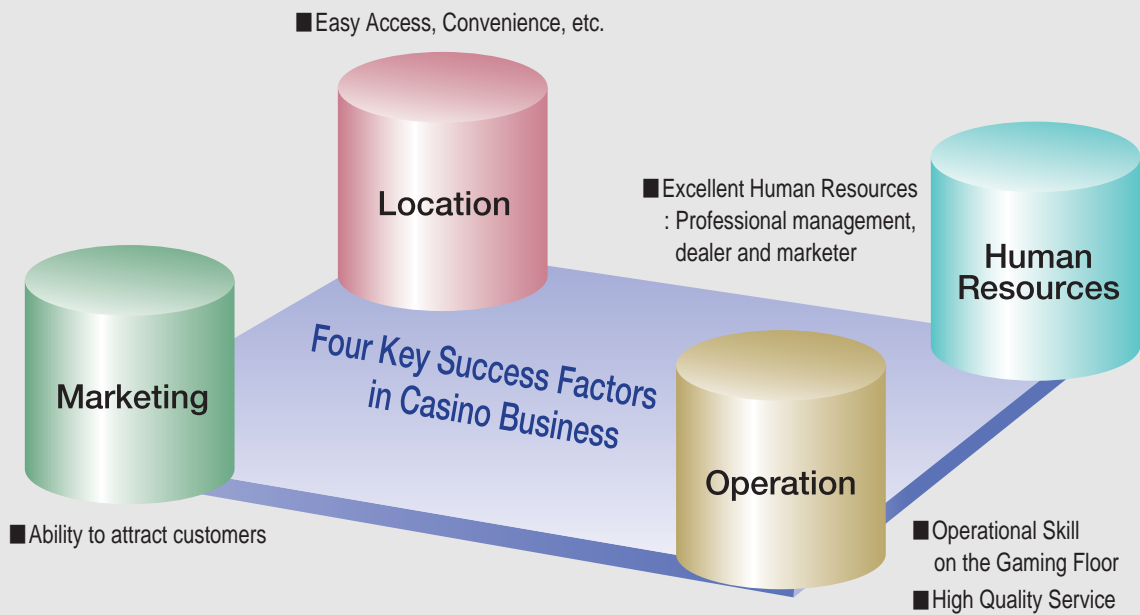




Superior Competitiveness

Key Success Factors in the Casino Business

- Essential Requisites : Location + Human Resources + Marketing + Operation





Superior Competitiveness

Location

- Geographically Favorable : Main customers from Japan and China

Nearby Major Cities



■ Generally, 4 hour flight distance (3,000Km) for customers is regarded as the radius of competitive location.

■ 43 major cities with over 1 Mil residents within a radius of 3,000Km (including 18 cities with over 5 Mil. residents)

- Japan : Tokyo, Osaka, Fukuoka
- China : Beijing, Nanjing, Nandong, Dalian, Shanghai, Suzhou, Shenyang, Yantai, Ningbo, Wenzhou, Jinan, Tianjin, Qingdao, Hangzhou
- Taiwan : Taipei

Excellent Human Resources

- Best quality human resources and training program in Korea

Efficient Personnel Management

- **High Skilled Manpower** - Average Longevity : 8 Years & 9 Months (Man : 11 Years & 9 Months, Woman : 5 Years & 6 Months)
- **High Labor Satisfaction** - Systematic CDP (Carrier Development Program), Keep the best pay system, Superb working Conditions

Own Training Facilities

- Open 'Paradise Casino Academy' to cultivate and maintain professional manpower



Paradise Casino Academy



Dealer Training



Language Instruction



Service Training



In-house service Training



Superior Competitiveness

Refined Marketing

- Refined high-class on-the-spot personal marketing

On-the-spot marketing

■ Open 7 overseas Rep. Offices/Participate in exhibitions & events



Marketer Distribution Chart

	J a p a n					
	Tokyo	Nagoya	Sendai	Osaka	Fukuoka	Hiroshima
Senior Marketer	4	2	1	2	1	1
Junior Marketer	8	4	2	4	2	2

	C h i n a				
	Beijing	Shenyang	Shanghai	Hong Kong	Taiwan
Senior Marketer	1	1	1		1
Junior Marketer	5	4	5	1	2

Personal Marketing

■ One on one marketing using overseas representative offices
 ■ Tailor-made service

CRM (Customer Relationship Management)

■ Operation & Analysis based on IT
 ■ Enhance customer loyalty

Efficient Gaming Floor Operation

- Ongoing R&D, Introduce New Games, Build-up IT Infra



Caribbean Stud Poker

Introduce new games to meet customers' needs

■ Caribbean Stud Poker, Three Card Poker, Three Card Bacarrat, Mystery Jackpot etc.

Enhance customer service quality

■ Apply SQI (Service Quality Index) co-developed with Korea Management Association Consulting



High-class refined facilities and atmosphere

Evaluation system of customer's contribution

■ Gather and analyze personal data using VIP card
 ■ Provide complimentary service according to contribution level

Self-Develop CMS (Casino Management System)

■ Build-up IT Infra
 ■ Remote operation and surveillance from headquarter