



# Wîtaskêwin

*Sharing Success - Shareholder Update*  
Winter 2024

## President's Message

### Building upon strength



**SIGA President & CEO**  
Zane Hansen

Tansi,

I am honoured to report on a number of exciting developments at SIGA as we continue building back during 2023-2024.

First, let me say thank you to our many customers across Saskatchewan. Through your support of SIGA Casinos and PlayNow.com, we are experiencing positive growth which enhances the results we provide to our beneficiaries.

SIGA is projecting another record-breaking year of profitability in 2023-2024. SIGA will continue to re-invest in its customers, the communities it operates in, the product it offers, the facilities it operates, and into the continued growth of the PlayNow.com Saskatchewan platform.

PlayNow.com Saskatchewan celebrated its one-year anniversary in November 2023. SIGA's goal is to continue developing the experience of PlayNow.com and expand its player base as Saskatchewan's only regulated and legal online gaming platform.

The 2023-2024 year will also see the continued rollout and development of Project Ohpikiwin, which will modernize SIGA's Finance and HR systems and processes with a cloud-based software. SIGA has put together the team that will oversee this project, which is currently in the development phase.

SIGA will continue its efforts in recruiting and training a First Nations workforce of nearly 1,500 people throughout its seven land-based casinos, PlayNow.com and Central Office, 65 per cent of that workforce being First Nations.

The upcoming fiscal year will also see the rollout of renovations and expansion of multiple SIGA facilities. The Sevens Sports Bar, which first opened at Dakota Dunes Casino, will see its offerings expanded to the Gold Horse Casino in Lloydminster. In addition, SIGA's two largest facilities – Dakota Dunes Casino on the Whitecap Dakota First Nation near Saskatoon and Northern Lights Casino in Prince Albert – will see expansion projects to enhance the customer experience.

2023 also marked a return of SIGA pow wows, part of the organization's focus on cultural events and Truth and Reconciliation initiatives. In October 2023, the Northern Lights Casino Thanksgiving Pow Wow was hosted at the Art Hauser Centre, the first time SIGA had hosted a pow wow since 2020. Then in January, the Dakota Dunes Casino New Year Pow wow was held at the SaskTel Centre in Saskatoon.

SIGA is committed to its vision to be a leading First Nation organization driving innovation and opportunity in gaming and entertainment. To get there, we will continue making key investments in our business to enhance the customer experience. While exciting, our developments also require a lot of thought and work. This is made possible by the talented and committed team we have at SIGA. On behalf of the Board and myself, a huge thank you for all that you do for SIGA.

Sincerely,

Zane Hansen, President and CEO.



## PlayNow.com Saskatchewan celebrates one-year anniversary

PlayNow Saskatchewan celebrated its one-year anniversary in November of 2023. The site was successfully launched by SIGA, along with provincial stakeholders, on November 3, 2022.

The site is operated by SIGA, with a vendor partnership with BCLC, which provides a tailored PlayNow platform to several markets including British Columbia, Manitoba and now Saskatchewan. SIGA has a 5-year exclusivity agreement to be the sole operator of online gaming for the province with a 50-50 revenue sharing agreement between First Nations and the Province.

### PlayNow.com by the numbers

Gross gaming revenue by month:

- \$2.06M in December 2023
- \$1.4M in November 2023
- \$1.5M in October 2023

### PlayNow Performance to Date

SIGA is anticipating another record-breaking year in revenue, with the addition of PlayNow.Com, positively impacting SIGA's net revenue, with December closest out as the site's strongest month to date.

By December 31, 2023, total iGaming revenue hovered over \$12 million. PlayNow had its first \$2 million month in December and first \$500,000 week in December. December was also the highest weekly registrations count of new users signing up for the site, this fiscal year, with a spike of new user registrations experienced in late November and into December.

According to a mid-year update, between April 1 and September 30, 2023, PlayNow was averaging 2,077 players each week. About three quarters of the total wins (the vast majority of payouts) were from the online slots. The next largest payouts came from the Live Casino games, such as Blackjack.

PlayNow offers players a variety of games to choose from, such as online slots, the Live Casino which streams games like Blackjack and Roulette to the player and sports betting.

### Big winner in 2023

Crystal V. of Regina says she nearly fell into a snowbank when she heard the news that she had won big on PlayNow Saskatchewan's Winners Tree promotion.

"It was a big shock. I didn't really believe it was real. We thought it might be a scam or something," Crystal recalls of the moment she learned she won \$251,652.

Crystal and her husband will use some of the winnings to celebrate their 25th Anniversary later this summer.



*[L-R: Arindam Bose, iGaming Business Development Analyst, Thy Prak, Vice President of Digital Strategy & iGaming, Kathy Hay, former iGaming Customer Experience Specialist.]*

## Changes to the SIGA Board of Directors



### Marie-Anne Day Walker-Pelletier

Marie-Anne Day Walker-Pelletier joined the Saskatchewan Indian Gaming Authority in 2023 as a sitting member of the Board of Directors for a second time. She previously sat on the board from 2013 to her retirement in November 2020, representing File Hills Qu'Appelle Tribal Council. Chief Day Walker-Pelletier has dedicated her life to serving her First Nations' people and the First Nation people of Saskatchewan. First elected Chief of Okanese First Nation in 1981, Chief Day Walker-Pelletier would go on to lead her community for nearly four decades until her retirement in 2020. During that time she has served on numerous boards and commissions to numerous to mention but always with a focus on women and children. Remaining active in the community she currently sits as the Chair of the Daywalker Home Fire Family Center.

In 2016, she was honoured by the Assembly of First Nations for being the longest-serving elected Chief in Canada. Marie Anne is also recipient of the Saskatchewan Order of Merit, and in 2018, she was given the Order of Canada, which honours people who make extraordinary contributions to the country. In 2022, Marie – Anne was also honoured with a Canada Post stamp as part of its Indigenous Leaders series.



### Chief Jonathan Pasap

Chief Jonathan Pasap was appointed as Chief of White Bear First Nation in Summer of 2023, and then a subsequent appointment to SIGA's Board of Directors.

Chief Pasap has a long-standing prior employment history with SIGA. He most recently served as SIGA's Region East Regional General Manager until February 2023. Prior to that, he served for more than 15 years at several SIGA Casinos in progressive gaming management positions, having worked at Northern Lights Casino as Operations Manager, Living Sky Casino as Senior Operations Manager and General Manager at Bear Claw Casino.

Chief Pasap has a Bachelor of Business Administration degree from the University of Regina and is a Certified Life Coach.

### What does the Board of Directors do?

The Board of Directors is responsible for the stewardship of the organization and is ultimately accountable for the management of the affairs and business of SIGA. It has established a terms of reference addressing its principle duties and responsibilities as a Board. All of its directors are independent of management and no member of management serves as a director.

The Board of Directors is comprised of not more than thirteen members. The Federation of Sovereign Indigenous Nations and the Tribal Councils appoint these members to the Board. Only individuals registered under The Alcohol and Gaming Regulation Act, 1997 may be members of the SIGA Board.



## EV Charging Stations now at 3 SIGA Casinos

Electric vehicle owners rejoice!

Level 3 (fast charging) and Level 2 electric vehicle (EV) charging stations are now offered for SIGA Casino guests at three locations: Northern Lights Casino in Prince Albert, Gold Eagle Casino in North Battleford and Painted Hand Casino in Yorkton.

“It is important to us to operate in an environmentally sustainable manner and build that into our operational plans going forward, staying true to SIGA’s guiding principle of Witaskêwin, which means living together on the land,” said Director of SIGA Operations Daniel Morin.

The Chargepoint Level 3 charging station provides up to 125-Kilowatts of electric charging capacity. This equates to approximately 200 kilometres of range with a 30-minute charge time.

Earlier this year, SIGA’s Operations Department received approval of Phase 1 funding from SaskPower for the installation of electric vehicle charging stations, at three SIGA Casinos, through SaskPower’s Electric Vehicle Infrastructure Program (EVIP).

SaskPower and Natural Resources Canada are each investing approximately \$2 million as part of the program.

Phase 2 will see EV chargers installed at the remainder of SIGA’s seven casinos over the course of the next 12 months.



(Above: what the EV chargers will look like once installed.)

### What will it cost?

Level 2: \$2/hour for the first 5 hours of continuous use. After 5 hours and 15 mins, rate becomes \$5/hour.

Level 3: \$17/hour for the first 2 hours of continuous use. After 2 hours and 15 mins, rate becomes \$25/hour.

This project will benefit all employees at SIGA, as the upgraded system is designed to:

1. Automate and streamline manual business processes,
2. Provide employees with a single source of data for reporting and analytics, and
3. Improve usability through intuitive design.

To build the team, SIGA identified nine internal resources and seconded them to the project.

Vacant internal resources required backfill so term positions were posted to the **SIGA Careers** web page.



(Ohpikiwin is a Cree word meaning “Growth.”)

SIGA is happy to announce the start of our Enterprise Resource Planning (ERP) implementation project, “Project Ohpikiwin.”

This transformative project will replace multiple systems and applications (such as JD Edwards and Monster) with a cloud-based enterprise system.

## Human Resources highlights



- ◇ 1473 Employees
- ◇ 65% First Nation
- ◇ 50% Gender Parity
- ◇ Workforce Planning
- ◇ Inclusive Practices



- ◇ High Employee Engagement
- ◇ Competitive Total Rewards =/+ industry
- ◇ Ongoing Market Reviews



- ◇ Strong Learning & Development Focus
- ◇ Increased efforts on health, safety and wellbeing
- ◇ Truth & Reconciliation



(Marcia Doan, Asset Protection Manager at Dakota Dunes Casino, pictured during testimonial video campaign.)

### SIGA Recruitment Video Testimonial Series

SIGA’s recruitment efforts over the latter half of the 2023 calendar year involved two video-based campaigns: employee testimonials and Summer Student Program testimonials.

The series of videos have been posted to SIGA’s social media pages – Facebook, Instagram, LinkedIn and X (formerly known as Twitter), directing prospective applicants to the **SIGA.ca/CAREERS** page.

The employee testimonial videos have included long-time employees like Dakota Dunes Casino Asset Protection Manager Marcia Doan, Vice President of I.T. Jarvis Pelletier, and Director of Marketing Kacey Pambrun.

The Summer Student series features current and former SIGA employees who had been summer students in the past, such as Recruitment Specialist Kathleena Chief Calf.

These videos are in addition to job posts on social media involving images, as seen on the right.

### SIGA Safety Updates

SIGA’s Safety Team will be providing Emergency Response Training in Q4 at all casino locations to teach our staff what actions to take in the event of an emergency or accident and reinforce the emergency response protocols.

### SIGA Careers

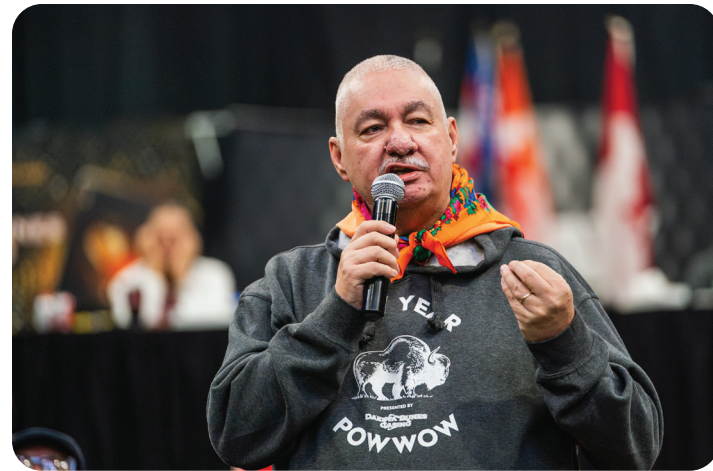
SIGA attended more than 15 career events in Q3. Upcoming planned events include:

- Lakeland College Career Fair – February 15th

SIGA is seeking talented employees to join our teams at all locations. Visit **SIGA.ca/careers** to see the latest openings.



## SIGA returns to the pow wow scene in 2023



SIGA made its return to the Saskatchewan pow wow scene in 2023, for the first time in three years.

The **Northern Lights Casino Thanksgiving Pow Wow** was held in Prince Albert at the Art Hauser Centre from October 6-8, 2023.



NORTHERN LIGHTS  
CASINO

## First time SIGA has hosted pow wows since 2020

The pow wows had been on hiatus due to COVID-19.

The **Dakota Dunes Casino New Year Pow Wow** also made its return.

It was held at the SaskTel Centre in Saskatoon on January 5-7, 2024.



DAKOTA DUNES  
CASINO

## SIGA Indigenous Scholarship Awards Program Recipients



# 2023 SIGA Scholarships

## Congratulations to our 2023 Recipients!

**Dryden Clarke**  
Mistawasis First Nation

**Kendra DoeHL**  
Kawacatoose First Nation

**Leona Cook**  
Lac La Ronge Indian Band

**Tianna-Lee George-Peepeetch**  
Zagime Anishinabek (Sakimay) First Nation

**Elizabeth Mckay**  
James Smith Cree Nation

**Amy Constant**  
James Smith Cree Nation

**Brandon Roy**  
English River First Nation

**Breanna Tremblay**  
Alexander First Nation (Kipohtakaw)

**Cherish Alexson**  
Kahkewistahaw First Nation

**Christine Fiddler**  
Waterhen First Nation

**Conrad Charles**  
Lac La Ronge Indian Band

**Crystal Iron**  
Canoe Lake First Nation

**Delilah Fisher**  
George Gordon First Nation

**Dominga Robinson**  
Pheasant Rump Nakota Nation

**Easton Thomas**  
Pelican Lake First Nation

**Eliza Dubinak**  
Peter Ballantyne Cree Nation

**Ellery Lewis**  
Island Lake First Nation (Ministikwan Lake Cree Nation)

**Gail Ratt**  
Lac La Ronge Indian Band

**Gessika Laliberte**  
Fond Du Lac Denesuline Nation

**Jamie Mispounas**  
Lac La Ronge Indian Band

**Jasmine Roberts**  
Sturgeon Lake First Nation

**Jennifer Cheecham**  
Clearwater River Dene Nation

**Jennifer Pahtayken**  
Onion Lake Cree Nation

**Kaden Johns**  
Pasqua First Nation

**Keisha Ermine**  
Sturgeon Lake First Nation

**Krysta Hatfield**  
Kahkewistahaw First Nation

**Kylie Sanderson**  
Lac La Ronge Indian Band

**Margaret Dumais**  
Peter Ballantyne Cree Nation

**Miranda Parenteau**  
Ahtakakoop Cree Nation

**Nikia Pratt**  
George Gordon First Nation

**Nya Palahicky**  
Piapot First Nation

**Remington Bracher**  
Muskoday First Nation

**Rheanne Peigan**  
Pasqua First Nation

**Rhonda Smallchild**  
Beardy's & Okemasis First Nation

**Saffron Powell**  
Lac La Ronge Indian Band

**Shalane Albert**  
Thunderchild First Nation

**Shavon Norman**  
Flying Dust First Nation

**Sohmer Macdonald**  
Onion Lake Cree Nation

**Stephanie Lachance**  
Big River First Nation

**Stephanie Sewap**  
Peter Ballantyne Cree Nation

**Tamarus Mckay**  
Peter Ballantyne Cree Nation

**Tanzy Janvier**  
Clearwater River Dene Nation

**Terri Thunder**  
Thunderchild First Nation

**Thalia Gardippi**  
Sturgeon Lake First Nation

### Pimâcihowin - Helping build a better future

At SIGA we know that Pimâcihowin refers to making a living, and we understand education and continuous learning are essential ingredients in doing so. We also know training, upgrading and education programs cost money and that's why we established our SIGA First Nations Scholarship Awards Program.

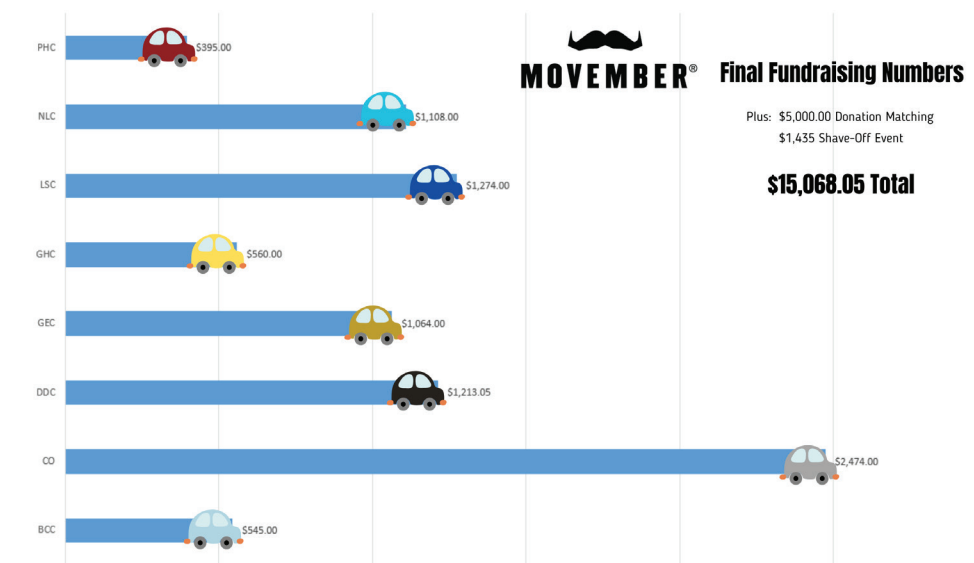
In 2023, SIGA's Scholarship Program awarded more than \$50,000 to Saskatchewan Indigenous post-secondary students. These awards are distributed through the following three scholarships: SIGA Justice Paul Favel Indigenous Award for Outstanding Leadership in Community Involvement; Shauna Bear Memorial Scholarship for Aspiring Indigenous Human Resources Professionals; and SIGA Scholarships for Saskatchewan First Nations Post-Secondary Students.



We look forward to applicants in 2024!

Visit our website at [siga.ca/scholarships](http://siga.ca/scholarships) for more information.

## Community Investment



(Above: the final 'Movember' fundraising total for SIGA employees at each site.)

(Right: A cheque for \$13K after the Shave Off event.)



### SIGA Santa

In December, the SIGA Santa paid a visit to King George Community School. King George, after the closure of two other schools in the city, had more students than previous years. SIGA employees bought gifts for the students or donated money toward gifts for the 260+ students.



(Above: Students are led in a sing-along with Santa and Mrs. Claus)

At the end of the day, the gifts had been handed out and the children had had their pictures taken, SIGA presented a \$10,000 cheque to the school, to be used for its cultural programming.

After a year of fundraising, the SIGA Fun Squad donated another \$5,515 to the school. In total, \$15,515 was presented to King George that day.

(Left: two cheques are presented to school admin.)

### Cash in your 'stache

SIGA sponsors hundreds of events each year and SIGA employees also fundraise thousands more. During the last two months of 2023, more than \$30,000 was raised for 'Movember' and King George Community School.

In November, SIGA employees at Play-Now.com, iGaming, each of the seven casinos and Central Office raised money throughout the month by growing facial hair, making donations and participating in activities like guessing the amount of beans in a jar.

Then, on December 1st, SIGA employees converged on Dakota Dunes Casino to shave off those Movember dusters with some help from the folks at Tommy Gun's Barber Shop. With a matching donation of \$5,000 from SIGA, a total of \$15,068.15 was raised.

## SIGA Long-Service Awards

We would like to recognize the long-standing achievements and contributions of the **178** SIGA employees who have crossed a Long-Service Award milestone in 2023.

The Long-Service Awards are held annually to recognize the personal commitment and dedication of employees to the organization and to mark their **5-, 10-, 15-, 20- or 25-year employment anniversaries**. Congratulations on your employment milestones! Thank you for your loyalty! You are one of the reasons why SIGA is a great place to work!



**Kevin Cook (centre), 25 Years - Central Office**



**Jonathan Fineday (centre), 25 Years - Dakota Dunes**



**Sheldon Aubichon (centre), 25 Years - Gold Eagle**



**Marcia Doan (centre), 20 Years - Dakota Dunes**



**Ronald Acoose (centre), 20 Years - Painted Hand**



**John Trach (centre), 25 Years - Gold Eagle**



**Marcel Littlechief (centre), 25 Years - Bear Claw**



**Wade White (left), 15 years - Living Sky**



**Anita Moccasin (centre), 10 Years - Gold Eagle**



**Amber Day (left), 15 Years - Central Office**



**Memory Delorme-Antoine (centre), 10 Years - Painted Hand**



**Ma Jessel Patalinghug (centre), 5 Years - Bear Claw**



**Jennifer Kidd (left), 5 Years - Gold Horse**



**Natachee Frank (left), 5 Years - Gold Horse**



**Mackenzie Cameron (centre), 5 Years - Gold Eagle**



103 Aspen Place,  
Saskatoon, SK  
S7N 1K4

**306.477.7777**



**SIGA.ca**