

INSIDE

# ASIAN *Gaming*

The Asian Gaming

# 50

The fourth annual ranking of the industry's  
most influential people

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TECHNOLOGIES



# The Asian Gaming 50 – 2011

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Welcome to the **Asian Gaming 50 – 2011**. The list takes a slightly different format from previous years. Such is the growth of land-based casino gaming in the region that we're focusing principally this time on personalities from that sector, rather than on executives from other gaming product suppliers such as parimutuels and lotteries.

We've also attempted to add even more insight and analysis throughout the list. The aim is to make it a handy reference point not just about the individuals that lead the Asia Pacific industry, but also about trends and developments in their operations.

Competition among casino technology suppliers has been intensifying as the Macau market matures and other key markets including Singapore consider the next stage of development for their casino floors and back office functions. Our list reflects the amount of talent and degree of professionalism that is being applied by suppliers in pursuit of sales and recurring revenue success in the region.

Another trend in the past few years has been the increased public profile of some of the Macau junket operators. In the first two years of the **Asian Gaming 50**, many of them preferred to take the traditional approach—namely, that no publicity is good publicity. That was on the basis that the junket trade either gets wrongly reported or sensationally reported by the media. But with the increasingly high profile of the junkets—driven by the fact that the world is waking up to just how enormous and energetic the Macau casino market is, and how much of it is generated by high roller baccarat—they have been stepping into the spotlight to explain their work and their role. We welcome that trend. It will help a great deal in demystifying some of the hysteria surrounding the Macau industry and the Asian casino industry in general.

## About the Title Sponsor

With a history dating back to 1932, Bally Technologies is the oldest slot manufacturer in the world. It was founded in Great Depression-era Chicago as a pinball machine manufacturer. Today, Las Vegas-based Bally Technologies is a diversified, worldwide gaming company that designs, manufactures, operates, and distributes advanced gaming devices and computerised monitoring, accounting, and player-tracking

systems. Bally maintains more than 25 offices around the world and employs about 2,500 people. The company's product line includes reel-spinning slot machines, video slots, wide-area progressives, mobile applications, and Class II, lottery and central determination games and platforms. As the world's No. 1 gaming-systems company, Bally also offers an array of casino management, slot accounting, bonusing, cashless and table

management solutions. More information about the company is available at [www.ballytech.com](http://www.ballytech.com)



## Associate Sponsors:



### 37 (39) Gregory S. Gronau

CEO  
Gaming Partners International

Gaming Partners International continues to solidify its presence as a discrete but vital pillar in the Asian gaming scene. It's vital as the major manufacturer and supplier of



casino currency in Asian casino jurisdictions. It has 90% of the casino chip market share in Macau and 100% of the Singapore market. If you have played a casino live table game in Macau or Singapore, it's likely you have used a GPI product.

GPI is also discrete—in the sense of being separate or independent. It's been able to balance the needs of working commercially in the interests of its shareholders while putting the operational and security needs of the regional casino industry and its players at the forefront of the enterprise.

In addition to casino chips, GPI also manufactures and supplies plaques and jetons under the Paulson, Bourgogne-et-Grasset and Bud Jones brands. It also produces table layouts, playing cards, table accessories, gaming furniture and dice. The company is based in Las Vegas, with offices around the world, including in Macau.

As the company's chief executive officer, Gregory Gronau has overseen a number of recent expansion initiatives. In April 2011, GPI announced that it had acquired assets belonging to French plastic injection mold manufacturer OMC Sarl and its subsidiary OMC Industries. The acquisition is expected to help GPI improve its efficiency and capability in casino currency manufacturing and product service.

Mr Gronau described the acquisition as "an important step" in the diversification

of GPI's internal product development and manufacturing capabilities.

Last year, Mr Gronau oversaw an agreement to license radio frequency identification (RFID) tracking technology for casino currency. The deal with fellow US-based gaming equipment supplier International Game Technology gives GPI the ability to develop, manufacture and distribute high-frequency RFID products and systems worldwide.

Mr Gronau has signalled in GPI's 2011 first quarter results that the company continues to value Asia as a range of vibrant and important markets for the gaming industry, with a number of new properties opening or scheduled to open in the next few years. For the first three months of this year, GPI recorded revenues of US\$17.8 million and net income of US\$1.7 million, mostly due to strong sales of casino chips to Macau.

"We are pleased with our strong first quarter results, due to delivery of a significant chip order for the Galaxy Macau casino opening," says Mr Gronau.

Prior to assuming his role as CEO and President of GPI, Mr Gronau served as the company's chief operating officer from October 2008 to September 2009. He has also worked in senior executive positions with gaming equipment companies Cadillac Jack in Georgia, Shuffle Master Inc. in Las Vegas and WMS Industries in Chicago.

### 38 (-) Lloyd Nathan

CEO  
Asian Coast Development (Canada) Ltd

After 12 years as a senior executive with MGM MIRAGE, Lloyd Nathan was named last year as the new Chief Executive of Asian Coast Development (Canada) Limited (ACDL), the owner and developer of the under-construction Ho Tram Strip in southern Vietnam.

After just over a year in the job, Mr Nathan has firmly placed ACDL and the Ho Tram Strip under the global spotlight. He secured equity and debt financing of more than US\$400 million for the first phase of the MGM Grand Ho Tram, the first of five large scale integrated gaming resorts on the site. He is also overseeing and driving the construction for phase one of the Ho Tram Strip, which is expected to complement Macau and Singapore as the next world-class, large-scale gaming destination in Asia. ACDL is backed by New York hedge fund Harbinger Capital, US regional gaming operator Pinnacle Entertainment and MGM Resorts International.

The first phase of the MGM branded resort will open in 2013. It will feature a 13,600 square foot casino and 541 guest rooms. Phase two of the MGM Grand Ho Tram will add an additional 559 hotel rooms and villas with retail, dining and conference facilities. To date,

the MGM Grand Ho Tram is the only licensed integrated resort in Vietnam under construction.

In addition to MGM, Mr Nathan is bringing another established gaming operator to the Ho Tram Strip. Earlier this year, *Inside Asian Gaming* reported that ACDL had sold a 26% equity interest in ACDL to Pinnacle Entertainment for US\$95 million. Pinnacle, which has gaming operations in the US states of Louisiana, Missouri, Indiana and Nevada, will be involved in the development of the second of five resorts planned for the Ho Tram Strip.

Mr Nathan began his career in the gaming industry in 1991, acting as outside counsel to MGM Grand, MGM Studios and Kirk Kerkorian. He is a former President of Global Gaming Development for MGM MIRAGE (now known as MGM Resorts International) and has a successful track record of building gaming businesses in Asia.

