



Prague, 3 March 2017

PRESS RELEASE

Lottery Number One Sazka Opens Café Happiness

The first lotto company in the world to branch out into the food business, Sazka is opening Café Happiness. Sazka's new gastronomy concept is unique thanks to the fact that not only customers are served exquisite foods and drinks, but a scratch ticket they get together with their Happy Menu order can enhance their culinary experience by transforming a small pleasure into a great joy. Apart from a delectable choice of meals, provided courtesy of Jan Punčochář, the chef of the Grand Cru Restaurant, Café Happiness also offers Reserva coffee, a choice blend that holds Rainforest Alliance certification.

"The philosophy of Café Happiness is to offer patrons the opportunity to spend pleasurable time in an attractive setting, to enjoy healthy food, to drink exceptional coffee, and to combine these happy moments with entertainment. That's why we offer, among others, the chance of winning as much as one hundred thousand thanks to a special series of Sazka scratch tickets – the Luckies. One in every three tickets customers get in Café Happiness wins," explains Sazka CEO Robert Chvátal.

However, Café Happiness is much more than only lotteries and fortune in a game. For in creating the concept, Sazka focused on offering first-rate coffee shop gastronomy in an effort to stand out among other chains. The menu, crafted by celebrity chef Jan Punčochář, relies on premium-quality domestic ingredients. *"The menu was put together to reflect modern trends in gastronomy and seasonal considerations. Emphasis was placed mainly on the quality of ingredients. For example, sandwiches are made from homemade bread, and there are several kinds to choose from. I'm confident that we've been able to establish a good balance between the coffee-house culture and premium-quality gastronomy,"* recounts Punčochář whose home for the past several years has been the Grand Cru fine-dining restaurant. During the winter, customers can enjoy salad from beluga lentils or roasted peppers, sandwich spread from beets, and a variety of desserts ranging from such French treats as crème brûlée to typical Czech brioches and cakes.

However, the heart of Café Happiness is coffee, a special blend that is unique thanks to not only its origin, but also the processing method and locality. *"The origins of our*



coffee go back to original authentic coffee plants in Ethiopia, where coffee was discovered 2,000 years ago. The real mastery, however, is coffee roasting since Reserva is prepared using the medium roast method, which is also known as the Italian style, in the same place where coffee is roasted for such clients as Vatican and the Pope," explains Ivo Moravec, coffee and tea connoisseur and CEO of Espresso Company. Because Café Happiness aspires to adhere to the concept of high quality and sustainability, the Reserva coffee is certified by Rainforest Alliance, a comprehensive scheme under which coffee producers are required to meet strict rules with regard to plantations, working conditions, and environmental protection.

Café Happiness also employs innovative ways of using modern technologies. Thanks to an e-shop on its website and a mobile application, refreshments can be ordered online. The application allows making a payment and collecting an order at a specific time or consuming it in the café without having to wait.

The concept of Café Happiness was developed in cooperation with the Brussels-based design firm Coast. The authors of the architectural design for Café Happiness in the Flora shopping mall are architects from the Belgian studio Delacroix & Friant.

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About SAZKA

SAZKA is the largest and oldest lottery company in the Czech Republic with an approximately **95% share of the market for lotteries and other similar games**. The main lottery products are number lotteries, Sportka being the most popular game. Other products in the portfolio include scratch tickets, sports betting, and fast-turnover games. The second pillar of SAZKA's business includes non-lottery services, most notably **SAZKAmobil, the largest virtual mobile operator in the Czech Republic**, mobile phone recharging, payments for goods and services, and sale of tickets. SAZKA's products are mainly sold through a **proprietary network of over 7,200 points of sale** located throughout the Czech Republic. SAZKA is a member of the KKCG multinational investment group which operates in 11 countries on four continents. **SAZKA is a member of Sazka Group, an international lottery holding** that also includes ownership interests in the Greek lottery company OPAP, the Italian Lotto, and the Austria-based Casinos Austria. For more information, visit www.sazka.cz and www.kkcg.eu.