apartment and Creative Activities Center of the Municipality of Neapolis
- “Theodorideion” Center for Support and Counseling for Disabled People
- Kilkis Region Disabled Children’s Parents’ Association
- Lefkada Region Disabled People’s Association “I Elpida”
- “Katerini Municipal Market” Municipal agency – Creative Activities Center for Disabled Children

- Chios Regional Support Organization for Disabled People (for the acquisition of a transportation vehicle for the quadriplegic journalist Aggeliki Hadjidimitriou).
- Municipality of Kavala – Support program for disabled people.

OPAP S.A. supported the following associations and institutions for the construction of installations and facilities for disabled people:

- “Dikaioma sti Zoi” Association (completion of buildings and other infrastructure, outdoor areas improvement and acquisition of medical and other equipment as well as transportation vehicles).
- Child Developmental Center in Herakleion, Crete (installation of a multisensory room for children with developmental disabilities and sensory problems).

OPAP S.A. supported the following associations and institutions for the acquisition of electronic equipment and special education software:

- 4<sup>th</sup> School Committee of the 1<sup>st</sup> Yiannitsa Middle School (PC, interactive board and educational software for the Special Needs Induction Class)
- School Committee of the 1<sup>st</sup> - 3<sup>rd</sup> Special Education Primary Schools (educational material for the communication program and special equipment for the canteen program).
- Special Education Primary School for Blind Children (for the acquisition of reading and printing equipment)
- PanHellenic Paraplegics Association PA. S. PA: purchase of a purpose-built vehicle for people with severe mobility impairment (White Taxi) and their safe transportation via the association’s Social Welfare Service.

### **35 OPAP vehicles were offered to institutions**

Instead of being sold, 35 used OPAP vans were transferred to associations and institutions in need.

### **“Dikaioma sti zoi” Association**

Partial coverage of the expenses of two purpose-built vehicles for the transportation of disabled children as well as for the equipment of an infirmary of the treatment and follow-up and rehabilitation center for disabled children.

### **UNICEF Hellenic National Committee – UNICEF Telethon 30.000**

OPAP donated 30.000 euros during the ET-1 Telethon on December 13<sup>th</sup>, 2010, for the collection of money for the support of UNICEF programs for children in Greece and the rest of the world.

### **Purchase of equipment to improve accessibility for visually impaired people in special Primary Schools.**

Donation of reading and printing equipment for visually impaired people to the Special Primary School for the Blind as well as purchase and distribution of equipment for the infirmary, the independent living workshop and the educational kitchen class.



## **Day center for the “Ag. Vassileios” Parents and Friends Association of Autistic People in Evros**

Partial coverage of the expenses for the construction of a Day Center in Dorikon, at the Municipality of Traianoupolis in the Region of Evros, where autistic people will engage in several activities such as music, PC learning, cooking etc., under medical supervision by special therapists, aiming at their integration in the community and the assistance of both them and their families.

## **Corporate Social Responsibility activities with the participation of OPAP employees 2009 – 2010**

### **a. Voluntary blood donation**

Voluntary blood donation in OPAP S.A. started in October 2005 and has since continued every six months at the headquarters of the Company. After an initiative of the Employees’ Union (SY-OPAP) and in cooperation with ELPIS Hospital, and with the impressive participation of employees, a Blood Bank has been established and it currently has a large number of available blood units. During voluntary blood donations in 2009 held at OPAP Headquarters, 232 blood units were collected. By December 31<sup>st</sup>, 2009, 75 blood units had been used to cover the needs of employees and pensioners of OPAP S.A.

In 2009 a blood collection by OPAP S.A. employees was also held at the Thessaloniki offices. In total 52 blood units were collected and 28 have been used.

During the voluntary blood donations, which were held at OPAP Headquarters in 2010, in total 538 blood units were collected. By December 31<sup>st</sup>, 2010, 244 blood units had been used to cover the needs of OPAP S.A employees and pensioners.

In 2010 also a blood collection by OPAP S.A. employees was held at the Thessaloniki offices aiming at the increase of available blood units at the AHEPA Hospital Blood Bank and 103 blood units were collected.

More specifically, from 23/11/2005 till 31/12/2010, 1468 blood units were collected. 30% of these units are allotted to ELPIS Hospital so as to be offered to anyone in need of blood.

<b><i>Year</i></b>	<b><i>Units</i></b>
2005	90
2006	168
2007	210
2008	178
2009	284
<b>2010</b>	538
<b>Total</b>	<b>1468</b>

**b. 7<sup>th</sup> and 8<sup>th</sup> PanHellenic Torch Relay – Arrival of the FLAME at OPAP S.A. Headquarters**

OPAP S.A. once again supported the PanHellenic Torch Relay of the Volunteer Blood Donors Federation, organized under the auspices of the Ministry of Health and Social Solidarity and the PanHellenic Federation of Volunteer Blood Donors (P.O.S.E.A), aiming at raising awareness and informing individuals on blood donation. The event for the arrival of the FLAME took place on October 1<sup>st</sup>, 2009 and September 13<sup>th</sup>, 2010, during which the OPAP employees/blood donors received the flame in Bournazi Square and in a symbolic gesture brought it to the company's offices. A blood collection took place afterwards. At the same time the administration of the company offered the Chairman of POSEA a donation of 10.000 euros to further assist the purposes of their work.

**c. “Together we stand” against climate change.**

Within the framework of the international mobilization against global warming, OPAP S.A. participated to the biggest symbolic gesture “EARTH HOUR 2009”, supporting thus this WWF initiative. On Saturday March 28, 2009, the lights were switched off at the main building of the company in Kifissou Avenue from 20:30 to 21:30 without however affecting the lottery draws of LOTTO & PROTO as well as other business operations. This way, OPAP S.A. contributed to the sensitization of its social partners, implementing in practice its environmental policy and the Corporate Social Responsibility Program of the company.

**d. Employee training by the HELLENIC RESCUE CORPS**

Following an initiative by the Corporate Social Responsibility Direction and aiming at raising awareness, training and informing the employees of the company, a rescue procedures seminar was held on May 25<sup>th</sup>, 2009. A delegation of the Hellenic Rescue Corps offered OPAP S.A. employees a First Aid course, emphasizing on CPR and natural disasters, earthquake and fire rescuing procedures.

**e. OKANA Drug Addicts Care Center**

Friday 26<sup>th</sup>, 2009 was the World Day Against Drugs and staff from the Corporate Social Responsibility Direction visited the Drug Addicts Care Center that was founded by OKANA to provide support and creative activities to people addicted to substances. The employees of OPAP S.A. offered lunch to the guests of the Drug Addicts Care Center, purchased handicrafts from their bazaar while at the same time had the opportunity to discuss with specialized personnel on the operation of the center which is divided into two axes: street work and the work inside the Center, which focuses on limiting the impact of substance abuse.

- f. **A visit to the Athens Old People’s Home “Athens Charity Society”**  
Within the framework of Corporate Social Responsibility and on the occasion of Christmas and New Year’s celebrations, employees of OPAP S.A. visited on December 17, 2009 the Old People’s Home “Athens Charity Society” and offered the tenants useful and necessary gifts. They visited the tenants, kept them company and sung Christmas carols with them. The Athens Old People’s Home – Almshouse “Athens Charity Society” is operating since 1864, providing shelter, care and affection to mostly destitute elderly people and is currently housing 340 tenants

## **OPAP S.A’s PARTNERS**



## 5 ENVIRONMENTAL MANAGEMENT 2009

### 5.1 Actions for the Environment

OPAP S.A., fully aware of its duty towards the community, is investing and will continue to invest in environmental protection and the good management and recycling of natural resources.

The Company has committed itself on its environmental policy and goals.

The commitment to the protection of the environment is presented in OPAP S.A.'s "Environmental Policy Management" and the actions for the limitation of the Company's operations' environmental impact are implemented through the following procedures:

- Constant evaluation of the environmental consequences of the Company's operations with the monitoring of environmental indicators expressing useful information regarding the company's environmental performance and its continuous effort to improve it. Environmental indicators allow for a historical follow-up of the Company's performances precisely because they measure the improvement rate since the implementation of specific corrective or preventive actions for the control of:
  - solid waste elimination
  - production and elimination of liquid waste and
  - the consumption of natural resources.
- Continuous and systematic effort for the improvement of the company's environmental performances. By environmental performances one understands the results of the systematic management of the company's environmental aspects via:
  - Environmental Management System review and
  - the evaluation of the course of Environmental Scopes and Goals via monitoring indicators.
- A commitment to comply with the relevant Environmental Legislation and Community guidelines and assessment of the company's compliance with the Legislation so as to take corrective action where required.
- Assessment of possible environmental consequences of new activities of the company during their planning phase.
- Taking preventive measures for the avoidance of emergency situations and personnel training for dealing with such emergency situations e.g. fire.
- Environmental education, training and motivation of the personnel.
- Encouragement of internal and external communication regarding environmental issues. The wider public is learning about the company's environmental sensitivity through the actions undertaken by OPAP S.A.

In order to bring forth its commitment, OPAP S.A has established environmental programs including:

- “Green Procurement” criteria where this is possible, for example in expendables and office supplies.
- Cooperation with alternative waste management partners for the management of the company’s waste. OPAP S.A. is cooperating with AFIS, the Battery Recycling Company and has placed battery collection bins in its offices in Athens and Thessaloniki. It is also cooperating with the Alternative Management of Electric and Electronic Equipment Company for the recycling of waste such as fluorine lamps, office equipment waste etc.
- Paper recycling. OPAP S.A is disposing 100% of printing paper while there are also paper collection bins in the offices for their transportation to a recycling company. Paper recycling is also taking place at the Thessaloniki offices in cooperation with the recycling program of the City of Thessaloniki.
- Constant information and training of employees in Environmental Management issues.

OPAP S.A. is annually updating and changing its environmental programs so as to set higher goals and keep up with the changes occurring in this field (new legislation, national or European environmental management programs).

## **5.2 Environmental Performance Indicators**

OPAP S.A. is actively participating in environment protection on an annual basis and assesses its environmental performance via the monitoring of environmental indicators it has established in order to reduce its environmental impact. More specifically the company monitor the following indicators:

### **PAPER DISPOSAL**

The quantities of paper disposed of by the company were:

- In **2008: 94.634 kg**
- In **2009: 166.845 kg**
- In **2010: 82.215 kg**

**A 50,72% reduction of recycled quantities is observed ☹**

In 2009 recycled paper quantities had increased due to employee awareness.

In 2010 the reduction of recycled paper id due to the reduction of paper used in the operation of the company offices as well as the increased use of electronic communications, both internally and externally, in order to minimize as much as possible the hard copies.

## **CHEMICAL SUBSTANCES CONSUMPTION**

The quantities of chemical substances used for production purposes were:

● In 2008: 260 kg

● In 2009: 0 kg

● In 2010: 75 kg

**No chemical substances are used since the production area is no longer operating ☺**

There is no longer a printing production unit operating in OPAP S.A. The 75 kg of chemicals used in 2010 were actually methanol barrels that were transferred to an alternative chemical substances management company. Given that the company no longer uses chemicals, 2010 was the last year this particular indicator was used.

## **NATURAL RESOURCES CONSUMPTION**

### **Electricity consumption**

Electricity consumption for the totality of OPAP S.A facilities was:

● In 2008: 6.356.450 Kwh

● In 2009: 5.328.512 Kwh

● In 2010: 5.422.910 Kwh

**A 1,77% increase of electricity consumption is observed ☹**

Electricity use was better managed in 2009 and this led to a significant decrease in consumption while in 2010 there was an increase in the number of personnel in OPAP S.A., which in turn led to an increase of electricity needs, However, due to the good management of electricity usage, there was only a slight increase in electricity consumption of 1,77%.

## **Water consumption**

Water consumption for the totality of OPAP S.A facilities was:

- In 2008: 12.672m3
- In 2009: 10.928m3
- In 2010: 11.893 m3

**An increase of water consumption by 8,83% is observed ☹**

A decrease of water consumption by 13,7% is observed in 2009 due to a more rational water consumption by the personnel, while in 2010, with the increase in the number of employees water demand also increased. However, due to rational water consumption this increase amounted only to 8.83%.

## **Fuel oil consumption**

Fuel oil consumption for the offices of the company was:

- In 2008: 40.000 lit.
- In 2009: 40.000 lit.
- In 2010: 40.000 lit.

**Overall fuel oil consumption is stable ☺**

## **Alternative Lamp Management**

The company has installed a collection mechanism for used lamps and they are sent to the alternative waste management of electric and electronic equipment company (AHHE).

The quantities of lamps processed by the company were:

- In 2008: 0
- In 2009: 6,082 units
- In 2010: 0

In 2009 the company processed 6,082 used lamps. In 2010 there were not enough lamps (6,000) to be sent to an alternative waste management of electric and electronic equipment company. The used lamps are kept in storage areas to be sent for processing during the next year.

### **Alternative Waste Management Of Electric And Electronic Equipment**

The company collects and forwards the useless electric and electronic equipment to an alternative waste management company.

The quantities of electric and electronic equipment forwarded to an alternative waste management company were:

● In 2008: 0

● In 2009: 0

● In 2010: 389 units

**389 units of electric and electronic supplies were forwarded for processing to an alternative waste management company 😊**

In years 2008 and 2009 not enough units of electric and electronic equipment were collected to be forwarded to an alternative waste management company. In 2010 389 units of useless electric and electronic supplies were forwarded for processing to an alternative waste management company, 93 units were terminals and 296 units of other equipment.

### **Battery recycling (< 1kg)**

The company in cooperation with AFIS, a battery recycling company, has installed battery collection bins in its offices both in Athens and Thessaloniki.

The recycled battery quantities were:

● In 2008: 60 kg

● In 2009: 51 kg

● In 2010: 91 kg



### **An increase of 78.43 % in recycled batteries is observed ☺**

Battery recycling was extended into 2010 thanks to the initiatives of OPAP S.A.'s employees. Moreover, battery recycling in OPAP agencies continued as well with the following results:

The batteries collected at OPAP agencies and sent for recycling were:

● In 2008: 1.614,40 kg

● In 2009: 1,955 kg

● In 2010: 1994,64 kg

**The quantity of recycled batteries increased by 2% ☺**

## **6 TRANSPARENCY IN CSR ACTIONS**

Within the framework of an organized and transparent program for the Corporate Social Responsibility actions, OPAP S.A. published these actions in:

- a) Its website
- b) The daily and weekly press and
- c) By the publishing of an annual social report

## **7 CSR TRAINING**

The company's goal is for the administrative staff and other employees to follow up and get updated on the developments regarding Corporate Social Responsibility. For this reason they participated:

- In a seminar regarding Corporate Social Responsibility and Responsible Gaming in Barcelona from 28 to 30 September, 2009
- In a seminar organized by European Lotteries in Stockholm on September 2010 on "Responsible Gaming Management to Sustainable Development", as well as the
- At the 8<sup>th</sup> Annual CSR Conference on "Building Responsible Companies – Best Practices for sustainable development" organized by the Hellenic-American Chamber of Commerce in June 2010.

## 8 RESPONSIBLE GAMING

Responsible gaming is a fundamental principle for the Company, whose aim is to operate entertaining and fun games for a large number of players while at the same time protecting those vulnerable to gambling and to prevent the participation of minors. To reinforce its position, OPAP S.A:

- In November 2006, amongst other member of the WLA at the WLA General Assembly, endorsed the adoption of a Responsible Gaming framework with multiple verification levels aiming at the protection of players on a global scale.
- During the EL General Assembly in Budapest on May 24, 2007, endorsed the adoption of Responsible Gaming European Standards.
- Is implementing responsible business practices and for that, the company has been included in the social responsibility indicators of the International Stock Exchange FTSE4Good index on Corporate Social Responsibility
- Is conducting personnel information sessions.
- Participates in International Bodies conferences for Responsible Gaming
- Is adapting the ISO 9001:2008, ISO 14001:2004, SA 8000:2008 procedures according to Responsible Gaming principles.

### HELPLINE

Within the framework of the responsible gaming activities, OPAP S.A. conducted a research for the establishment of a helpline and came into contact with institutions involved in gambling addiction treatment.

KETHEA – ALPHA Center for the Treatment of Addiction was selected so as to cooperate with OPAP for the implementation of this action.

- Responsible Gaming KPI's measurement and monitoring

### Responsible Gaming KPI's

Research	2009	2010	Goal for 2011
Market researches conducted by OPAP regarding Responsible Gaming	1	-	1
Researches collected and assessed by OPAP	-	3	2

<b>S.A.</b>			
<b>Employee Training</b>			
<b>Number of employees trained on RG</b>	<b>22</b>	<b>14</b>	<b>20</b>
<b>Number of employees attending a conference on RG</b>	<b>8 (2 conferences)</b>	<b>7 (2 conferences)</b>	<b>5</b>

### **Responsible advertising and marketing principles**

Within the framework of the overall social responsibility in OPAP S.A., the communication policy of the company is organized in a way that takes into consideration the welfare of the community and the characteristics of vulnerable social groups. A longstanding strategy of the Company is to not direct its commercial communication and advertising to minors and to promote a moderate participation in its games. At the same time, great emphasis is given to the promotion of social issues so as to raise awareness and inform on health, sports, and environmental and educational topics.

Furthermore, OPAP S.A. has stopped all outdoors advertising, wanting to contribute to the effort made by several agencies and institutions to reduce road accidents. The company has informed all three advertising agencies it works with that it will never in the future adopt any proposal for outdoors advertising, as besides road accidents it also contributes to the visual pollution of road networks and cities.

### **9 DISTINCTIONS – AWARDS**

OPAP S.A. received the following distinctions for its action in social responsibility:

A.S.B.I. 2009 Social Barometer

Based on the Corporate Social Responsibility composite index of the A.S.B.I. 2009 Social Barometer used by MEDA Communication in cooperation with the VPRV Research Institute, OPAP S.A. ranked 9<sup>th</sup>.

#### **OPAP’s business ranking in CRI 2009 & 2010**

OPAP S.A. is one of the companies distinguished in the Greek CR Index 2009 awards on corporate responsibility and received the BRONZE.

The CR Index is an evaluation tool and a point of reference for the comparative evaluation of companies and organizations performances on Corporate Social Responsibility.

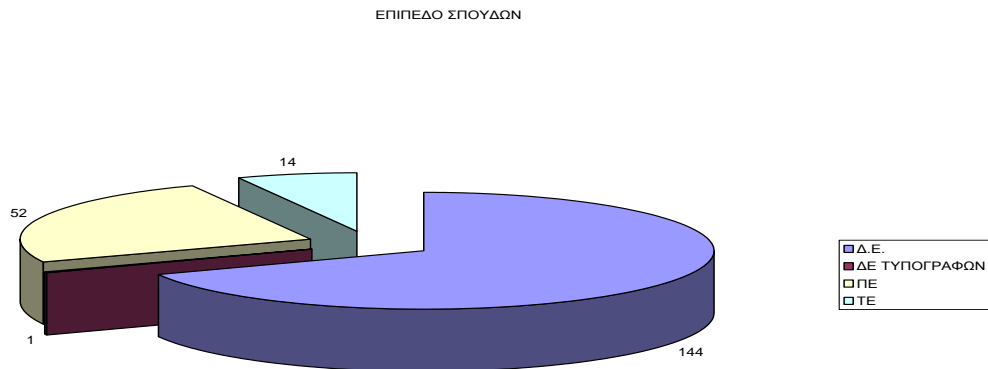
For OPAP S.A., being included in the Social Responsibility Institute CR Index is recognition of its work until today as well as a responsibility and commitment for its future contribution to the community. Being conscientious of the risks and opportunities in responsible entrepreneurship, the company will find through its participation in the CR Index new and more efficient ways to contribute to the community.

**AWARD FROM THE “ELPIDA” WEST ATTICA PARENTS’ ASSOCIATION OF DISABLED PEOPLE**

In a ceremony held at the Aigaleon Cultural Center on February 6<sup>th</sup>, 2011, OPAP S.A was given an award for the donation of a 20-seat bus for the transportation of disabled people (suffering from severe intellectual disabilities, autism, Down syndrome) to and from the Day Care Center. The main scope and action of the Day Care Center operating under the umbrella of the Association is the support of mental and intellectual health and the overall welfare of people suffering from mild and other developmental disorders such as autism, Down syndrome and other learning disabilities, which have been marginalized for many years.

**10 EMPLOYEE WELFARE 2009 – 2010**

The personnel employed by the parent company until 31/12/2009 in Athens and Thessaloniki were 246 permanent employees and in 2010 251 permanent employees.



Qualifications level: 1 Secondary Education, 2 Secondary Education-Printing, 3 Primary Education, 4 Tertiary Education

OPAP S.A strongly believes that growth is not possible with the personal growth of its people. Towards this goal, the company has developed methods and programs that aim at establishing an environment promoting education, training, and the growth of employees.

OPAP S.A. constantly proves its commitment to the welfare of its people by becoming involved in the following sectors:

1. Education and training of personnel
2. Employee benefits
3. Employee participation in decision making
4. Workplace health and safety

### **Education and training of personnel**

Business success can only be guaranteed when a company's human resources are skilled, to that end OPAP S.A. makes sure that its personnel is always up to date with the latest developments in their respective professional field.

In **2009** 14 persons in total followed OPAP S.A.'s educational program with 51 attendance hours.

At the same time, OPAP S.A participated with 56 delegates in 13 European and international seminars, conferences, and roadshows held abroad on the topic of lottery games, corporate social responsibility and lottery games management standards, electronic systems safety, advertising, marketing, betting etc.

In **2010** 87 persons in total followed OPAP S.A.'s educational program with 680 attendance hours both in Greece and abroad.

### **Employee benefits**

Through the collective employment agreement, OPAP S.A. has committed itself and has established an employee benefits scheme, competitive to other high yield companies of similar size operating in Greece.

OPAP S.A. offers employees and their families the following benefits:

- Extra insurance coverage
- Extra pension benefits
- Financial aid to employees suffering from severe illness
- Moral rewards to employees who have exceeded expectations within the framework of their duties
- Bonuses – production premiums
- Nursery allowance

- Childbirth allowance
- Childbirth and maternity leave as well as reduced hours for working mothers
- Summer camp allowance
- Loans
- Pecuniary awards to employees' children who succeeded at University exams
- Credit via the Employee Coop "Solidarity" for the satisfaction of social and cultural needs and financial assistance in the form of guarantees for the acquisition of consumer goods.

Also, in the company offices an infirmary is operating during office hours and on Sundays for emergencies.

### **Employee participation in decision-making processes**

The cooperation of employees and the administration is based on mutual understanding and information exchange either via General Directions or Committees, which draw and submit proposals to the Board of Directors.

Furthermore, employees participate at the Service Council of the Company with elected delegates.

Finally, the employees are organized in a collective body, SY-OPAP and in unions.

### **Workplace health and safety**

The Workplace Health and Safety Service focuses on hygiene, safety and workers' protection issues, the organization of production process and work environment and acts as a consultant to the administration submitting proposals on the establishment of a unified policy on these topics.

The service consists of a Safety Technician, an Occupational Physician and employee representatives according to Law 1568/85.

The most important issues brought before the Health and Safety Committee in 2009 were:

1. Smoking prohibition in work areas
2. First Aid training by the Red Cross for 20 employees
3. Fire protection units training by the Fire Fighting Department
4. Development of an evacuation plan during emergency/alarm situations with the participation of all employees.
5. First aid kit supply on every floor

6. Natural factors measurements (light, air, noise) in offices and improvement margins
7. Employee Health Files Archiving
8. Stray dogs vaccination in cooperation with DIKEPAZ and the City of Peristeri

The most important issues brought before the Health and Safety Committee in 2010 were:

1. First aid kit supply on every floor
2. Employee Health Files Follow-up
3. Dispatching of Health and Safety (office safety, working on a PC, earthquakes, fires) training material to employees
4. Information of the cleaning and technical support employees on the necessity of Personal Protection Measures
5. Refill of vending machines with snacks for the employees