



Sands Bethlehem

Live Dealer Electronic Table Games

March 31, 2015



LIVE DEALER ELECTRONIC TABLE GAMES

Executive Summary

- Live Dealer ETGs play exactly the same as traditional table games
 - The dealer deals the cards, spins the roulette wheel or operates the sic bo dice shaker and the outcome is determined exactly the same way as in traditional table games
 - Table gamblers buy in, place bets and are paid via electronic terminals

- Live Dealer ETGs represent a new market segment
 - Lower betting limits
 - Ability to follow the trends on multiple tables

- 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 and attendants necessary to operate the Live Dealer ETG Stadium
 - No decrease in existing slot count or table count

- Live Dealer ETGs are popular around the world, ranging from Macau to Singapore to Las Vegas to neighboring US states, including New Jersey, West Virginia and Ohio

LIVE DEALER ELECTRONIC TABLE GAMES

Sands Bethlehem's Plan for a Stadium-Style Live Dealer ETG Installation

- Multi-million dollar construction project
- 150 betting terminals
- 4-8 live dealer tables
- Significant audio/visual installation to create an exciting entertainment arena
- Hiring the additional dealers, technicians and supervisors necessary to operate this every day of the year
 - 20-25 Dealers
 - 6 Service Technicians
 - 6 Supervisors
 - 15 Ambassadors
 - Additional support staff, including cocktail waitresses, security and PAD staff

LIVE DEALER ELECTRONIC TABLE GAMES

How do Live Dealer ETGs Work from the Gambler's Point of View?

- The outcome of the game itself is exactly the same as traditional table games
- Buy in, betting and pay out is all handled through the electronic terminal

Gambler Buys In / Cashes Out

- Terminal accepts cash or TITO tickets and issues TITO tickets for cash out
- Since the dealer does not have to issue chips, buy ins and cash outs do not slow the game down

Gambler Bets

- Select the bet amount by pressing the appropriate chip on the screen (e.g. pressing the \$5 chip)
- Select the bet option by pressing the appropriate place on the screen (e.g. pressing the "Red" box on the screen)
- Winning bets are paid automatically via the terminal

Gambler Can Easily Watch the Dealer

- In person at the table
- Via live video streaming on the electronic terminal
- Via live video on the large TV screens placed throughout the Stadium area



LIVE DEALER ELECTRONIC TABLE GAMES

Examples of screens from the betting terminals

This screenshot shows the 'PLACE YOUR BETS' phase of a Sic Bo game. The interface features a central 3x3 grid of numbers (1-12) with red and black backgrounds. To the right, there are sections for 'BACCARAT' (Player 6, Banker 8) and 'POWER BACCARAT' (1). The bottom of the screen displays the player's current bet (\$0.00) and win (\$0.00), along with a credit balance of \$1,000.00. Betting options include \$1, \$5, \$25, and \$100, with buttons for 'x2', 'UNDO', 'RE-BET', and 'CLEAR BET'. The top navigation bar includes 'LANGUAGE', 'HELP', 'SERVICE', and 'COLLECT'.

This screenshot shows the 'PLACE YOUR BETS' phase of a Sic Bo game, similar to the first one but with different betting options highlighted. The 'BACCARAT' section shows Player 8 and Banker 5. The 'POWER BACCARAT' section shows 5. The betting buttons for 'PLAYER' (blue), 'TIE' (green), and 'BANKER' (red) are highlighted. The bottom of the screen shows the player's current bet (\$0.00) and win (\$0.00), and a credit balance of \$1,000.00. The interface includes the same navigation and control elements as the first screenshot.

This screenshot shows the 'NO MORE BETS' phase of a Sic Bo game. The interface displays the 'PREVIOUS RESULTS' section with a grid of numbers (1-12) and various betting options like 'EVEN', 'ODD', 'BIG', 'SMALL', 'SIX', 'FIVE', 'FOUR', 'THREE', 'TWO', and 'ONE'. The bottom of the screen shows the player's current bet (\$0.00) and win (\$0.00), and a credit balance of \$1,000.00. The interface includes the same navigation and control elements as the previous screenshots.

This screenshot shows the 'NO MORE BETS' phase of a Sic Bo game, featuring a large roulette wheel overlay in the center. The 'PREVIOUS RESULTS' section and betting options are visible around the wheel. The bottom of the screen shows the player's current bet (\$0.00) and win (\$0.00), and a credit balance of \$1,000.00. The interface includes the same navigation and control elements as the previous screenshots.

LIVE DEALER ELECTRONIC TABLE GAMES

Operation of Live Dealer ETGs

- Dealers
 - Deal the games the same way they deal traditional games
 - For Live Dealer ETGs, the dealers do not have to handle cash buy-ins, fills or credits, pay winner bets, take losing bets or color up a gambler

Tips: The Live Dealer ETG terminals will have a tip option. All tips will be shared by dealers in accordance with current policy.

- Supervisors
 - Ensure that games are correctly dealt and resolve any errors or disputes that arise
 - Answer any customer questions regarding game play
- Ambassadors / Service Technicians
 - Ensure that the betting terminals and stadium large TV screens are operating correctly
 - Resolve any terminal malfunctions
 - Answer any customer questions regarding game play

LIVE DEALER ELECTRONIC TABLE GAMES

Tiping the Dealers

- The Live Dealer ETG terminals will have a tip option
- All tips will be shared by dealers in accordance with current policy



LIVE DEALER ELECTRONIC TABLE GAMES

Live Dealer ETG Stadium

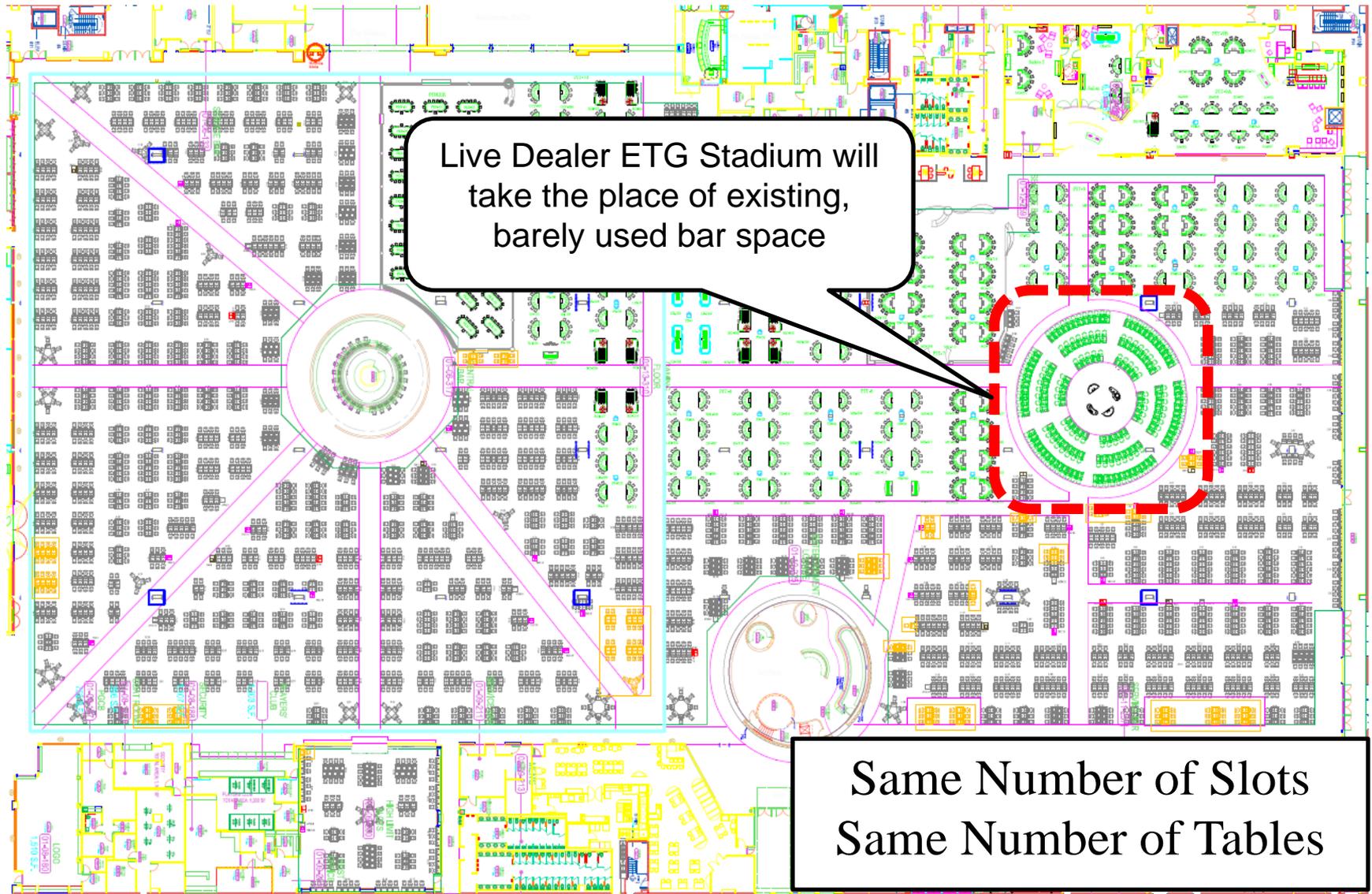


LIVE DEALER ELECTRONIC TABLE GAMES

Live Dealer ETG Stadium



LIVE DEALER ELECTRONIC TABLE GAMES



LIVE DEALER ELECTRONIC TABLE GAMES

Benefits of Live Dealer ETGs

- Lower table minimums
 - Higher volume of gamblers per table allow casinos to offer lower table minimums
- Faster game speed
 - Dealer focuses exclusively on dealing the game and is not slowed down by gamblers buying chips and paying out winning wagers
- Gambler can follow multiple tables
 - Allows the gambler to follow the trends on multiple tables and pick the “lucky” tables to place his/her bets
 - Allows the gambler to bet on more than one table at a time
- Comfortable environment for gamblers
 - Easy way to gain experience with a game
 - Games have easy to understand pop-up rules to play, and we’ll have ambassadors to help guests
 - Comfortable seating and large gaming screens
- Allows the casino to have increased capacity to handle heavy table volume days
 - Sands Bethlehem currently has approximately 1,270 table game seats available
 - The Stadium Live Dealer ETG installation will represent an increase of 150 available seats (12%)
- Elimination of payout errors, since they are handled by the machine and fully traceable
- Live Dealer ETGs allow a casino to stay competitive in an ever changing industry

LIVE DEALER ELECTRONIC TABLE GAMES

Target Market

- Live Dealer ETGs are popular among many gamblers
 - Low betting limits
 - Faster games
 - Ability to follow trends on multiple tables
 - Less intimidating, more comfortable
- Who will we target
 - New table gamblers
 - Low limit table gamblers

Marketing Initiatives

- Geo-targeted advertising support in NNJ and NYC
 - Outdoor
 - Print
 - Audio
 - Digital (Display, Mobile & Social)
- In-House Branding
 - Digital signage throughout casino floor
 - Static signage at entrances
 - In-room marketing channel
- PR efforts to support launch
- Creative execution updates
 - Campaign focused on table player profile
- Ambassadors to invite players and provide instruction