

16 June 2017

## **Donaco Signs Further Deals to launch New Era at Star Vegas**

- Further deals to implement strategy of increasing international visitation to Star Vegas.
- Contract signed with international casino marketing agency Vivo Tower Limited, to fill the available capacity at Star Vegas. Donaco will receive a minimum fixed fee of USD1.5 million in FY18, increasing to USD3 million in subsequent years, plus a revenue share.
- South-East Asia leg of the Asian Poker Tour to be held at Star Vegas from 1 July 2017, following the signing of a deal with Poker King Club in May.
- Manchester United Class of '92 players to be the guests of honor at the poker tournament.

Donaco International Limited (ASX:DNA) is pleased to announce the signing of additional deals, to implement the Company's strategy of increasing visitation to the Star Vegas property from new international customers.

Managing Director and Chief Executive Officer, Mr Joey Lim, said "We are pleased to confirm the launch of a new era at Star Vegas, with a focus on increasing visitation from international players, in order to supplement the existing healthy Thai-facing business."

### **International marketing deal with Vivo Tower Limited**

In order to fill the available gaming capacity at Star Vegas, Donaco has signed a contract with Vivo Tower Limited, an international casino marketing agency. Vivo Tower will seek to sign up international junkets from Macau, Hong Kong, Malaysia and elsewhere, to bring players to the property from all around Asia. Vivo Tower will pay Donaco a minimum fixed fee of USD1.5 million in FY18, increasing to USD3 million in subsequent years, plus a revenue share which varies depending on the junket operators engaged by them.

Vivo Tower has already engaged a Malaysian junket operator, Da Kim Global Group, who currently bring VIP customers to Genting properties in Malaysia, Singapore and Manila, and also to Naga World in Phnom Penh, and other casinos in Macau and Australia. Da Kim will commence bringing VIP customers to the Star Vegas from 1 July 2017.

### **Partnering with Poker King Club to host international poker tournament**

Donaco has partnered with Poker King Club to host a major international poker tournament, which has now been accredited as the South-East Asia leg of the Asian Poker Tour, to be held at Star Vegas. The event will begin in Bangkok on 30 June 2017, with a press conference held by the guests of honor, the Manchester United Class of '92 players. This legendary group of players includes Ryan Giggs, Paul Scholes, Nicky Butt, Philip Neville, and Gary Neville. The group will play a friendly game against a local Thai team, Pattaya United, before travelling to Star Vegas for the poker tournament on 1 July 2017.

Manchester United is immensely popular in Thailand, with more than 19.5 million followers (source: *Futures Sport & Entertainment 2014 and Kantar Sport 2012*). The purpose of the Manchester United partnership is to increase awareness and visitation of Donaco's Star Vegas property for the target market of middle class Thai visitors, as well as signifying the quality of the property for international visitors.

Other guests of honor at the poker tournament will include Mr Winfred Yu, Poker King Club President, as well as VIPs from Poker King's partner, Sun City, the major Macau junket operator.

Mr Joey Lim concluded "Our relationships with Manchester United, Poker King Club, Asian Poker Tour, and Vivo Tower Limited are all working together, indicating the potential of the Star Vegas property to appeal to a new group of international customers."

The week-long poker tournament will feature a US\$1,100 Main Event, as well as Asian Poker Tour favourites, namely No Limit Hold'em, Head Hunter, High Rollers, Deep Stack Turbo, and Monster Stack Events. Full details can be found at the APT website ([theasianpokertour.com](http://theasianpokertour.com)).

**For further information:**

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#APTSoutheastAsia

**ASIAN POKER TOUR 2017**  
SOUTHEAST ASIA  
CAMBODIA · THAILAND

JULY 1 - 7, 2017  
DNA STAR VEGAS CASINO & CLUB, CAMBODIA  
MAIN EVENT BUY IN: USD 1,100

donaco INTERNATIONAL

starVegas

POKER KING CLUB  
撲克王

For more details and updates please visit:  
[www.TheAsianPokerTour.com](http://www.TheAsianPokerTour.com)

This information is for reference only and may be subject to change without prior notice.

18  
PERSONS BELOW 18 ARE NOT ALLOWED TO PLAY

**ABOUT DONACO INTERNATIONAL LIMITED (ASX: DNA)**

Donaco International Limited operates leisure and entertainment businesses across the Asia Pacific region.

Our major business is the Star Vegas Resort and Club, a successful casino and hotel complex in Poipet, Cambodia, on the border with Thailand. Star Vegas was established in 1999, and is the largest and highest quality of the Poipet casino hotels. The property has more than 100 gaming tables, more than 1400 slot machines, and 385 hotel rooms.

Our flagship business is the Aristo International Hotel, a successful boutique casino in northern Vietnam, located on the border with Yunnan Province, China. Established in 2002, the property has recently been expanded to a brand new five star resort complex with 400 hotel rooms. Donaco is a pioneer casino operator in Vietnam, and owns a 95% interest in the business, in a joint venture with the Government of Vietnam.

To learn more about Donaco visit [www.donacointernational.com](http://www.donacointernational.com)