



OLG IMPACT VIDEO

Audio: Upbeat music track plays throughout video.

- :00 VO: When we say playing with OLG means playing for Ontario, we mean it.
- :01 Open on OLG logo with 'Play for Ontario' tagline on a blue background.
- :06 Transition to imagery of an Ontario city with a mosaic design element.
- :07 VO: Our work has made a huge impact.
- :08 VO: Beyond world class entertainment, OLG makes a difference for every Ontarian.
- :09 OLG product logos revealed in a 3x2 formation: Lotto Max, Lotto 6/49, Daily Grand, INSTANT, Pick-2, Proline.
- :12 Transition to a 3x2 formation of peoples faces from across Ontario.
- :13 Transition to an image of local convenience store with a mosaic design element.
- :14 VO: Because 100% of our profits go back to the province of Ontario.
- :16 Transition to supers on a blue background: '100% OF PROFITS BACK TO ONTARIO'.
- :18 Transition to imagery of tennis courts with a mosaic design element.
- :20 Transition to imagery of a skating rink with a mosaic design element.
- :20 VO: Since our inception, that's over \$56 billion dollars.
- :22 Transition to supers on a blue background: 'OVER \$56 BILLION'.
- :24 Transition to an image of another Ontario city with a mosaic design element.
- 27: VO: In the past three years, over \$4 billion has been reinvested in the province.
- :27 Transition to supers on a blue background: 'SINCE 2019, OVER \$4 BILLION REINVESTED'.
- :30 Transition to imagery of a treed park with a path in the city with a mosaic design element.

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- :30 VO: Through every city and town, the money we contribute can be seen doing a lot of good. And it doesn't stop there.
- :32 Transition to imagery of a highway system with a mosaic design element.
- :34 Transition to imagery of another park with people walking along a path with a mosaic design element.
- :37 VO: Over \$380 million has gone to First Nations communities.
- :39 Transition to supers on screen 'OVER 380 MILLION HAS GONE TO FIRST NATIONS COMMUNITIES' with imagery of an Indigenous person in traditional dress.
- :41 VO: And over \$105 million went to charities across the province.
- :42 Transition to supers on a blue background: 'OVER \$105 MILLION TO CHARITIES'.
- :44 Transition to imagery of a close-up of a male and female couple forming a heart shape with their hands with a mosaic design element.
- :47 VO: On top of all this, we've given out approximately \$7.4 billion in winnings to our players in only three years.
- :48 Transition to supers on a blue background: 'WE'VE GIVEN OUT \$7.4 BILLION IN WINNINGS'.
- :52 Transition to a man and a woman sitting next to each other cheering and fist pumping with a mosaic design element.
- :54: VO: All done through the lens of safety, trust, and responsibility.
- :54 Transition to a super on screen: 'SAFETY' with imagery of a woman wearing glasses happily looking at her mobile phone with a mosaic design element.
- :55 Transition to a super on screen: 'TRUST' with imagery of a closeup of a handshake with a mosaic design element.
- :56 Transition to a super on screen: 'RESPONSIBILITY' with imagery of a group of five office workers holding folders and a laptop looking at camera with a mosaic design element.
- :58 VO: So you can see, playing for Ontario means one thing.



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- :59 Transition to supers on a blue background: 'PLAYING FOR ONTARIO'.
- 1:03 Transition to supers: 'WHEN WE PLAY TOGETHER, WE WIN TOGETHER' with imagery of OLG employees with a mosaic design element that transitions to a map of Ontario while the imagery continues to form various mosaic shapes.
- 1:04 VO: When we play together, we win together.
- 1:05 VO: Something all of us at OLG are proud to make happen.
- 1:10 VO: Get the full story at OLG.CA/IMPACT.
- 1:11 Transition to supers on a blue background: 'GET THE FULL STORY AT OLG.CA/IMPACT'.
- 1:15 Transition to the OLG logo and 'PLAY FOR ONTARIO' tagline on a blue background. The PlaySmart logo appears in the bottom right corner.
- 1:15 Audio: OLG sting