

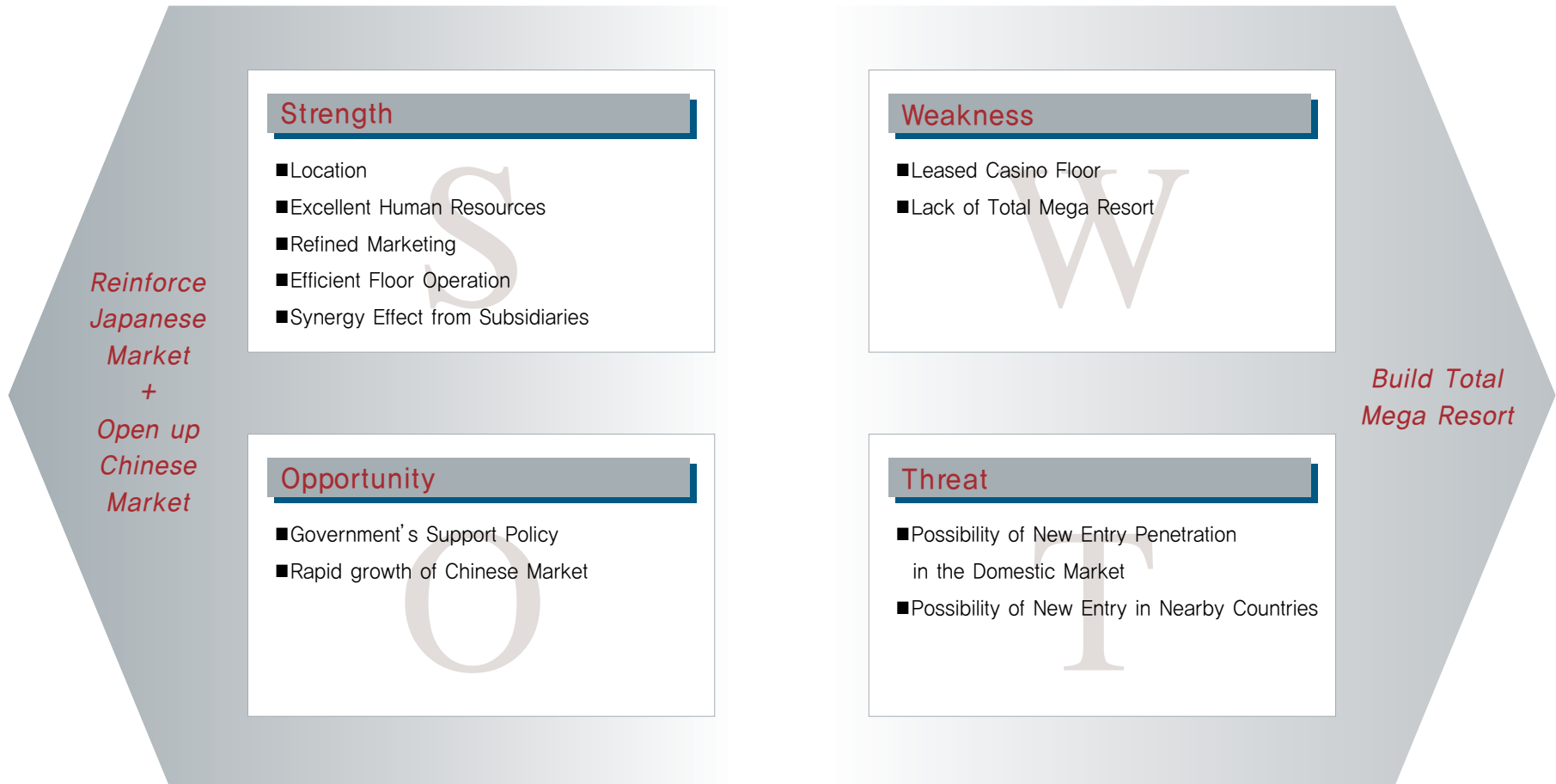


Growth Strategy & Vision

- SWOT
- Growth Strategy
- The Vision of Paradise



4-1. SWOT





4-2. Growth Strategy

Reinforcing the existing market

- Existing VIP market in Japan, etc. : Intensify Local Marketing – Maintain VIP Marketing
- Existing middle class market in Japan, etc. : Mass Marketing – Diversification of Customer Class

Develop a new market

- Chinese Market : Dispatch Personal Marketing Force
 - Favorable Geographical Condition, Well Organized Marketing Network, Agent Marketing through Chinese Travel Agent and Participate in Tourism Exhibitions and Events



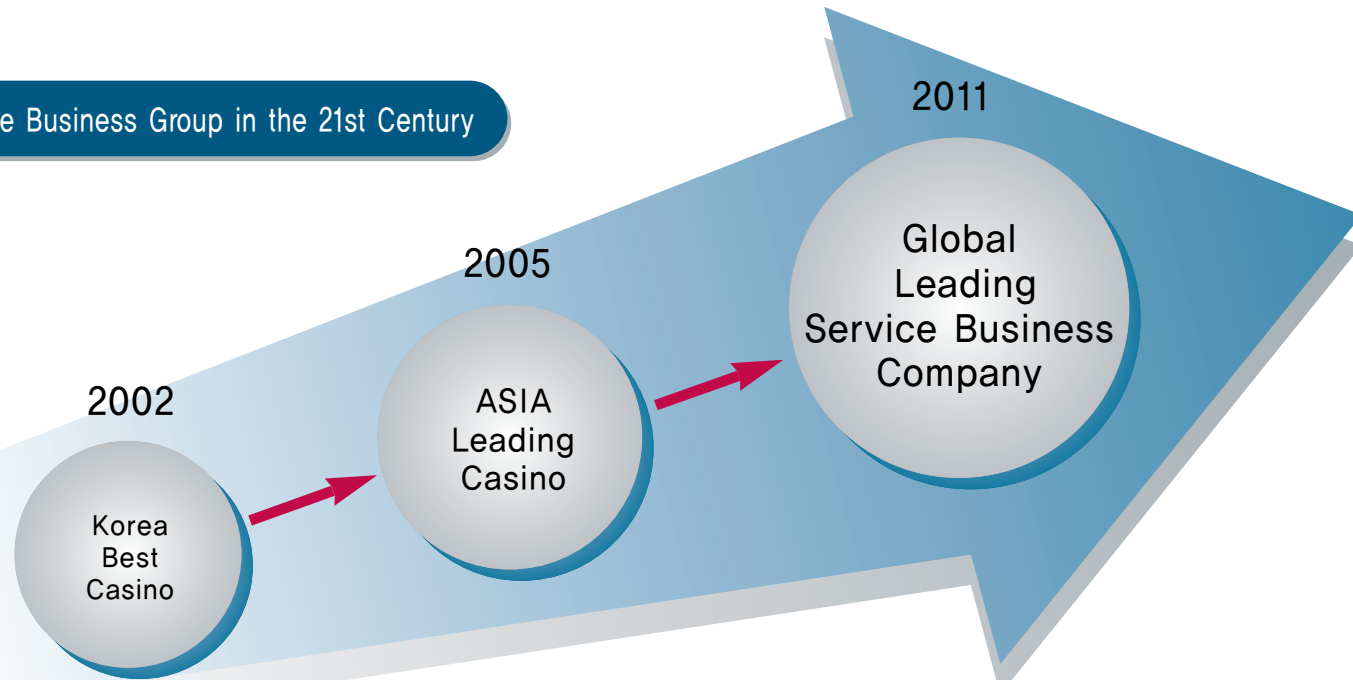
Build composite resort

- Growth Strategy for Middle & Long Term
 - Take off to Total Entertainment Provider
- Match with Mass Marketing Strategy



4-3. The Vision of Paradise

A Leading Service Business Group in the 21st Century



Accumulated Business Know-how Foundation of Paradise,
The Professional Total Entertainment Group