

Formal Warning

under section 64A of the *Interactive Gambling Act 2001*

To: Ardua Ventures Ltd

Of: Unit 9, 3 Warstone Lane, Birmingham B18 6JE
West Midlands, United Kingdom

Attention: Anthony Chirs Michaelides, Director of Ardua Ventures Ltd

I, Rochelle Zurnamer, delegate of the Australian Communications and Media Authority (ACMA), being satisfied that Ardua Ventures Ltd has contravened subsection 15AA(3) of the *Interactive Gambling Act 2001* (the IGA):

ISSUE Ardua Ventures Ltd. a formal warning under section 64A of the IGA, for one or more contraventions of subsection 15AA(3) of the IGA, being a civil penalty provision (see Attachment A).

Details of the contravention/s

As a result of the investigation into this matter, the ACMA has determined that:

Contravention of subsection 15AA(3) of the IGA

- a. The We Love Lotto service was available via the URL <https://www.welovelotto.com>
- b. The We Love Lotto service offered a gambling service for the supply of lottery tickets
- c. The gambling service was provided in the course of carrying out a business.
- d. The gambling service was provided to customers using an internet carriage service
- e. The services had an Australian customer-link.
- f. The We Love Lotto service is not licensed in an Australian state or territory to provide regulated interactive gambling services to Australians.
- g. Ardua Ventures Ltd is providing the We Love Lotto service.
- h. The above matters establish that Ardua Ventures Ltd is contravening subsection 15AA(3) of the IGA.

Dated this 4th day of October 2021.



Rochelle Zurnamer
Delegate of the Australian Communications and Media Authority