

management
services
2013



gaming concepts

• the gaming company •

company

head office

unit 2002-2003
20f phoenix bldg.
21-25 Luard Rd.
Wanchai, Hong Kong
+ 66 81 865 2449

management partners

intelligence macau
brad gordon & associates

design partners

club 3 asia
interplan interior design

group regional offices

thailand, cambodia
philippines, vietnam
laos, nepal, macau

Brett Braude
Brad Gordon

Arch. Reynold S. Basilio
Paiboon Vasanislip



executives

officers

Chief Executive Officer

Scott Feeney

Executive Director

Kevin Scorgie

Sales Director

Chris Beltran

Administrative Manager

Vallapha Feeney

shareholders and group associates

Director

Mike Bolsover

Director

Tim Shepherd

Director

Martin Wright

Vice President

Paul Simmons



company

Gaming Concepts, established in March 2011 and based in Hong Kong, is privately owned and operated by experienced gaming professionals. Gaming Concepts is the company to work with when operating, managing or investing in the gaming industry in the SE Asian region.

Gaming Concepts offers a fully inclusive and unrivaled range of products and services for casino operators, managers and investors. From casino products to casino management and research, electronic gaming machines, furniture, design, interior fit-out and project management, we provide the products and services needed to flourish in today's dynamic SE Asian gaming environment.

We also have formed our very own **Concept Studio**. The Studio develops a range of great products which are built in-house and marketed through our sales division.

We also supply a first-class range of products from respected manufacturers in Europe, Australia and the US.

We are continually updating the portfolio with premium products and service.



company products and services

gaming equipment | table games | electronic gaming |
concept studio | operational management |
consulting & advisory services |
casino design | consulting | project management



casino management services

Gaming Concepts offers a wide range of casino management, operations, set-up and consultancy services. Our company can manage a casino operation on your behalf or alternatively act as a consultant and assist you with the process. We specialize in the establishment and management of casino operations in South-East Asia and have over 20 years operational and project management experience in the region.

Gaming Concepts have all the relevant and current management experience to set-up and manage casino project's in SE Asia. We bring a competitive edge to our service as we also have a range of products and partners to ensure that we get you the best deal on the gaming equipment if required.

Our management services include hiring, training, operating policies and controls.

Our team of professionals has the expertise to make your casino investment trouble free and rewarding.

Gaming Executives Relevant Experience

Paul Simmons	33 years	Burswood Star World Naga Savan Vegas Hatien Vegas
Kevin Scorgie	31 years	Golden Crown Tropicana Sky City Tinian Harrahs
Scott Feeney	27 years	Burswood Star Cruises Tropicana Subic Diamond Solaire Manila
Chris Beltran	22 years	Star Vegas Star Cruises Pailin Flamingo Subic Diamond



casino management services

operational management, consulting & advisory services |
regulatory consulting | strategic planning | country evaluations |
economic impact reports | feasibility studies | industry research |
market analyses | licensing investigations |



management services - overview

operational management, consulting & advisory services

A full turnkey casino operations set-up and management service. Over the past decade our senior executives have been involved with several casino ground up builds and operations throughout the SE Asian region.

We offer our services to investors and operators looking for an experienced group of hands on executives that are able to turn the project development idea into a reality.

regulatory consulting

We provide a range of consulting services. One of the key components of a casino operation is to have solid regulatory controls in place. These may be applied to the casino by a government or a regulatory board, or both, and there is also the internal regulations that need to be set. Rather than your team of executives setting out the regulations and then applying the guidelines to themselves, we advise our clients to allow an independent company to do this.

strategic planning

The key to any casino project getting off the ground is strategic planning. Strategic planning conducted in a precise method over strict time periods will allow investors to build the right casino property for any given market. Gaming Concepts specializes in casino projects in SE Asia with a team of very experienced senior executives well versed in setting out strategic plans.



management services - consulting

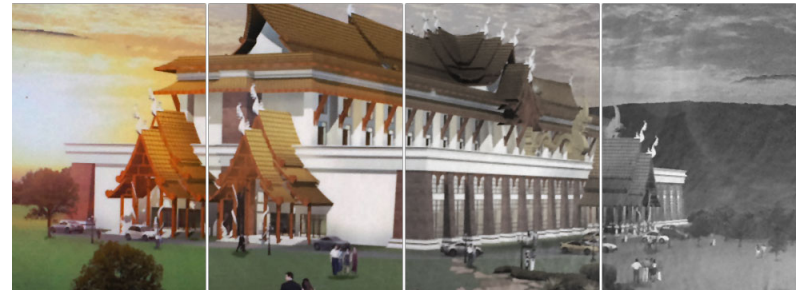
Cambodia Coast Tourism Zone, **Cambodia**
January 2013 to present

Contracted as gaming advisor to conduct a casino feasibility study for Tinjian Union Group's master planned 363 sq. kilometer destination resort with up to 10 hotels, 5 casinos and 12 golf courses fronting 90 kilometers of perfect beach front land.

Naka Entertainment Hotel & Resort, **Laos**
December 2012 to present

Located in Bokeo Province, Laos, our role is to fit out the 3300 sqm interior gaming areas and provide expert gaming advice.

Naka Entertainment Hotel & Resort



management services - consulting

Spectrum Gaming Group' LLC, **Malaysia**
February 2013

Small report detailing the executive officer's role in a publicly listed gaming company.

Spectrum Gaming Group' LLC, **Philippines**
March 2010 to July 2011

Eighteen month contract advising Bloomberry Resorts and Hotels on their Solaire Resort & Casino project in Manila. Scope included design, financial, equipment and staff budgets, internal controls, systems, surveillance and overall guidance. Project: 500 rooms, 295 tables, 1279 slot machines. 12 restaurants, retail.

Spectrum Gaming Group' LLC, **Macau**
May 2008

Small project over a month concerning Junket Business Models in Macau.

Solaire Resort & Casino



management services - consulting

Spectrum Gaming Group' LLC, **Macau**
April 2008

Large-scale project over 6-8 weeks working within a small team related to the Macau gaming industry.

Spectrum Gaming Group LLC, **Macau**
May 2007

A month long project was undertaken on behalf of Spectrum Gaming Group LLC to analyze and summarize the Holiday Inn Macau Diamond Casino owned by Hong Kong listed Century Legend for the benefit of a US based company wishing to look into the Macau market.

Macau



management services - consulting

Spectrum Gaming Group LLC, **Macau**
August 2006

A four-week project involved with the investigation of a slots company who were being probed as to their suitability for the Macau gaming jurisdiction.

Spectrum Gaming Group LLC, **SE Asia**
June 2004

A two-week project was undertaken on behalf of Spectrum Gaming Group LLC to analyze and summarize the casinos surrounding Thailand in countries such as Myanmar, Cambodia, Laos and Vietnam for a Macau based Casino Company.

SE Asia



management services - consulting

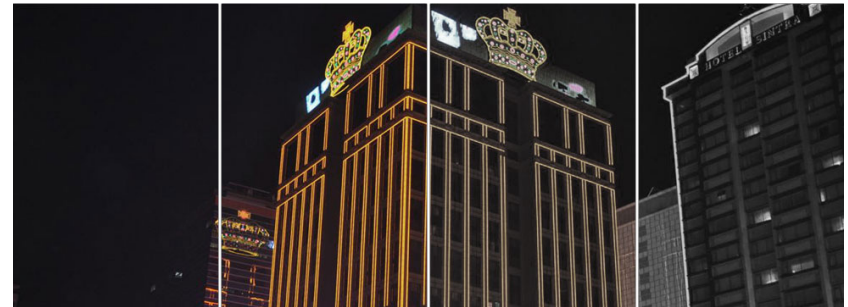
Emperor Group, **Hong Kong**
October 2002

A three-week consultancy project was undertaken to analyze and improve the casino operation for the 'Emperor Hotel and Casino' in the economic zone of North Korea. A business plan and summary of the operational problems was submitted.

Emperor Group, **Hong Kong**
July 2002

A three-week consultancy project was undertaken for the 'Emperor Group' on-board 'Golden Princess' cruise ship based out of Hong Kong involving a full audit of the casino operation.

Emperor Group, Hong Kong & Macau



management services – operational management

Fulbari Hotel and Resort, **Nepal**
June 2008 to February 2009

Pailin Flamingo Hotel & Casino, **Cambodia**
July 2008 to December 2008

Subic Diamond Casino, **Philippines**
September 2004 to December 2006

Allure Resort Hotel and Casino, **Myanmar**
October 2002 to September 2004

Victoria Entertainment Resort, **Myanmar**
October 2001 to September 2002

Tropicana Resort and Casino, **Cambodia**
March 2000 to August 2001

Golden Crown Casino, **Cambodia**
March 1998 to September 1999

Tropicana Resort & Casino, Cambodia



management services – turnkey operations

Initial Assessment

- Become thoroughly familiar with the intentions for the overall resort project as to facilities, quality and intended market positioning and to review, make recommendations and implement.
- Assure that all operational requirements as set forth in the laws and regulations are fully implemented
- Review current operating costs, employee functions and internal financial systems

Research

- Develop a market study reviewing similar integrated resorts and periodically adjust it as new information is developed
- Develop a hotel/casino feasibility study and refine projections of operating revenues, expenses, and departmental profit for five years and various other time frames as necessary
- Develop a project development plan to ensure that the overall objectives are met in terms of budgets and time schedules
- Provide recommendations for hotel rooms, resort facilities, gaming and retail space, convention and meetings, external features as required

Budgets

- Create casino furniture, fixtures and equipment (FF&E) and operating supplies and equipment (OS&E) budgets and periodically update the budgets as requirements dictate during the development process. In addition, working with the project architect and construction contractors, we will provide technical assistance in developing any construction budgets
- Develop casino department staffing plans for budget purposes and update this document periodically during the course of the agreement
- Develop budgets for other facilities that support the casino and hotel operations



management services – turnkey operations

Design & Build

- Make recommendations for architects and designers for phases of the project. Set out the preferred contractual agreements between all parties
- Work closely with the executives, architects, designers, main contractor and all contracted parties involved with the construction and fit out of any current or future capital improvements or investments
- Review the current casino layout and refine the layout as appropriate
- Review the back-of-the-house plan and suggest changes and improvements from the operator's viewpoint or, as in the case of the casino layout, develop a plan for casino back-of-the-house spaces
- Assist project architects, engineers, interior designers in planning changes for the casino, the reception area and other public areas and essential back-of-the-house casino spaces, to assure optimum customer flow as well as operational efficiency
- Review any design plans for the rest of the integrated resort.

Floor Plans & Equipment

- Make recommendations on table games and electronic games floor plans
- Develop a list of electronic games best suited to the market detailed by brand, numbers, types and games
- Recommend designs and floor layouts for the mass market, high limit, VIP, VVIP and Junket gaming areas as necessary
- Recommend the surveillance system
- Develop specifications for casino software systems; solicit bids and make recommendations as necessary



management services – turnkey operations

Procedures & Internal Controls

- Develop a system of accounting and internal controls for the casino and hotel operations to establish procedures and controls for money flow
- Develop anti-money laundering controls for the casino and conduct training for every gaming related employee in anti-money laundering controls for casino operations
- Manage the casino and hotels accounting and internal control systems, standard operating procedures, surveillance requirements, the handling of all cash and cash equivalents, etc., and will provide additional on-the-job training as required
- Develop the daily financial reporting structures
- Develop the departments operating manuals, policy and procedures
- Develop a resort wide surveillance and security plan
- Develop credit policies and procedures for the casino
- Conduct training and implement precautions to reduce the risk of scams and other fraudulent activity

Marketing

- Develop a resort marketing plan with budgets
- Develop international VIP and Junket programs
- Develop a sales strategy to ensure minimum ADR's are met
- Develop an entertainment strategy with leading regional performers
- Assist with the development of regional tours, music festivals and bus programs
- Assist with the development of conference and meetings planning





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www.gamingconceptsgroup.com