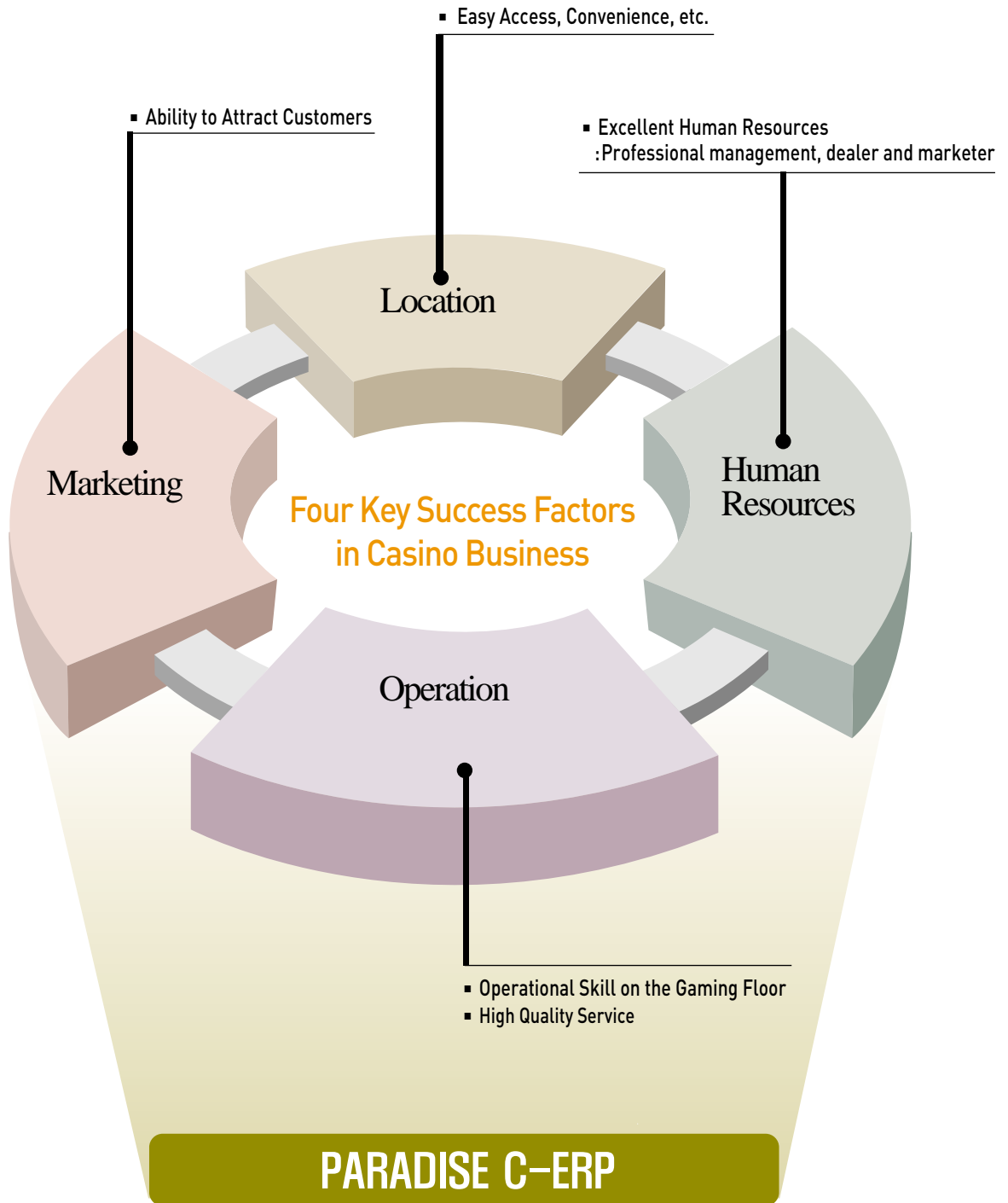


■ ■ Part 3 Superior Competitiveness





Key Success Factors in the Casino Business



CMS

- Casino Management System

CRM

- Customer Relationship Management

AIS

- Accounting Information System

HR

- Human Resources

EDW

- Enterprise Data Warehouse

EIS

- Executive Information System

Location

Geographically Favorable : Main customers from Japan and China

Nearby Major Cities

- Generally, 4 hour flight distance (radius of 3,000Km) for customers is regarded as the 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



Refined Marketing

Refined high-class on-the-spot personal marketing

Marketer Distribution Chart

Team	Taget Customer	Number of persons	Reference
Japan Marketing Team	Japan VIP	40	Operation of 6 local offices
International Marketing Team	China VIP Other Countries VIP	22	Operation of 1 local office(Hong Kong)
Local Marketing Team	Overseas Korean VIP & mileage customer	13	-
Group Marketing Team	Group customer	6	Partnership with more than 180 domestic and overseas travel agencies
Total		81	

*Open 7 overseas Rep. Offices

Marketing Activities

VIP Marketing	<ul style="list-style-type: none"> - Refined high-class on-the-spot personal marketing - Operation of casino products based on segmentation by nation & class (Classification by customer segment including mileage programs and casino tours) - Enhancement of VIP customer loyalty through using the CRM system
MASS Marketing	<ul style="list-style-type: none"> - Diversification of customer solicitation channels based on partnerships - Improvement of brand awareness through direct overseas advertisements
EVENT	<ul style="list-style-type: none"> - Galvanization of events by customer segment (VIPs / group customers / nationality) - Baccarat and Black Jack tournament, dinner shows, tour guider's night, etc.

Excellent Human Resources

Best quality human resources and training program in Korea

Efficient Personnel Management

- **Total employee** - 948 persons (as of December 31, 2004)
- **Skilled Manpower** - Average Longevity : 10 Years (Man : 12 Years, Woman : 7 Years)
- **Labor Satisfaction** - Favorable working conditions and best compensation in the industry
- **Introduction of a systematic career development program(CDP) and a program to nurture next-generation core human resources**

Own Training Facilities

- Open 'Paradise Casino Academy' to cultivate and maintain professional manpower
- Completion of the course by 298 persons(dealers) in total since its opening in January 2001



Dealer Training



Language Instruction



Service Training

Efficient Gaming Floor Operation

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

Enhance customer service quality and operate various games

- **Apply SQI(Service Quality Index) co-developed with Korea Management Association Consulting**
- **Operation of various game products**
 - Table Games
Operation of such games as Caribbean Stud Poker and Three Card Poker in addition to basic games (Black Jack / Baccarat / Roulette)
 - Slot Games
Diversification of Slot Machines: Reel slot / Video slot / Video poker
Differentiation of Distribution Methods: Mystery Jackpot and Link Progressive Jackpot

Operation of the CMS (Casino Management System)

- **Establishment of IT infrastructure for game tables**
 - Ability to identify customer status and performance on a real-time basis
 - Video recording of games (interface with surveillance)
- **Systematic customer evaluation**
 - Entry of customer's game performance by using customer cards
→ basic materials to provide complimentary services based on customer's contribution



High-class refined facilities and atmosphere



CMS



Slotmachine