



Visitor Statistics	2016	2015
Total number of visits	10,984	9,867
Privilege Members (VIPs)	956	668

## VISITORS' PRIMARY BUSINESS

iGaming	24.02%
Commercial Casino	15.25%
Supplier/Manufacturer	9.03%
Gaming Club	8.60%
Resort	5.62%
Marketing/Advertising Agency	5.50%
Bingo Hall	4.86%
Consultant	3.90%
Lottery	3.43%
Banking/Investments	2.16%
Regulatory	1.76%
Education - University/School	1.52%
Industry Association	1.42%
Cruise Ship	1.12%
Government	0.46%
Others	11.08%

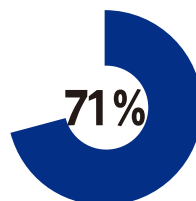
## G2E ASIA 2016 SCALED NEW HEIGHTS WITH RECORD-BREAKING ATTENDANCE AND LARGEST EVER SHOW FLOOR

The three-day exhibition spanned a record 9,200 square meters of exhibit space, with 40% of the exhibitors making their debut at G2E Asia.

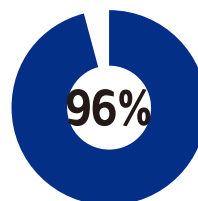
10,984 visitors from 83 countries and regions at G2E Asia 2016. 26% of attendees were senior management level.

950 serious buyers and VIPs with purchasing authority. At least 200 meetings between exhibitor and visitors were pre-arranged.

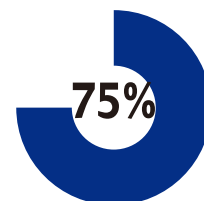
### VISITOR SATISFACTION RATE



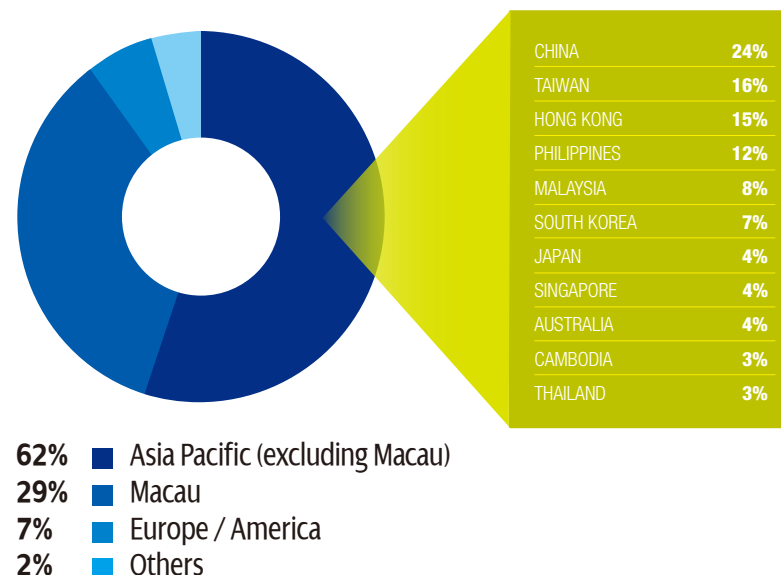
### PRIVILEGE MEMBERS (VIPs) SATISFACTION RATE



### KEY DECISION MAKERS AND INFLUENCERS



## VISITOR DEMOGRAPHICS



## **VISITOR TESTIMONIALS**

### **JIM ABBAS**

SVP, Casino Operations  
**Norwegian Cruise Line**  
**Holdings Ltd.**

"With our new ship the Norwegian Joy arriving to China in 2017, it was essential to learn more about gaming products that our future guests have grown to expect when entertaining themselves within our Casinos.

G2E Asia was a great expo to familiarize ourselves with current gaming products, identify local suppliers, and network with other gaming professionals who are focused on products for the Asian marketplace. The privilege program provided a VIP experience with great opportunities to network with other senior leaders in the industry."

### **STEPHEN HANCOCK**

General Manager  
**Crown Melbourne Limited**

"G2E Asia 2016 had the correct exhibitors there to present their products and process. The expo was certainly worth the visit from that perspective as it covered our requirements."

### **PARK JUNGYEON**

Assistant Director  
**Jeju Special Self**  
**Governing Province**  
**Government**

"I thoroughly enjoyed the help of G2E Asia Privilege Club. Sincerely wish that more people interested in the gaming entertainment industry get inspiration from G2E Asia 2016."

### **P.H.CHEN**

Casino Director  
**Coral Sea Resort**

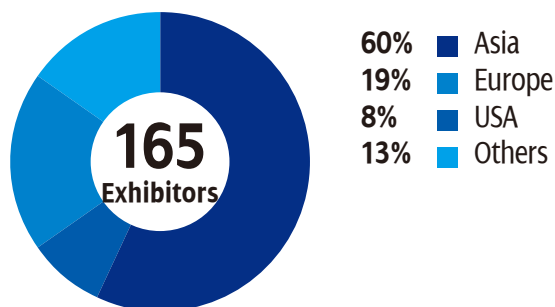
"Privilege Program did indeed extend a very warm welcome and I was pleasantly surprised with some of the well conditioned exhibits. We did have the opportunity to expose ourselves to the future trends. Looking forward to be here at G2E Asia 2017."

## TOP INDUSTRY PLAYERS AND GAMING SUPPLIERS WELL REPRESENTED AT G2E ASIA 2016

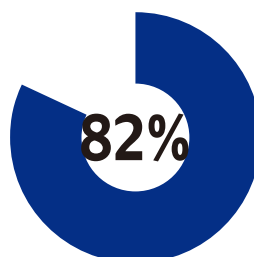


This year marked 10 successful editions of delivering magnified value for participants from diverse world regions. The show has established as the optimal business hub for Asian gaming industry professionals to convene, network, establish contacts and conduct business.

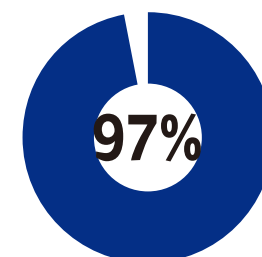
### NUMBER OF EXHIBITING COMPANIES



### EXHIBITOR SATISFACTION RATE



### GAMING EXHIBITOR RECOMMENDATION RATE



## Gaming Exhibitor Testimonials

### MARK MICHALKO

Sales Director, Asia  
IGT

G2E Asia has always served as the most important customer-focused event of the year for IGT Asia. The show provides the best opportunity for IGT to showcase our latest culturally attuned products designed for the Asian gaming markets, while also providing a forum for important discussions with customers and prospects from all across the continent. We are particularly pleased with this year's show and we look forward to continuing our participation in the future.



### MICHAEL DOMINELLI

Vice President, Marketing & Product  
NRT TECHNOLOGY CORP

We launched our newest flagship product, the QuickJack NEO this week for the Asia market and it was a real success! Many quality operators dropped by and we have generated a strong demand for the solution this week. Thanks a lot and looking forward to 2017.



### KEN JOLLY

Vice President and Managing Director, Asia  
Scientific Games International

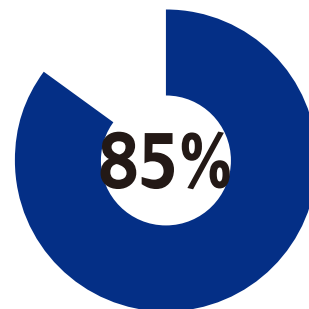
This year's show has seen an excellent number of attendees through the doors and also our stand. We're very satisfied with the visitors and proud to display our award winning products at the show.



## iGaming Zone

The G2E Asia 2016 show floor featured a fast-growing iGaming Zone which had more than double the number of exhibitors in 2015. Over 65% of these were new companies. The Zone gave the growing iGaming community direct market access and a networking platform with over 50 iGaming exhibitors showcasing their latest solutions and products from Asia and abroad. 24% of all attendees were iGaming buyers, up a staggering 40% from the last edition.

## EXHIBITOR SATISFACTION RATE



## iGaming Exhibitor Testimonials

### KELVIN CHIU

Sales Director  
Asia Gaming

G2E Asia provides us the opportunity to demonstrate our company's true core values and breakthroughs on "creativity" and "innovations" to our clients and players. Asia Gaming is certainly looking forward to more successful and productive participation next year!



### RICK LIN

General Manager Office /  
Executive Assistant  
BBIN

BBIN were delighted to participate in the iGaming zone at G2E Asia 2016 — a hugely successful event whose results we were very satisfied with. The show is a great platform to highlight products/solutions, meet customers and explore new market opportunities.



### EDDIE KWOK

CEO  
eBET.com

G2E Asia is an ideal channel for building our brand and it's one of the most important events in the industry. We met numerous potential buyers and networked with our business partners. We're already looking forward to coming back for G2E Asia 2017!





The three-day G2E Asia conference provided the most comprehensive gaming education and professional development in Asia. Content was developed by leading gaming experts, offering participants access to practical and cost-effective insights into market developments, emerging trends, incoming regulations, as well as pertinent topics and strategies to stay relevant.

## 2016 Conference Delegates: 713



### DAY 1 - GLOBAL MARKET ANALYSIS

The Most Popular Topic:

#### Asia Gaming Market Outlook

By Aaron Fischer, CFA, Head of Consumer & Gaming Research, CLSA Asia Pacific Markets

### DAY 2 - OPPORTUNITIES FOR INTEGRATED RESORTS

The Most Popular Topics:

#### Opening Remarks: Transformation in Changing Conditions

By Paulo Martins Chan, Director, Macau Gaming Inspection and Coordination Bureau



#### CEO Perspectives: How Slot and Game Developers Change to Meet New Demand

Moderated by Michael Grimes, Principal, GGR Asia

Panelists: Walter Bugno, Chief Executive Officer, IGT International

Derik Mooberry, Executive Vice President, Group Chief Executive - Gaming, Scientific Games Corporation

Trevor Croker, Executive VP Global Products & Insights, Aristocrat

#### Transformation in Changing Conditions: What Does the New IR Look like?

Moderated by Andrew Zarnett, Managing Director,  
Deutsche Bank

Panelists: Steve Rittvo, Chairman, The Innovation Group  
Tom Wucherer, CEO, YWS Design



#### Chinese Millennial Travelers Shaping the Future of Macau Tourism

Speakers: Catherine Lim, Asia Senior Consumer Analyst, Bloomberg Intelligence

Margaret Huang, Global Gaming and Lodging Analyst, Bloomberg Intelligence



## DAY 3 – iGAMING SUMMIT

The Most Popular Topics:

Official Industry Supporter



### iGaming Product Innovation and Latest Trends

Moderated by : Shaun McCamley, Partner, Gaming Market Advisors LLC. Panelists:

Panelists: Vin Narayanan, CEO, Vinisic Gaming

David Jung, Chairman, Hero Poker, Calvin Ng, CEO, 21Pink

### Innovations & Technology: Advances in Online and Mobile Betting Options

Moderated by John English, President, WEBE Gaming

Panelists: Barry Martin, CEO, KPI Gaming Consultants

David Leppo, Chairman & CEO, Footballbet.com

Tal Itzhak Ron, Chairman & CEO, Tal Ron, Drihem & Co Law Firm



## Gaming Management Certificate Program (GMCP)

Presented by:



The GMCP 2016 was presented by the University of Nevada, Las Vegas, PLUS Center and the International Association of Gaming Advisors. Exclusive to G2E Asia, the full-day GMCP was a career development course specifically tailored to gaming supervisors and managers. It provided an emphasis on current gaming regulations and compliance, in addition to an in-depth look at industry regulatory development and challenges via five interactive sessions:

- The State of Gaming Regulation in Asia: Challenges and Opportunities
- Integrity of Games
- Regulation of VIP Play
- Best Practices: Responsible Gaming and Social Safeguards
- Best Practices: Anti- Money Laundering





## G2E Asia 2016 Highlights

### GAMING REGULATORS NETWORKING LUNCHEON

The 1<sup>st</sup> Gaming Regulators Networking Luncheon had been added to this year's activity-filled agenda. Over 28 gaming regulators participated in luncheon, which provided a networking platform for them to exchange views, share updates and explore cooperation opportunities that facilitate the rapid development and future of Asia's gaming markets.



### ASIA GAMING AWARDS

The inaugural edition of the Asia Gaming Awards Ceremony was produced by Asia Gaming Brief and in association with G2E Asia and The Innovation Group. Eleven awards were presented at the ceremony to the gaming operators, suppliers and industry leaders with outstanding contribution to Asian gaming industry in their respective fields.

### LOTTERY FORUM

The Asia Lottery Forum returned as the meeting place for experts to network and discuss the latest lottery developments in the internet era. This year's event boasted over 300 lottery industry experts, operators and peers from China and abroad.



### NETWORKING COCKTAIL HOURS

G2E Asia 2016 provided many segmented networking opportunities including Table Games, Slots and Lottery & Interactive Entertainment.

# SAVE THE DATE!

**May 16-18, 2017**  
**The Venetian Macao**

**To Reserve Your Space**

**Vera Ng**

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Vera.Ng@reedexpo.com.hk

For more information, please visit [www.g2easia.com](http://www.g2easia.com)

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