

Vision

Gaming shall be enjoyed by all!

Mission

We develop and offer gaming in a responsible manner so that the many people who use our products experience gaming enjoyment.

Gaming shall

Svenska Spel's mandate

AB Svenska Spel is to arrange gaming and lotteries under licence from the Government.

AB Svenska Spel is to respond to consumer interest in terms of offering a reliable alternative to illegal gaming operations.

A broad service is to be provided both in urban and rural areas.

Social considerations are to be prioritised in the development of gaming forms and in the business as a whole.

The risk of fraud and illegal gaming is also to be observed.

Security in gaming management is to be maximised.

Regulators should be able to maintain efficient and independent control.

AB Svenska Spel must adopt a prudent approach to new games and new markets.

The Company is to maintain a responsible marketing approach that reflects social commitment and prevents it being perceived as overly assertive.

The business is to be run cost-efficiently within the confines of the Company's mandate.

offer enjoyment

Values:

We at Svenska Spel are accessible ...

We listen to our customers and each other and develop long-term relations. We make it easy for our customers to select us by delivering the right games, at the right time and through the right channels. We contribute to the customer's overall experience by combining presence, speed and personal service. We offer help when a colleague – irrespective of location or department – needs our competence in solving a task.

... considerate ...

We care for our customers and work conscientiously to offer secure, readily accessed gaming enjoyment. We are proud of our mandate and put responsibility before profit maximisation. We treat our environment – both internally and externally – with openness, respect and trust.

... and committed

We love excitement and dreams, and are passionate about delivering attractive games that offer enjoyment for everyone. To meet future competition and customer requirements, we ensure that innovative thinking, professionalism and effective implementation permeate all our work. We're generous with our enthusiasm, endurance and driving power – we offer our customers and each other that little extra. We seek inspiring leadership that promotes motivation and personal development.