

global gaming expo

G2E ASIA

亞洲國際娛樂展

THE MARKETPLACE FOR THE ASIAN GAMING INDUSTRY

G2E ASIA 2019 POST-SHOW REPORT

MAY 21 - 23, 2019
THE VENETIAN MACAO, MACAO SAR

global gaming expo

G2E ASIA

亞洲國際娛樂展

UFI
Approved
Event

A G2E EVENT PRESENTED BY

global gaming
expo



AMERICAN
GAMING
ASSOCIATION

ORGANIZED BY

Reed Exhibitions

G2E ASIA 2019 POST-SHOW REPORT

2019 EVENT OVERVIEW



G2E ASIA 2019 POST-SHOW REPORT

2019 VISITOR OVERVIEW



G2E ASIA 2019: THE BIGGEST AND MOST DIVERSE EDITION TO DATE

The 13th edition of Global Gaming Expo (G2E) Asia wrapped up yet another record-setting year with its largest and most diverse edition to date. The annual event stretched across a 34,000-sqm show floor and hosted nearly 200 exhibitors that displayed new and cutting-edge products, solutions and technologies to 16,563 professional visitors.

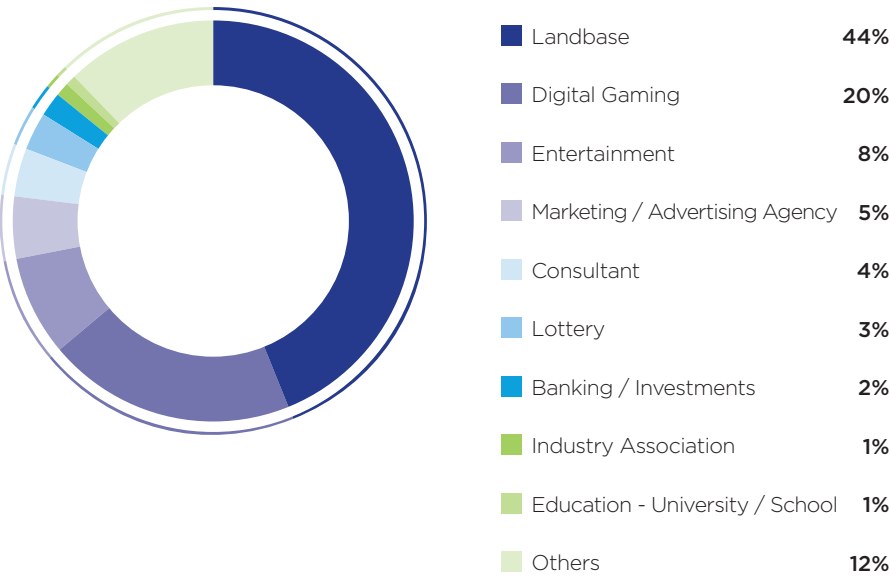


G2E Asia 2019 Opening Ceremony featured key dignitaries and local government officials representing the global gaming industry.

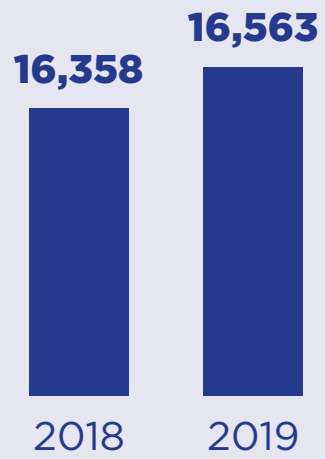
(from left to right)

- Mr. Robert McBain, Chief Financial Officer, SJM Holdings Limited
- Mr. Philip Cheng, Director, Galaxy Entertainment Group
- Ms. Linda Chen, Vice Chairman & Executive Director, Wynn Macau, Limited
- Ms. Synthia Chan, Council Chairperson, Macau Fair & Trade Association
- Mr. Alfredo Lim, President & COO, Philippine Amusement & Gaming Corporation
- Mr. Bill Miller, President & CEO, American Gaming Association
- Ms. Chan Tze Wai, Deputy Director, Macau Economic Bureau
- Ms. Maria Helena de Senna Fernandes, Director, Macau Government Tourism Office
- Mr. Ip Sio Kai, Legislator, Legislative Assembly of Macau Special Administrative Region
- Mr. Michael Cheng, President, Reed Exhibitions Greater China
- Mr. Ho Hoi Ming, President of Board of Directors, Macao Convention & Exhibition Association
- Dr. Wilfred Wong, President, Sands China Ltd.
- Mr. Grant Bowie, Chief Executive Officer & Executive Director, MGM China Holdings Limited
- Mrs. Akiko Takahashi, Executive Vice President & Chief Officer of Human Resources / Corporate Social Responsibility Officer, Melco Resorts & Entertainment Ltd
- Mr. Robert Parente, Vice President, Association of Gaming Equipment Manufacturers

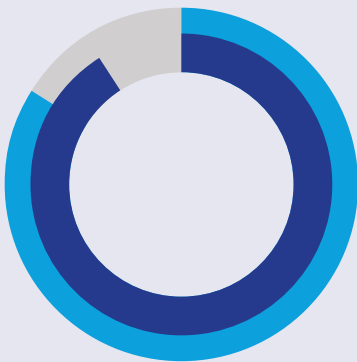
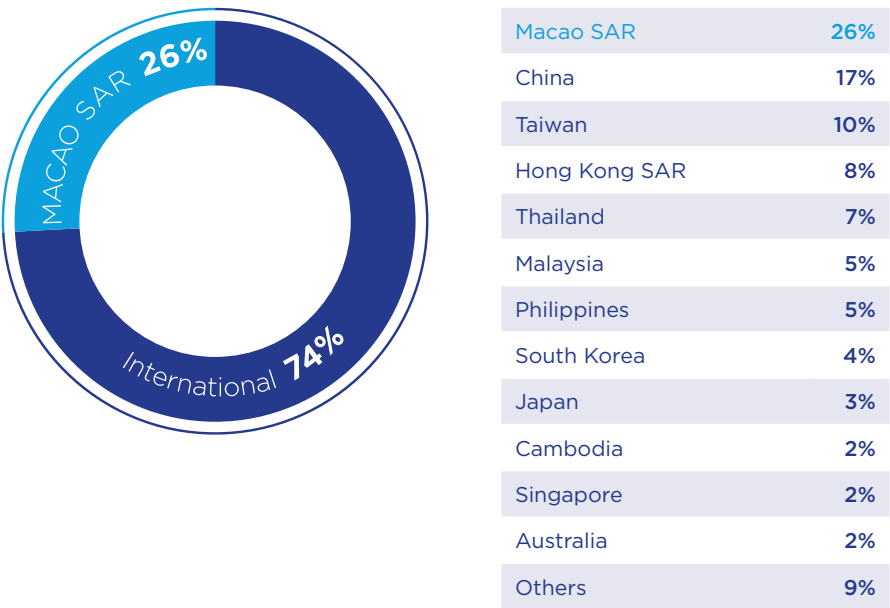
2019 VISITOR PRIMARY BUSINESS



VISITOR STATISTICS



VISITOR DEMOGRAPHICS



91%
LIKELY TO VISIT G2E
ASIA 2020

84%
SATISFIED WITH
THIS YEAR'S EVENT

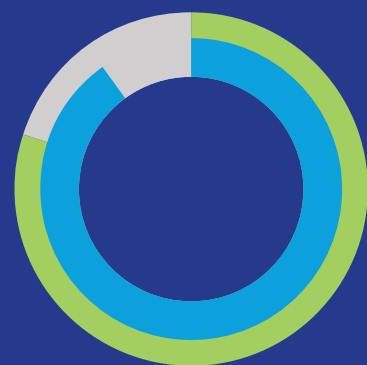
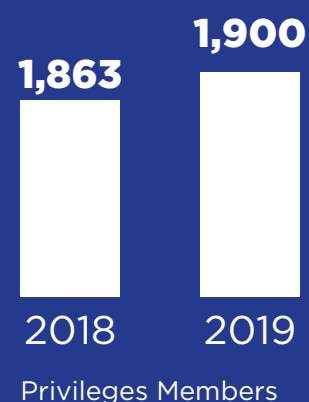
G2E ASIA 2019 POST-SHOW REPORT

2019 PRIVILEGES PROGRAM OVERVIEW



The G2E Asia Privileges Program saw an inspiring turnout. A total of 1,990 Privileges members took part in G2E Asia 2019—more than 6% over the previous edition. This invitation-only, value-added service offers key buyers and senior-level decision makers from the gaming and entertainment industry with a variety of exclusive privileges and amenities to enhance their event experience, while facilitating high-end commercial opportunities on-site.

PRIVILEGES MEMBER STATISTICS



90%
LIKELY TO VISIT
G2E AISA 2020

80%
PRIVILEGES MEMBER
SATISFACTION RATE

PRIVILEGES MEMBER TESTIMONIALS

Manisu Tripatni
CEO, Probability
Gaming

"We were completely satisfied. Excellent arrangement and coordination. The G2E Privileges team was very caring, organized and hardworking. We've been attending the show since 2009, and it's getting better every year."

John Corrigan
Executive Director,
Sumitomo Mitsui Bank

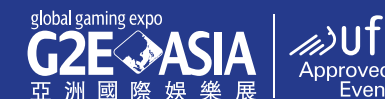
"The information presented at G2E Asia 2019 was very valuable to everyone involved in Asian gaming industry."

Andrew Cheang
Regional General
Manager, Touch
Technology Co.Ltd

"It was a wonderful idea to split online and traditional gaming with two separate levels. We really felt recognized."

G2E ASIA 2019 POST-SHOW REPORT

EXHIBITOR OVERVIEW



G2E ASIA 2019—THE MUST-ATTEND MARKETPLACE FOR THE ASIAN GAMING INDUSTRY

G2E Asia is the must-attend marketplace for the Asian gaming-entertainment industry, offering a one-stop platform to showcase the latest technologies, services and products. It's where industry professionals come to network, source for new products and solutions and learn the latest global industry trends.

EXHIBITOR TESTIMONIALS



"I particularly liked how the show floor lay-out distinguished between land-based and online exhibitors. This made it easier for exhibitors such as Aristocrat to attract and interact with their target audiences."

Chris Rowe Managing Director Asia-Pacific, Aristocrat



"G2E Asia is the best platform for us to showcase our newest products and to meet all our customers from across the region. This year was one of our best shows, putting the IGT brand in the best light and generating significant sales leads."

Nigel Turner Marketing Director, Asia Pacific, IGT

JUMBO

"Great products, great time, and great show, G2E Asia is an ideal platform to engage with buyers and players for academic and technical exchange across the country. You may see the most innovative products, the top technology, and the best service worldwide. 2020 is a very special year, 20th anniversary of Jumbo technology. We are eagerly looking forward to the show."

Allen Hsu Associate Vice President, Jumbo Technology co., Ltd.



"Scientific Games has exhibited at G2E Asia for the last number of years with great success. Not only being the biggest gaming show in Asia, where casino operators and club buyers from around the world visit, but also giving gaming suppliers such as Scientific Games a chance to showcase our latest gaming technology onto the world casino stage. We were extremely happy this year with the show attendance."

Ken Jolly Vice President & Managing Director Asia, SG Gaming

G2E ASIA 2019 POST-SHOW REPORT CONFERENCE OVERVIEW



G2E ASIA 2019 POST-SHOW REPORT CONFERENCE OVERVIEW



The G2E Asia Conference Program returned to deliver the most comprehensive education platform in Asian gaming entertainment. The three-day program kept participants up to date and at a competitive edge with the latest market intelligence and evolving trends. High-level industry leaders, influencers and experts from Asia and beyond delivered a content-rich conference program, exposing critical topics. This year's edition featured more high-level industry leaders and influencers than ever before with 849 conference delegates.

G2E ASIA CONFERENCE 2019

DAY 1 ASIAN MARKETS PERSPECTIVES: OPPORTUNITIES AND THREATS

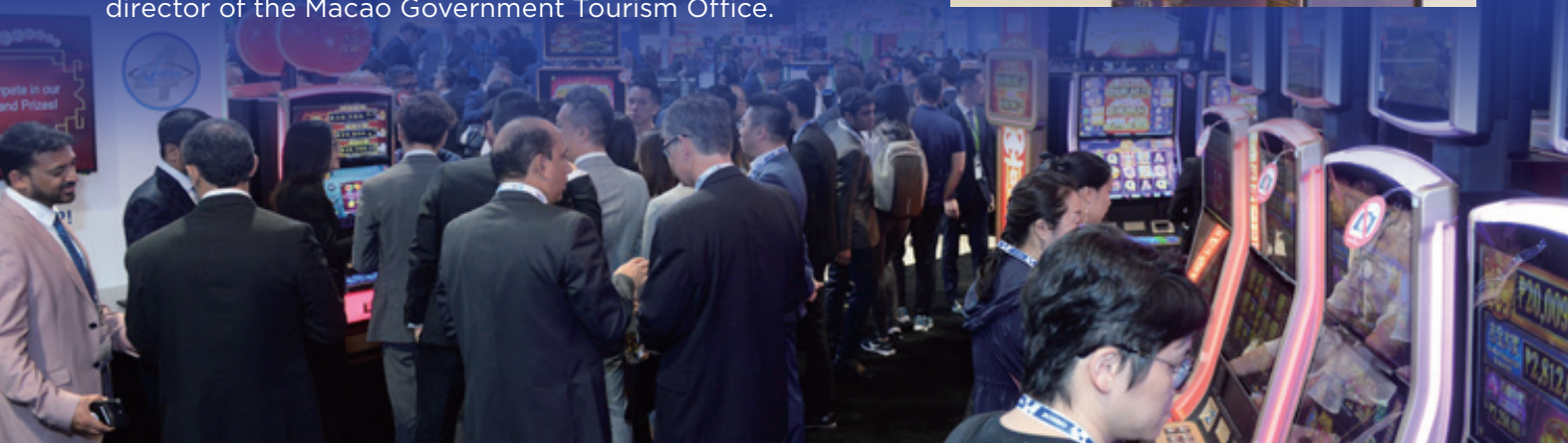
Keynote Address

Ms. Daisy Ho, Chairman and Executive Director of SJM Holdings Limited and Chairman of the Board of Directors of Sociedade de Jogos de Macau, S.A., delivered the Opening Day Keynote Address, kicking off the day's theme of "Asian Markets Perspectives: Opportunities and Threats."



DAY 2 FROM GAMING TO BEYOND GAMING

The program focused on "From Gaming to Beyond Gaming" with expert talks and panel discussions surrounding smart integrated resorts, IR content design, next-generation game design and lifestyle marketing trends. It was followed by an intense lens on government strategy and direction for Macao tourism development by Maria Helena de Senna Fernandes, director of the Macao Government Tourism Office.



DAY 3 LEVERAGING GAMING INNOVATION AND TECHNOLOGY

The conference exclusively focused on "Leveraging Gaming Innovation and Technology" with an inside look at sports betting in Asia, followed by afternoon keynote, "Leveraging Cloud Technologies to Drive Innovation, Scale and Reach" by Zane Moi, deputy general manager and head of Partner Ecosystems of Amazon Web Services.



DAY 3 IAGA BEST PRACTICES INSTITUTE

The concurrently-held IAGA Best Practices Institute returned to examine effective and responsible gaming throughout Australasia, with a keynote by Nadine Grinblatt, CEO of the Australasian Gaming Council. It additionally featured in-depth panel discussions on the development, implementation and evaluation of effective responsible gaming plans.



FINANCIAL TECHNOLOGY FORUM

The co-located Financial Technology Forum presented an all-day lineup of highly-influential expert speakers, including Benjamin Floyd, senior vice-president and corporate AML officer at Caesars Entertainment Corporation and Debra Geister, financial crime strategy and industry consultant at NICE Actimize. The afternoon was dedicated to Blockchain with speakers Earle Hall, president and chief executive officer at Axes Network; Winnie Wong, chief responsible gaming officer and vice-president of special gaming projects at Sands China Ltd.; Avery Palos, chief information officer, Melco Resorts & Entertainment; and Raymond Chan, chief executive officer at Alphaslot.



G2E ASIA 2019 POST-SHOW REPORT NETWORKING EVENTS



ASIA LOTTERY FORUM

The Asia Lottery Forum, held concurrently with G2E Asia, is a learning and networking platform exclusively designed for lottery professionals. This year's forum was led by key industry leaders featuring in-depth and industry-relevant discussions on current and future lottery trends, practices, design.



COTAI CONNECT



Cotai Connect, held on May 22, was exclusively reserved for G2E Asia Privileges members. The full-day guided tour featured a customized, insider look at some of Macau's most successful integrated resorts, including The Parisian Macao, Galaxy Macau and Wynn Palace. The tour honed in on each location's unique selling points and provided exclusive insights into gaming and non-gaming amenities, spanning the areas of entertainment, VIP gaming, style, luxury.

GAMING REGULATORS NETWORKING LUNCHEON

The Gaming Regulators Networking Luncheon provided a platform for gaming professionals to exchange views, share ideas and explore cooperation opportunities, at a time when Asia's gaming market remains fast changing and rapidly growing.



G2E ASIA 2019 POST-SHOW REPORT NETWORKING EVENTS



G2E ASIA AFTER PARTY

The G2E Asia After Party, designed for event goers keen to bring the day to a relaxing close, took place at Macau's popular Club Cubic and provided extended networking opportunities beyond show hours.



G2E ASIA AWARDS



The 2019 G2E Asia Awards Ceremony and Dinner took place on May 21 at The Parisian Macao and officially announced the winners of 12 pre-announced award categories. The annually held awards recognize excellence in both the gaming and non-gaming aspects of Asian entertainment, while additionally providing unrivalled networking opportunities.

HOT HITS

Hot Hit boards are installed in conspicuous spaces around the halls to display the top ten products most scanned by visitors through the show's mobile app. The exciting visuals and product highlights generate additional buzz across the show floor.



G2E ASIA 2019 POST-SHOW REPORT NETWORKING EVENTS



PRESIDENTS' RECEPTION

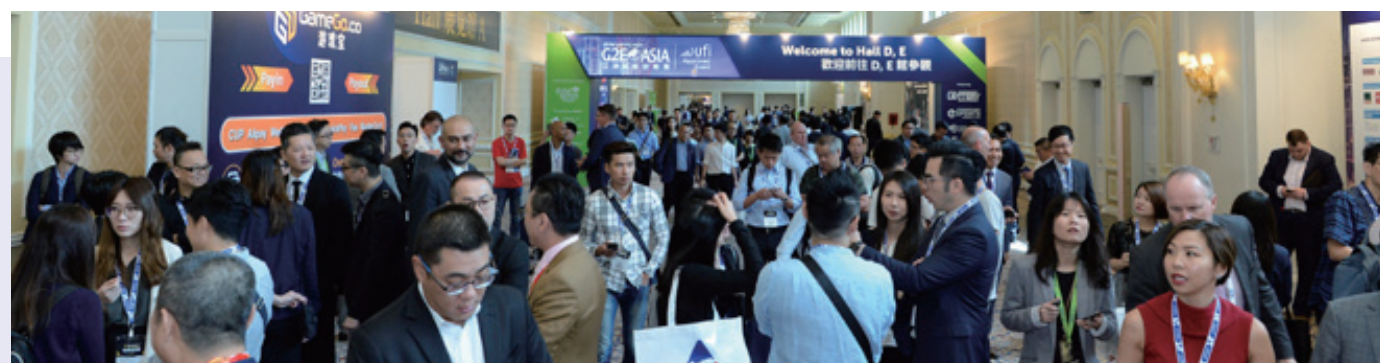
The Presidents' Reception, held on May 21, is an exclusive, invitation-only cocktail that targets the industry's most prominent participants. It offers, senior executive networking opportunities and brand exposure at the highest level.



SEGMENTED INDUSTRY NETWORKING EVENTS



G2E Asia provided a variety of segmented networking opportunities throughout the three-day event, including Table Games, Slots, Lottery and Interactive Entertainment. Located on-site, the G2E Asia Bar offered its participants a relaxing setting for enjoying drinks and networking.



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Discover Solutions, Trends and Products for
Land-Based and Online Gaming.

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SAVE THE DATE!

May 19-21, 2020

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