

POLLARD BANKNOTE LTD.



COMPANY STATISTICS

Number of Employees

1,300 +

2010 Gross Revenues

\$170 million (CDN)

Market

Global

Headquarters

Winnipeg, Manitoba

Year Founded

1907

Ownership

Publicly-traded corporation, TSX: MAL

CONTACT INFORMATION

204.474.2323

www.pollardbanknote.com

499 Buffalo Place
Winnipeg, Manitoba
CANADA R3T 1L7

COMPANY PROFILE

Winnipeg-based Pollard Banknote is a world-leading full-service lottery vendor. The company produces and supplies instant tickets, ticket vending machines (through its American subsidiary "American Games"), pull tab tickets, bingo paper and lottery management services. Pollard Banknote customers are largely comprised of lottery and charitable gaming organizations and the commercial gaming sector. Pollard Banknote is a publicly-traded corporation with common shares listed as PBL on the Toronto Stock Exchange (TSX).

With a 20% (approx.) global market share, Pollard Banknote sells to 45 lotteries world-wide. They generate in the order of 56% of their revenues from the US, 24% from Canada, and 20% internationally.

PRODUCT PORTFOLIO

Instant Tickets

Pollard Banknote utilizes a combination of lithographic, flexographic, letterpress, and silkscreen printing.

Promotional Games

Pollard Banknote has designed and printed promotional products for three decades. Clients include a variety of private-sector marketers and promotional agencies worldwide, including well-known retailers like Pepsi, Shell, McDonald's and Safeway.

Licensed Games

Pollard Banknote has designed and manufactured licensed games for lottery clients around the world. Pollard Banknote's licensed brands including: Atari, Cadillac® and Laurel & Hardy™ to name a few.

Pull Tab Tickets

Pollard Banknote prints pull tab tickets for many North American customers, including lotteries in Iowa, Kansas, Massachusetts, Michigan, Rhode Island, Wisconsin, British Columbia, Indiana and Manitoba. They also supply various international charitable gaming organizations.

Fusion Products

Pioneered by Pollard Banknote, fusion products are patented, custom-designed tickets created by laminating two layers of ticket stock.

Lottery Management Services

Pollard Banknote offers lottery management services to assist their customers with complex management responsibilities associated with running a successful lottery

POLLARD BANKNOTE LTD.



A wholly-owned subsidiary of Pollard Banknote, American Games Incorporated, provides pull tab tickets, pull tab ticket vending machines, bingo paper and gaming supplies.

COMPANY HISTORY

Pollard Banknote's origins can be traced back to 1907 with the opening in Winnipeg of commercial printer Saults & Pollard. In the mid 1970s, the company shifted into security printing producing stamps, stocks and bonds and government documents. At about the same time, the lottery industry was growing. Pollard Banknote was in a good position to capture a portion of these emerging markets because lottery ticket products demanded superior graphic and printing capabilities as well as advanced security protocols. In order to meet the exacting needs of this specialized industry, the company invested in new equipment and expertise. By the mid 1980s Pollard Banknote was serving government lotteries in Canada, the US and overseas. Pollard Banknote which had been a private, family-owned business since its founding went public in 2005 listing on the TSX. The Pollard family holds a majority ownership position.

CORPORATE LEADERSHIP

Gordon O. Pollard, Co-CEO

John Pollard, Co-CEO

ADDITIONAL INFORMATION:

[2010 Financials](#)

[News Release](#)

