

THE WORLD'S PREMIER EVENT FOR ONLINE GAMING IN THE ASIA PACIFIC REGION

ASIAN ONLINE GAMING 2002

18th & 19th June 2002 The Macau Cultural Centre and the Mandarin Oriental Hotel Macau



Conference Chairs:

Mickey Charles

President & CEO
The Sports Network Group, USA

David Briggs

Business Development Director
Ladbrokes eGaming, UK

Key subject areas include:

- Customer Acquisition & Retention
- Marketing to the Asian Audience
- Online Payment Issues in Asia
- Regional Marketing Alliances
- Regulatory Update for Key Jurisdictions

Including:

The First Annual Asian Online Gaming Awards

Awarded in three categories of Excellence, Innovation & Technology

www.asianonlinegaming.com

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ACCEPT NO IMITATIONS!

Asian Online Gaming is the only event to focus specifically on the Asian online gaming market for new and existing casinos, lottery, sportsbook & bingo operators plus newcomers and potential partners in this booming sector.

This market-leading event combines a high level conference programme with hands-on demonstrations, 100% relevant exhibits and a comprehensive programme of social & networking activities.

Following our hugely successful event in Bangkok in November 2001, this year's Asian Online Gaming will take place in Macau, Hong Kong – just before the week of the World Cup Finals in Japan & Korea.

Highlights for 2002 include:

- Dedicated conference stream for newcomers to the online gaming sector
- Special Introductory seminars to attract local investors and potential partners
- A wealth of advice on marketing and potential alliances in the region
- The latest updates on online payment systems and legal regulations
- The first-ever Asian Online Gaming Awards at the Mandarin Oriental Hotel

This is an ideal opportunity to catch up on the latest news and gossip in the sector, gain first-hand knowledge of the region and make key alliances to ensure success. All within an informal and highly social environment: helping you to formulate effective strategies for setting up or enhancing your online gaming activities in the Asia-Pacific region.

For further details, please see the full programme shown opposite – then complete and return the Booking Form overleaf to reserve your place at the premier event for online gaming in Asia.

Monday 17th June

7.00pm – 8.00pm

All AOG 2002 participants are invited to join us at a:
Pre-conference Registration & Cocktail Reception at the Mandarin Oriental Hotel

Sponsored by:



Tuesday 18th June

9.30am Chairman's Opening Remarks

Mickey Charles, President & CEO

THE SPORTS NETWORK GROUP

Mickey's background includes a wide range of interests including newspaper syndication, talk show host, feature editor. The Sports Network is an international real-time sports wire service with customers throughout North America and Europe.



10.00am International Online Gaming – A Pioneer's Perspective

Mark Blandford, Executive Vice-Chairman, SPORTINGBET plc

Previously an owner of a traditional 'bricks and mortar' bookmaker's chain, Mark recognised the potential of the Internet in the mid 90's. In October 1998 he launched Sportingbet.com, which was instantly successful and in January 2001 the company floated on the Alternative Investment Market part of the London Stock Exchange. Mark's entrepreneurial spirit has led his company to go from strength to strength acquiring some of the biggest names in gaming - Betmaker.com (Costa Rica), Number One Betting Shop (Australia) and Sportsbook (USA) to name a few - making Sportingbet the world's largest internet sportsbook.



11.00am Q&A, followed by Refreshment Break

11.15am Opening a Foreign Market

John Wallis, Group CEO, Sunny Group of Companies, Trinidad & Tobago

REGIONAL UPDATES

11.45pm New Developments: Update on Jurisdictions & Markets #1 – China & Hong Kong

Jason Chan, Executive Director, G-MASTER, Macau
Rob Deans, Solicitor, BIRD & BIRD, Hong Kong

12.15pm Q&A, followed by Lunch

1.45pm New Developments: Update on Jurisdictions & Markets #2 – Philippines, Japan, Korea, Thailand & Malaysia

Kelvin Tan, Executive Director, WATERFRONT HOTEL & CASINO, Philippines
CJ Lee, CEO, INNOCO, Korea
Ted Loh, Managing Director, ORIENT GAMING, Thailand

3.00pm Q&A, followed by Refreshment Break

MARKETING IN ASIA

3.30pm New Media Verticles for Online Gaming

Robert Skogh, VP - Business Development, BOSS MEDIA

4.00pm Entering the Asian Market as an Online Operator – Lessons Learned

Adriaan Brink, CEO, ZABADOO, Liechtenstein

4.30pm Leveraging Brand in the Asian Market

SPORTS.COM – Official Online Bookmaker for Arsenal F.C.

5.00pm Q & A, followed by:

Conference Cocktail Reception

Network with your peers and meet local business partners attending special introductory seminars in the evening (Evening sessions will be presented in Chinese)

For more information please see: www.asianonlinegaming.com

Wednesday 19th June

9.30am **Chairman's Opening Remarks**
Mickey Charles, President & CEO
THE SPORTS NETWORK GROUP

CRM & CUSTOMER SERVICE

- 9.45am **Providing Excellent Customer Service in Asia -**
Dean Luker, Director, ASIA MARKET INTELLIGENCE, Hong Kong
- 10.15am **Strengthening Customer Relationships to Enhance Profits**
Michael Marks, Director, B2GLOBE, Shanghai
- 10.45am **Making Strategic Alliances & Partnerships in Asia**
Richard Joyce, Partner, ACCENTURE, Hong Kong
- 11.15am Q&A, followed by Refreshment Break
- 11.45am **New Channel Developments: An Update on iDTV & Mobile Gaming**
Alexandra Sunnerstam, Analyst, DATAMONITOR, Hong Kong
David Rai, Gambling & Leisure Director, VICTORIA REAL, UK & Australia
- 12.15pm **PANEL DISCUSSION - Payment Solutions: Which Methods Work Best in Which Jurisdictions?**
Jeff Spaulding, VP - Business Development, PAYPAL, USA
Graham Gilmour, CEO, STORMS COMMERCE, UK
Ashley Head, Managing Director, INFINIA.COM

12.45pm **Special Address: Industry Consolidation - A Global Perspective**

Jim McKennon, CEO, Action Online & Vice-Chairman, Interactive Gaming Council, USA

Jim has held various executive level positions within the gaming and hotel industry. He was President and COO of Caesars World Marketing Corporation-International Division. Prior to this, Jim was Senior Vice-President of Hotel Operations at Caesars Palace in Las Vegas.

1.00pm Q&A, followed by:

THE FIRST ANNUAL ASIAN ONLINE GAMING AWARDS

Presented at The Mandarin Oriental Hotel, Macau

- 1.30pm Luncheon Drinks Reception
2.00pm Luncheon & AOG Awards Ceremony
4.00pm Close of Conference

NEWCOMERS STREAM

This Exciting new addition to Asian Online Gaming comprises tailored sessions for newcomers to the world of Internet gaming, presented by speakers from the main programme PLUS a number of special guests.

Chair: David Briggs,
Business Development Director
LADBROKES E-GAMING, UK



David was recruited to Ladbrokes as Head of Online Gaming to set up their e-commerce business some 2 years ago. He oversaw their launches on Web, WAP and dTV (including the launch of the world's first Interactive TV Betting service) and negotiated their carriage agreements with Open/Sky, ntl, OnDigital and Telewest as well as key Wireless networks (WAP, GPRS and 3G).

Tuesday 18th June

SPECIAL BREAKFAST BRIEFING (9am)

Marc Lesnick, Founder, STARTCASINO.COM, USA

An intensive "quick-fire" overview of the I-gaming industry to help you get a head start at the event.

MORNING (10am - 12.30pm)

- An Introduction to the Asian Gaming Market
- Understanding the Asian Gamer
- Making Strategic Alliances that work
Kelvin Tan, Executive Director, WATERFRONT HOTEL & CASINO, Philippines
Alexandra Sunnerstam, Analyst, DATAMONITOR, Hong Kong
Jason Chan, Executive Director, G-MASTER, Macau

AFTERNOON (2pm - 5pm)

- Issues Relating to Jurisdiction: Licensing & Promotional Parameters
- Technical Considerations for Online Gaming Payments, Back-Office & Hosting Issues
- Financing & Venture Capital in Online Gaming: Online Casino corporate and financial structure
Rob Deans, Solicitor, BIRD & BIRD, Hong Kong
Graham Gilmour, CEO, STORMS COMMERCE, UK
Michael Marks, Director, B2GLOBE, Shanghai

COCKTAIL RECEPTION (5pm)

Wednesday 19th June

MORNING (10am - 1pm)

I-GAMING CHANNELS

Discover the potential for I-gaming as a new revenue stream for your business. Hear a range of first-hand case studies from businesses who have added I-gaming to their product mix:

- Hotel & Leisure Chains
- Cable Operators / iDTV
- Entertainment Portals
- Mobile Operators

CJ Lee, CEO, INNOCO, Korea

David Rai, Gambling & Leisure Director, VICTORIA REAL, Australia
Richard Joyce, Partner, ACCENTURE, Hong Kong

AFTERNOON (1.30pm - 4pm)

THE FIRST ANNUAL ASIAN ONLINE GAMING AWARDS

Presented at the Mandarin Oriental Hotel, Macau



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The Macau Cultural Centre and the
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TO REGISTER, PLEASE COMPLETE BOOKING FORM AND FAX IT TO US ON: **+44 (0)1926 451963**

FIND OUT MORE AT: **www.asianonlinegaming.com**

OR CALL: **+44 (0)1732 367007**

SECTION 1 Company Details

Company: _____
Address: _____

Town: _____
County: _____
Postcode: _____
Tel: _____
Fax: _____
Type of Business: _____

SECTION 2 Delegate Details

DELEGATE 1 - Personal Details

Title: _____
First Name: _____
Family Name: _____
Job Title: _____
E-mail: _____

- Attending Main conference stream (tick box)
 Attending Newcomer stream (tick box)

DELEGATE 2 - Personal Details

Title: _____
First Name: _____
Family Name: _____
Job Title: _____
E-mail: _____

- Attending Main conference stream (tick box)
 Attending Newcomer stream (tick box)

Booking terms and conditions

By completing and returning this form, registrants are entering a contractual obligation with Revolution Events to pay for the specified number of places at the event. Payments made after the 31st May 2002 will be subject to a £75 surcharge and places can not be guaranteed until payment has been received in full.

Cancellations must be received in writing and will incur a £100 administration charge if received by 31st May 2002, after this date no refund will be made. Substitutions may be made at any stage. If the event should be cancelled or amended significantly for any reason, Revolution Events will refund all fees in full (upon request). However, Revolution Events will not be liable for any consequential expenses, losses or damages incurred by registrants (e.g. airline fares, hotel charges, etc.) under any circumstances.

SECTION 3 Costs

Conference Fee **£895.00**

The conference fee includes: Attendance at the Conference, with full conference proceedings, entrance to the Exhibition and all networking activities including the Cocktail Reception and AOG2002 Awards Lunch.

Group Discount

Book two or more places at Asian Online Gaming to receive an additional discount of £100 on all places booked at the same time by the same company. (Group Rate = £795.00).

Late Booking Surcharge

A late booking surcharge of £75 will be applied to applications received after Friday 31st May to cover the extra administration costs.

Calculate Total Cost

No. of delegate places _____
Price per delegate place **£** _____
TOTAL COST **£** _____

SECTION 4 Payment Details

- By cheque in £ Sterling, payable to "Registration Services"
(Please write your name and address on the back)

By Credit card: Visa Mastercard Amex

Card No. _____

Expiry Date: _____ Today's Date: _____

Name on card: _____

Signature: _____

Note: If credit card billing address is different to that already given please print it below:

