

We Put Atlantic Canadians First

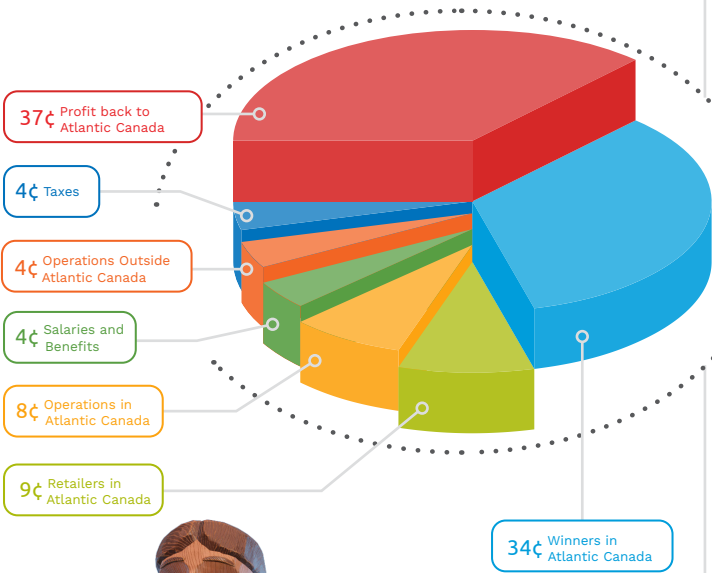
A Review of Atlantic Lottery's 2024-25 Annual Report

We made a game-changing impact by returning 100% of our profit to the Atlantic region, championing healthy play and making progress in reducing the impact of illegal gambling operators.



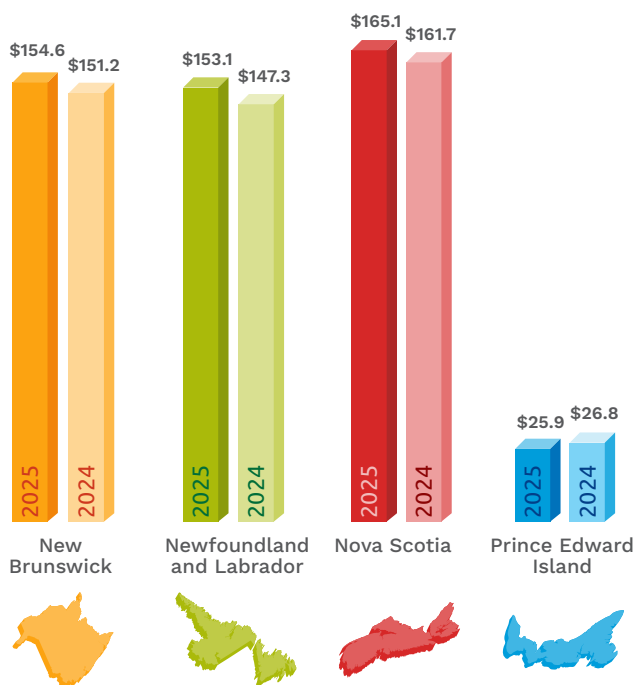
Where the Money Goes

Our impact goes even further, as **92 cents** of every lottery dollar stays in Atlantic Canada.



Profit by Province (in millions)

Atlantic Lottery returned **\$498.7 million in profit** to support essential services that make a lasting difference, like health care, education and infrastructure.



Beyond the game, we champion fair and responsible play.

As a **purpose-driven organization**, Atlantic Lottery's commitment to **healthy play** and **supporting community initiatives** sets us apart from illegal gambling operators.

Our key achievements:

- Players adopted **114,000** voluntary healthy play tools – up **47%** year over year
- We supported **100+** diverse cultural, charitable and wellness initiatives in communities in every corner of our region
- We increased our regional online betting and gaming market share to **34%, up from 22%**, keeping more dollars in Atlantic Canada

Explore Atlantic Lottery's 2024-25 Annual Report at annualreport.alc.ca/2025