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Mon 10/02/2014 6:56 PM

MC Michael Chen <[REDACTED]>

CNY RESULTS UPDATE to the VIP INTERNATIONAL SALES TEAM

To: VIP International Offices

Cc: Barry Felstead; Jason O'Connor; Xavier Walsh; Lonnie Bossi; Peter Lawrence; Heidi Huang; Veng Anh; Indran Subramaniam; Neil deLima; Albert Yap; Indra Davis; Ishan Ratnam; Peter Crinis

Follow up. Start by Monday, 29 July 2019. Due by Monday, 29 July 2019.
This message was sent with High importance.

a. Customers who received CNY certificates (gold ipads, hermes scarves and Dunhill cufflinks), but did not come to claim their gifts. We will extend the gift redemption period until the end of February.

b. Customers you know that either WON money with Crown or won in Singapore/Macau or are still in Sydney. Let's get to them quickly to take a side trip/2nd trip. Since we are entering another low period post-CNY, I am happy to entertain some aggressive deals to bring in incremental business to take advantage of customers that are "cashed-up" or that are still in Australia but at a competitive property.

c. SEA (southeast asia) 2nd wave. Many of the SEA customers held back a bit during CNY. Some of this was due to lack of capacity at our properties to accommodate them. Some of this was due to other commitments. Early indications are that there may be pent up demand from SEA to get to Australia. Let's take advantage of that. I am expecting SEA to lead a 2nd wave of business to close out February on a strong note. Let's do everything we can to pull in travel dates and close deals.

- **Melbourne F1 Grand Prix.** This is just around the corner (Mid-March). Like prior years, we will have limited capacity to this world-class event. This year, we will have betting inside our marquee. This is a new feature to the F1 and should be especially appealing to our customers. Please think hard about who you can promote F1 to and let's get active in the next 2 weeks. There will be limited capacity, so like CNY, the trick will be to yield our capacity to the best players we can.
- **Football Season.** European football season is upon us and we have incredible seats to the FA Cup, El Classico, and Champions League. We can all assist Crown Aspinalls with promoting our football offerings this spring and by identifying interested patrons to refer to the Aspinalls team.
- **2nd Half Promotions.** Towards the end of February, we will be announcing 4 exciting promotions to help you generate trips. Historically, the Company has done very little on the marketing calendar to help you generate interest to come to Australia during