



Sands Bethlehem

# Live Dealer Electronic Table Games

September 2, 2015



# LIVE DEALER ELECTRONIC TABLE GAMES

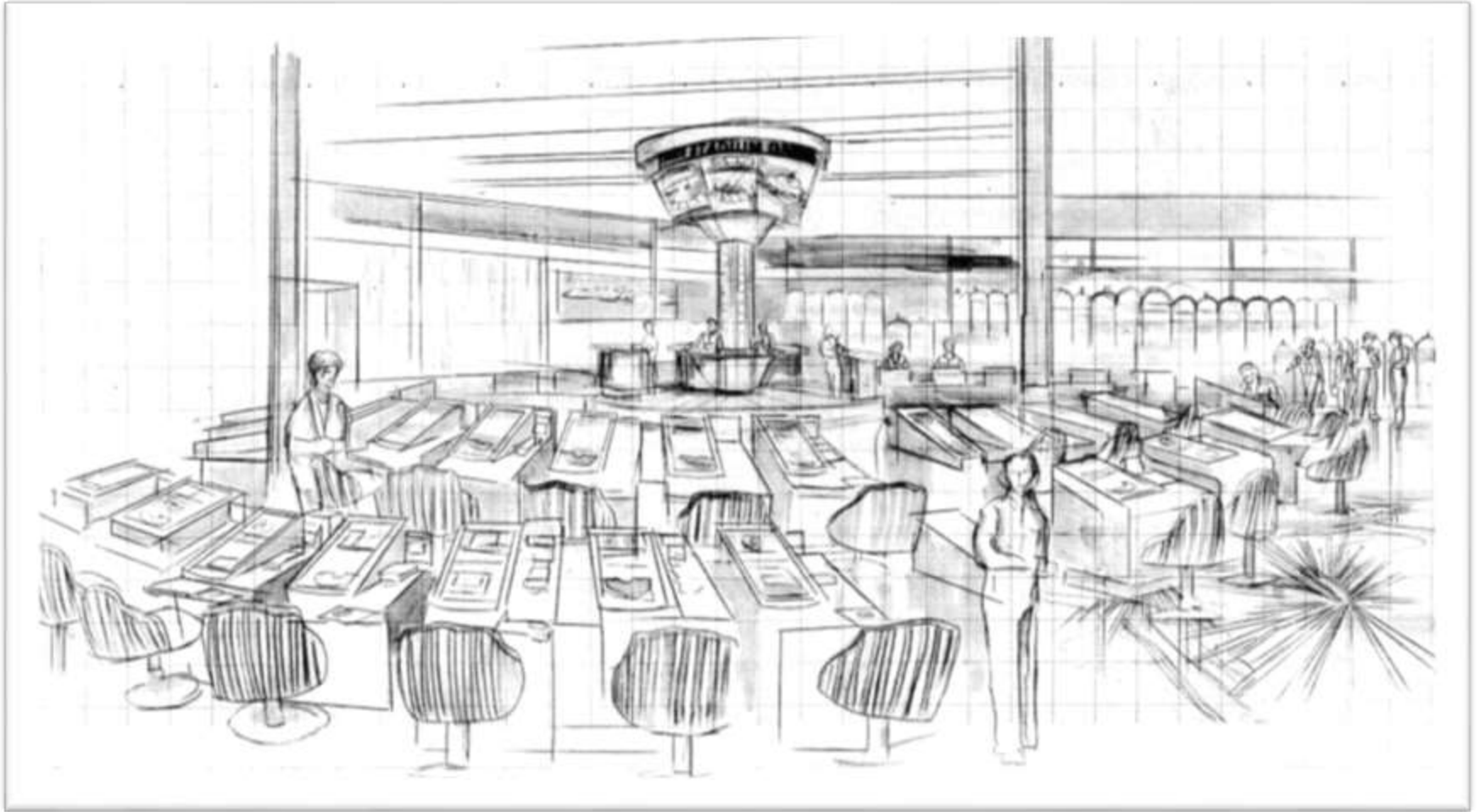
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## **Executive Summary**

- Sands Bethlehem would like to build a multi-million dollar, state of the art Live Dealer Electronic Table Games (ETG) Stadium featuring baccarat, roulette and sic bo games
  - 4-8 live dealer tables and 150 betting terminals
  - Hiring additional dealers, technicians, supervisors, attendants, ambassadors and cocktail servers to operate the Live Dealer ETG Stadium
  - No decrease in existing slot count or table count
  
- Live Dealer ETGs represent a new market segment
  - Lower betting limits
  - Ability to follow the trends on multiple tables
  - Players are likely to be locals or from North NJ / NYC

# LIVE DEALER ELECTRONIC TABLE GAMES

## Sands Bethlehem Stadium Gaming



# LIVE DEALER ELECTRONIC TABLE GAMES

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## Live Dealer ETG Stadium – Venetian Macau



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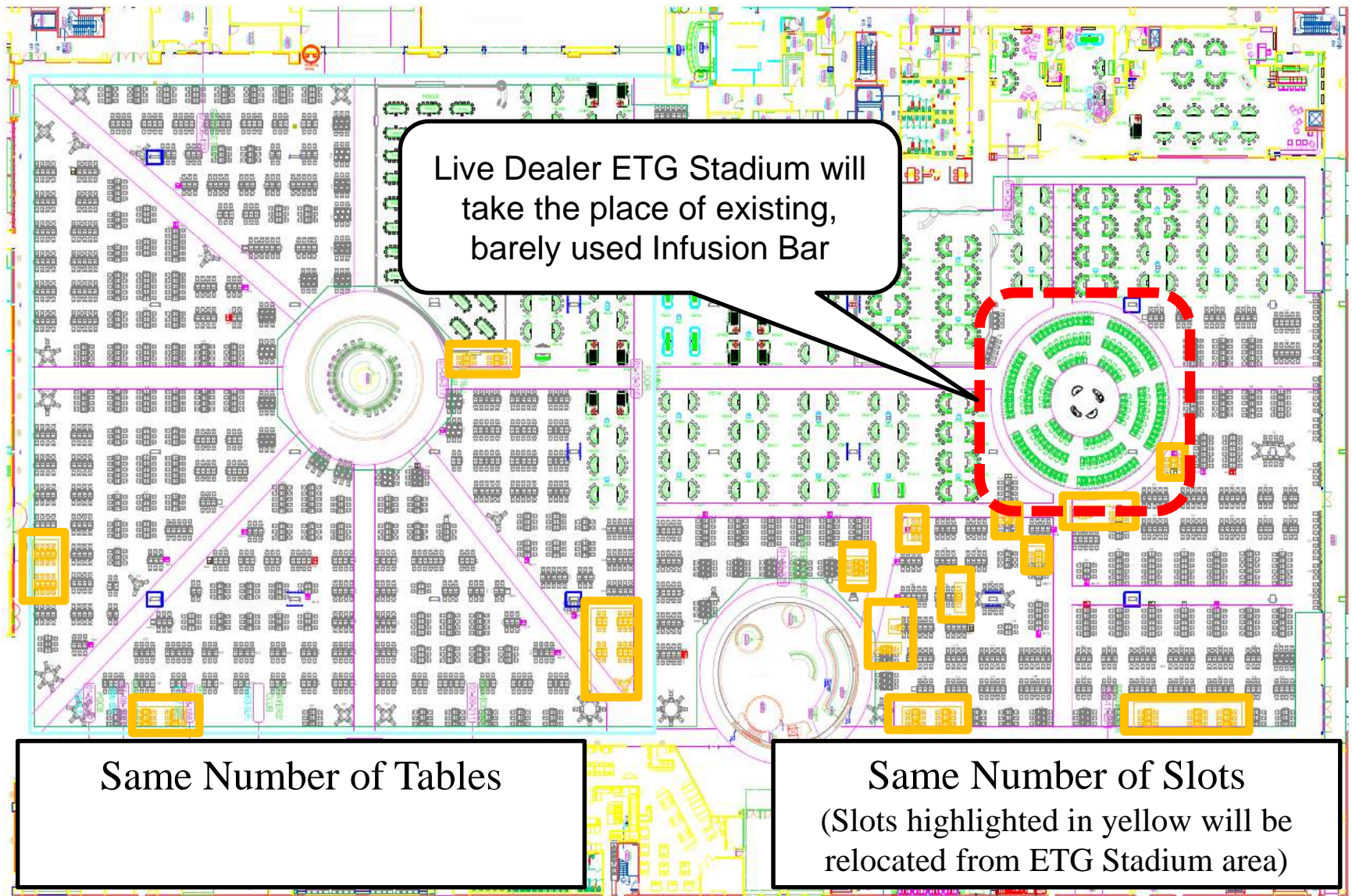
## Live Dealer ETG Stadium – Venetian | Palazzo Las Vegas

### Venetian | Palazzo ETGs

- Started with 24 betting terminals
- Based on success of those terminals
  - Adding 10 terminals to existing stadium
  - Building 2nd stadium with 20 terminals



# LIVE DEALER ELECTRONIC TABLE GAMES



Live Dealer ETG Stadium will take the place of existing, barely used Infusion Bar

Same Number of Tables

Same Number of Slots  
(Slots highlighted in yellow will be relocated from ETG Stadium area)

# LIVE DEALER ELECTRONIC TABLE GAMES

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## Live Dealer ETGs will Create a New Market

### Exciting, Comfortable Gaming Environment

Lower Table Minimums

Easy to Learn and Play

Can Follow Multiple Tables &  
Trends

### Increase Capacity to Handle Busy Days

Increase Available Tables Seats  
by 12%

All Buy-ins, Bets, Payment of  
Winning Bets and Cash-outs  
Handled by Machine  
(Eliminating Errors and  
Speeding Game)

### State of the Art Gaming Development

Live Dealer ETG Stadium will  
be Unique in Northeast

Innovation is Necessary to Stay  
Competitive in Gaming  
Industry

# LIVE DEALER ELECTRONIC TABLE GAMES

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## Sands Bethlehem Will Increase Hiring

### Operating the Game

Dealers  
(30)

Supervisors  
(7)

Service  
Technicians  
(2)

### Hospitality & Customer Service

Ambassadors &  
Attendants  
(5)

Cocktail  
Servers  
(5)

### Other Support

Security  
(1)

Surveillance  
(1)



# LIVE DEALER ELECTRONIC TABLE GAMES

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## Broad Market of Customers



# LIVE DEALER ELECTRONIC TABLE GAMES

## Consumer Profiles

*Identifying the commonalities between one existing and upcoming targets*

### ***Audience Overview***

- Current table gamers and electronic table gamers hold similar demographic and psychographic characteristics
- Variance in income levels – traditional table gamers have more disposable income to qualify for higher buy-ins
  - Electronic table gamers present opportunity for additional patronage
- Media consumption habits indicate current marketing efforts will also reach electronic table gamers

#### **Electronic Table Game Audience**

- Middle income with an interesting in gaming
- Exciting and stimulating experiences are important
- It is better to put money in low-risk investments

**TV: Moderate to Light**

**OOH: Moderate**

**Internet: Moderately Heavy**

**Radio: Heavy**

**Newspaper: Moderate to Heavy**

**Magazine: Heavy**

#### **Current Gaming Audience**

- Comfortable income with affinity towards table games
- Thrill and entertainment seeker for all casino offerings
- Interested in both low-risk and high-risk investments

**TV: Moderate to Light**

**OOH: Moderate**

**Internet: Heavy**

**Radio: Heavy**

**Newspaper: Heavy**

**Magazine: Heavy**

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## Marketing Efforts

