

# FNB customers win big through electronic LOTTO and PowerBall

Since July 2009 when FNB introduced a service whereby customers can play LOTTO and PowerBall through the bank's electronic channels, FNB has paid out R145 million in winnings.



FNB was the first bank to partner with Gidani to provide this service and currently accounts for 80% of the licensed National Lottery Operator's virtual channels' sales. LOTTO and PowerBall entries on FNB's electronic channels have resulted in some 2.5 million winning payouts.

## A convenient way to play

"The popularity of playing LOTTO and PowerBall on FNB banking channels is predominantly due to its convenience. Customers can play anywhere without having to travel or stand in queues," says Ravesh Ramlakan, CEO of FNB Service Provider.

Winnings under R50,000 are paid automatically into the customer's bank account and the customer will also be notified via inContact, FNB's free sms notification service. FNB will contact customers winning above R50,000 and customers will also be requested to present their identity document to Gidani before the winnings can be deposited into their accounts.

"Gidani has been on a path of using technology to contemporise the National Lottery brands. The FNB channel is part of a mix of brand touch points offered to broaden the playing experience and increase value to our players. This channel is currently the leader in the mix, accounting for more than 80% of virtual channels' sales," says Duduzile Ndendwa, corporate executive, Commercial Division at Gidani.

## A growing number of customers playing

More than 330,000 FNB customers use the Lotto and PowerBall service. According to FNB's data, 67% of these customers are male while 48% of them are between the ages of 35 and 54. The most popular channel is Online Banking with 64% of the customers who play using this channel, followed by Cellphone Banking at 32%.

"The growth in customers using this convenient service to play LOTTO and PowerBall has been phenomenal. We see a huge surge of customers playing when there is a guaranteed large LOTTO jackpot," adds Ramlakan.

LOTTO and PowerBall are available on FNB's Cellphone Banking, Online Banking, and ATM channels. FNB customers can replay their previously selected LOTTO and PowerBall numbers and they can also select the number of times they would like their ticket to be replayed. Customers can also view a history of their number selection and use their eBucks to purchase their tickets.

For more information, go to [www.fnb.co.za](http://www.fnb.co.za).

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