

# Lottomatica Group S.p.A. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Lottomatica Group S.p.A. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Lottomatica Group S.p.A. and its competitors. This provides our Clients with a clear understanding of Lottomatica Group S.p.A. position in the [Restaurants and Leisure](#) Industry.

The report contains detailed information about Lottomatica Group S.p.A. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Lottomatica Group S.p.A.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Lottomatica Group S.p.A. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and

company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Lottomatica Group S.p.A. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Lottomatica Group S.p.A. business.

### **About Lottomatica Group S.p.A.**

Lottomatica Group S.p.A., through its subsidiaries, provides lottery and gaming technology solutions worldwide. The company operates in the gaming machine market segment through Lottomatica's Italian subsidiary Lottomatica Videolot Rete S.p.A., its Canadian subsidiary Spielo Manufacturing, ULC, a provider of video lottery terminals and related products and services to the global gaming industry, and its Atronic group of companies (Atronic). Lottomatica Videolot Rete operates on its networks approximately 49,000 amusement with prize machines. The company is a subsidiary of De Agostini S.p.A.

As of December 31, 2008, the company operated approximately 226,700 terminals in 97,200 points of sale comprising tobacconists, bars, petrol stations, newspaper stands, and motorway restaurants.

### **Segments**

The company operates through five segments: Lottery, Gaming Solutions, Sports Betting, Interactive, and Commercial Services.

Lottery segment operates and provides a range of services, technology and products to

government sponsored online, instant and traditional lotteries.

Gaming Solutions segment operates and provides solutions, products and services relating to video lottery terminals (VLTs) and systems for VLTs for the government sponsored market and video and traditional mechanical reel slot machines and systems for the commercial gaming markets.

Sports Betting segment operates and provides retail, internet, call center and mobile technology products and services, including fixed odds sports betting, pari-mutuel betting, live event betting, totalizator betting and sports pools.

Interactive segment provides digitally-distributed, multi-channel gaming entertainment products and services, including bingo, poker, casino games and quick games, and real-time transaction and information management systems for the commercial sports-betting market.

Commercial Services segment performs transaction processing of non-lottery commercial transactions such as prepaid cellular telephone recharges, bill payments, electronic tax payments, utility payments, and retail-based programs.

## ITALIAN LOTTERY BUSINESSES

The company manages the activities along the lottery value chain, such as collecting wagers through its network, paying out prizes, managing all accounting and other back office functions, running advertising and promotion, operating data transmission networks and processing centers, training staff, providing retailers with assistance and supplying materials for the game. Lottomatica operates both online lotteries and games, which are conducted through computerized systems in which lottery or gaming terminals are connected to a central computer system and which are generally games where players select their own numbers, such as Lotto, and off-line lotteries, which are games involving preprinted paper tickets and are not computerized (except for ticket distribution and validation purposes).

## OTHER BUSINESSES

### Gaming Solutions

Lottomatica, through its subsidiary Lottomatica Videolot Rete, activates and operates a network in Italy that links amusement and entertainment machines installed in outlets

consisting of bars, licensed betting halls, tobacconists, and hotels to a central system. Lottomatica Videolot Rete has agreements with approximately 680 operators who have connected to approximately 49,000 machines.

### Commercial Services

Lottomatica offers high-volume transaction processing of non-lottery commercial transactions such as prepaid cellular telephone recharges, bill payments, electronic tax payments, utility payments and retail-based programs.

**Commercial Services:** Lottomatica distributes services for commercial operators, including electronic top-up services for prepaid mobile and fixed-line telephone accounts, ticketing for sporting and musical events, and collects payments from end-users.

**Payment Services:** Through its LIS Finanziaria S.p.A. subsidiary, Lottomatica provides collection and payment services in Italy for the payment of utility bills, local fines and duties and also collects payments due on behalf of creditors.

**Processing Services:** Lottomatica provides a processing and network service on behalf of third parties, without collecting amounts due. The primary of these services are telephone top-ups and digital Terrestrial TV cards, payment of car road taxes, fidelity card services, and stamp duties services.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

## Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

## **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

## **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

## **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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