

2024



GCG GAMING ADVISORY SERVICES  
SE ASIA



## ABOUT

**GCG Gaming Advisory Services Pty Ltd, (GAS)** established in October 2020, is an Australian based company with the executive team located in Australia and SE Asia.

Our Directors Grant Cheeseman and Scott Feeney have worked in the SE Asian gaming market since the mid-1990's, and together with our Senior Advisor, Brett Braude, and other expert Advisors, we offer comprehensive gaming advisory services well suited to the region. Direct operational experience includes Wynn Macau, Sands Macau, Venetian Macau, Sands Cotai, Marina Bay Sands and Corona Resort.

Our expertise is within the pre-opening development stages of casinos and integrated resorts. We offer a complete range of pre-opening development plans, business plans, feasibility studies, pre-opening project management services, and post-opening management services.

Advisory projects include Solaire Manila, ISOC Land, International Entertainment Corporation and Premium Leisure Corporation in the Philippines, as well as studies for Vietnam, Cambodia, Japan, Laos and Thailand.

With a vast level of experience, we are well positioned to assist clients looking to enter the gaming market or improve their current operations.



Grant C. Cheeseman



Scott F. Feeney

# DIRECTORS

## EXECUTIVE DIRECTOR

**SCOTT FEENEY** - Over 30 year's experience in SE Asia working for various casinos in the region from 1994 to 1998 and since that time has been involved at an executive level in several SE Asian based gaming businesses including Professional Casino Management, PCM Group, VIP Gaming, Phoenix Gaming and Gaming Concepts Group. Scott is married to a Thai and lived in Bangkok from 1998 to 2020. Has been involved with large-scale projects in the Philippines and Cambodia as well as representing several gaming equipment manufactures as a distributor. Scott has consulted for Spectrum Gaming, Intelligence Macau and Brad Gordon & Associates in several SE Asian gaming jurisdictions. Currently an Executive Director of Gaming Advisory Services and working on the US\$300 million ISOC Neo, Clark, Philippines integrated resort pre-opening services and an upcoming US\$2 billion integrated casino resort in Manila and advising clients in Clark and Subic Bay.

### Key Projects

Solaire Manila - Philippines  
Tiger Palace - Nepal  
Golden Crown - Cambodia  
Tropicana - Cambodia  
Allure Resort – Myanmar  
ST Vegas - Laos

### Key Advisory

ISOC Land – Philippines  
Belle Corp. – Philippines  
International Ent. Corp. – Philippines  
Subic International Hotel - Philippines

## DIRECTOR

**GRANT CHEESEMAN** - Involved with the SE Asian gaming industry since 1996 with over 28 year's experience in various senior executive positions then settling into Macau with Las Vegas Sands with gaming operations and project director roles for over 10 years. Grants is married to a Thai and has lived in Thailand since 2013. Grant has an extensive knowledge with large-scale integrated resort set-ups including the Venetian, Four Seasons Plaza Mansions, Sands Cotai Central, Sands Macau and Marina Bay Sands as Project Director – Gaming. Grant has recently advised for Spectrum Gaming in Japan for the MGM project. Since establishing Gaming Advisory Services Grant had been leading the project pre-opening team for two major projects in Clark and Manila, Philippines, prior to their ultimate suspension due to COVID, and a proposed project in Vladivostok, Russia. Grant also worked very closely with a Thai party on their proposed Black Mountain casino resort in Hua Hin. Currently advising on projects in the Philippines.

### Key Projects

Sands Macau  
Four Seasons Macau  
Venetian Macau  
Sands Cotai Macau  
Marina Bay Sands – Singapore

### Key Advisory

ISOC Land – Philippines  
Belle Corp. – Philippines  
International Ent. Corp. – Philippines  
Subic International Hotel - Philippines  
Spectrum Gaming – Japan



# SENIOR ADVISOR



Brett Braude

**BRETT BRAUDE** - Brett is a New York and Washington, DC licensed attorney, who has lived and worked in Greater China for 32 years. Brett serves as Senior Legal Advisor to Intelligence Macau, a market intelligence and investigation firm based in Hong Kong and Macau, and Apache Asia, a merchant bank and transaction advisory firm headquartered in Singapore. Brett has provided advisory services since 2010.

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# SENIOR ADVISOR

**BRETT BRAUDE** - Brett is a New York and Washington, DC licensed attorney, who has lived and worked in Greater China for 32 years. Brett serves as Senior Legal Advisor to Intelligence Macau, a market intelligence and investigation firm based in Hong Kong and Macau, and Apache Asia, a merchant bank and transaction advisory firm headquartered in Singapore. Brett served as Asia senior advisor to Spectrum Gaming Group from 2002 until 2012, (a world-leading casino regulatory compliance advisor and planning/development firm) - including cross border regulatory and gaming license advisory work in Singapore, Korea, The Philippines, Macau, Cambodia and Laos, and continues to serve as an advisor to its Asia-based affiliate Spectrum OSO Asia (now renamed as Lyriant Advisors). Brett has played a leading role on the following casino integrated resort projects: Advised Kerzner International / One & Only Hotels on Macau and Asia regional gaming and hotel opportunities, 2003-2006. Advised Bloomberry Resorts / ICTSI on strategic planning, development support, license negotiation and ongoing issues related to the Solaire Casino resort in Manila. Carried out economic feasibility and planning services for multiple casino developers in Cambodia, Philippines (Cebu Emerald and 2 proposed projects in Clark) and Korea. Advised multiple financiers and lenders of major integrated resort and hotel projects in Macau and the region, including Baring Private Equity, Goldman Sachs, SSG Capital, ADM Capital, BAML, Elliott Management, Soros Fund Management, Penta Advisors, and many others. Advised world leading online gaming and lottery technology pioneer Playtech and its affiliate Skywind on cross border transactions and legal issues. In addition to the casino industry, Brett has been advising clients on other complex cross-border transactions for over 25 years, including sensitive government investigations and litigation support projects in the banking, casino integrated resort, property development and securities sectors. He regularly carries out asset tracing and investigation projects on behalf of law firms, insolvency specialists and court-appointed liquidators. In China, Southeast Asia and Korea, Brett has advised on successful complex transactions for Goldman Sachs Special Situations Group, Baring Private Equity, ADM Capital, Tor Capital, Cargill / Carval Investors, International Container Terminal Services Inc., Prudential Eastspring, and the China Asean Economic Cooperation Fund, among others. Brett worked as a corporate finance and transaction lawyer in New York for Bingham (formerly Richards & O'Neil, 1994-1997), and in Bryan Cave's China practice group (1997-2001), before establishing a joint venture in Macau with Antonio Ribeiro Baguinho, Lawyers (2001-2012), as well as co-founding Intelligence Macau to advise casino sector developers, investors and lenders (2008 to present). Brett also serves as a senior advisor to a merchant banking - transaction advisory firm, Apache Asia (Singapore, Hong Kong and The Philippines), which is an affiliate of Asia Pacific Investment Advisors (2015 to the present). Brett is conversationally fluent in Mandarin. He is a graduate of Cornell University and University of Virginia Law School, and is a registered attorney in New York and Washington D.C.

[brett.braude@intelmacau.com](mailto:brett.braude@intelmacau.com)

## **GAMING ADVISORY SERVICES**

GCG Gaming Advisory Services has a proven record of writing very detailed Gaming Development Plans for our clients. Our two most recent plans have been for listed companies in the Philippines for their proposed US\$600 million Integrated Resort projects in Clark. We were also selected for pre-opening services for International Entertainment Corporation (HKEX:01009) US\$200 million project in Cebu and its US\$2 billion project on Manila's Entertainment City.

A Gaming Development Plan is generally an overall detailed report on the regional gaming industry, the tourism numbers, the proposed phasing and staging of the gaming zones including the required hotels, amenities such as retail and convention, gaming components, including the number of gaming units, and the projected five-year gaming revenues by game type. We typically work with the architects, interior designers, and all related parties, such as MEP, to see the project grow from an idea to its eventual opening.

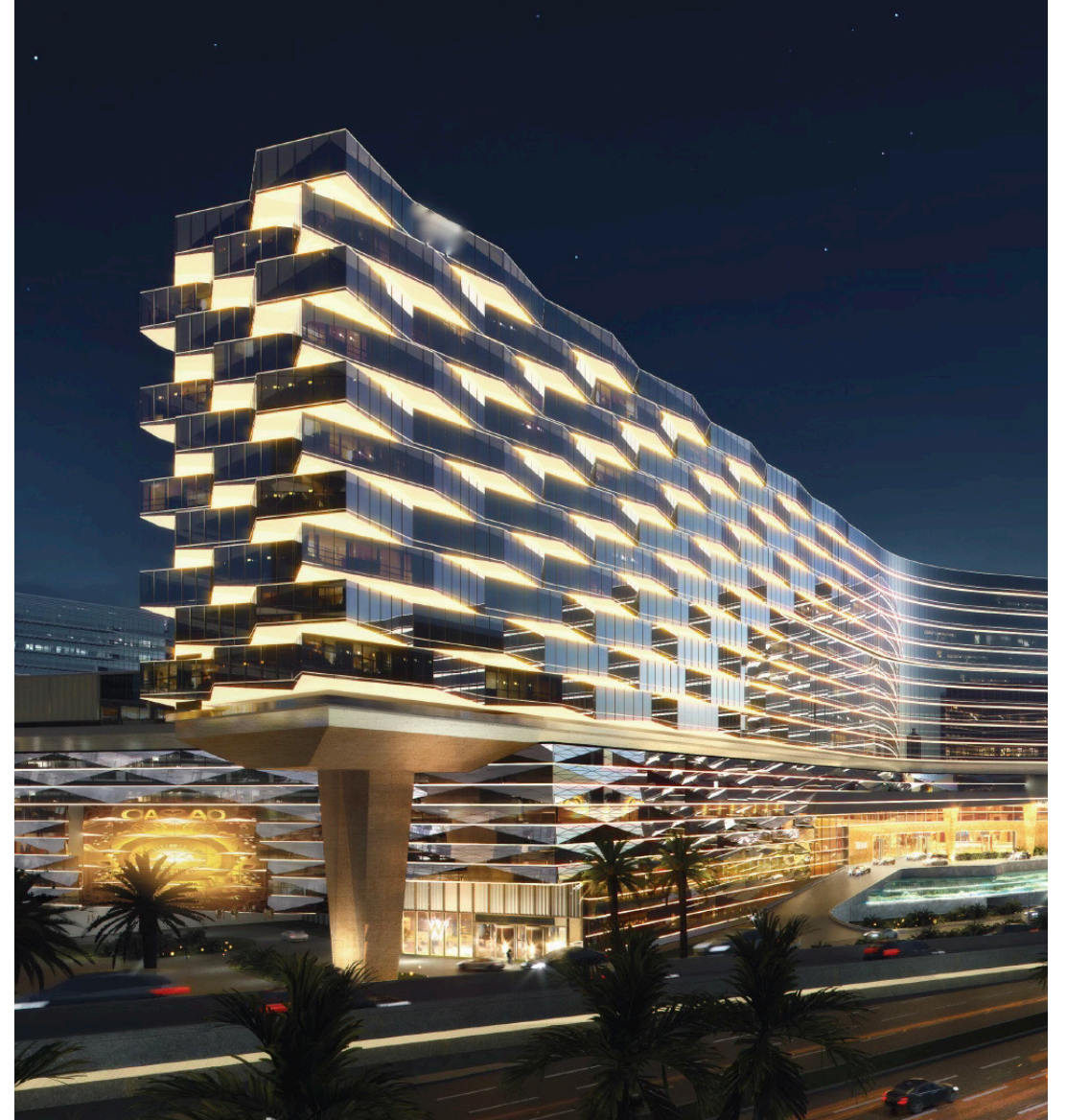
We have done some work in Thailand recently, which also comprised of some of our thoughts on what could be developed or converted quickly and what the legislation may look like. We would provide this service as well, such as where the casinos would be located, the types of investment required, and the related gaming revenues.

Our service fee ranges from US\$45,000 for a brief presentation style document, (45 days) to US\$60,000 for an abbreviated Gaming Development Plan (60 days), and to US\$90,000 for a full report that covers all related areas and incorporates general gaming advisory services for the length of the agreement. (90 days) and an additional 30 days thereafter.

Our services also include full pre-opening services wherein we provide a small team to work with the developer, architect and construction to coordinate all aspects of the project. Typically, this would run over three years and incorporate a casino, hotel and retail and convention space.

We encourage developers to look at all the options such as an operator, in which case they invest in the project and hire the management, or simply a landlord, in which case they lease the land and / or buildings to an international operator or management company.







# ADVISORY SERVICES

## STAGE 1 - Gaming Development Planning

Gaming Advisory Services offer a comprehensive range of reports that a casino developer will require before the pre-opening and construction phases. These reports prepare developers for the decision to proceed with the project based on the cost and profit analysis.

- Feasibility Study
- Business Plan
- Gaming Assessment Plan
- Gaming Development Plan
- Financial Budgets
- Marketing Plan

Selected Clients: International Entertainment Corporation | ISOC Land | Tianjin Union Group | Tiger Palace | Silver Heritage Group | Spectrum Gaming | Emperor Group | Intelligence Macau | Mantera Group | Belle Corporation | Subic International Hotel

## **STAGE 2 - Pre-Opening Gaming Project Development Services**

After the Gaming Development Planning (Stage 1) has been completed we move to the Pre-opening Services Agreement (PSA) (Stage 2) which allows the developer to have a firm fixed price agreement for the proposed period of time, for example three years for a typical 2-3 hotel with casino project. The PSA includes all the services required once the land and license has been secured. We typically are involved with the Architect and Designers selections process, the master planning, schematic design and the gaming project development services through to the opening day. Our team of Advisors take away the potential issues of hiring full time employees only to see possible delays, budget overruns, resignations, and timelines push out. With a fixed price PSA you can be assured of taking the worry away from the invariable budget issues to focusing on the development itself, the marketing and branding, to hit the ground running. One Service, One Price.

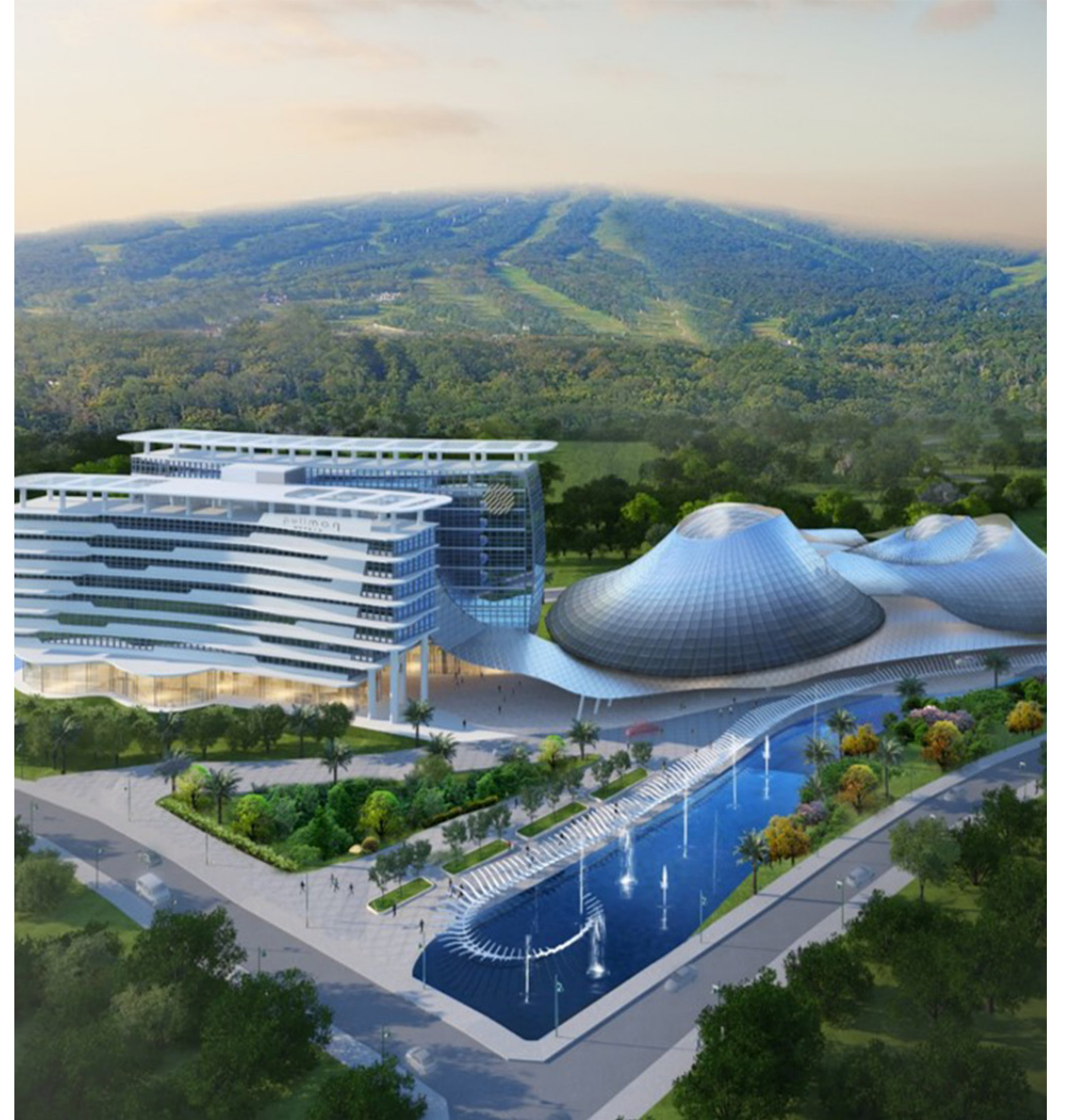
- Pre-opening Gaming Project Development
- Pre-opening Gaming Project Management

## **STAGE 3 - Post Opening Casino Management**

We have been involved in several management contracts. Here we have a team manage the casino operations on behalf of the owner. Generally, a three-year agreement, we conduct the day-to-day operations of the casino and provide input into the various related marketing, hotel, F&B, and other departments important to the success of the integrated resort.

- Management Services
- Owner Advisor
- Owner Representative





# CLIENTS

## Executive Management

### Macau

Sands Macau  
Four Seasons  
Venetian  
Sands Cotai  
Wynn Macau

### Singapore

Marina Bay Sands

### Cambodia

Grand Diamond Casino  
Poipet Resort  
Golden Dragon Casino  
Golden Princess Casino

### Laos

ST Vegas

### Philippines

Subic Diamond Casino

### Vietnam

Corona Casino and Resort (Pho Quoc)

## Gaming Advisory & Pre-Opening Services

### Cambodia

Tianjin Union Investment Development Group  
Sokha Hotel and Resorts

### Philippines

Bloomberry Resorts (Solaire Manila)  
International Entertainment Corporation (Cebu, Manila, Entertainment City)  
Premium Leisure Corporation (Clark)  
ISOC Holdings (Clark)  
Newport Resorts World (Resorts World Manila)  
Subic Sun Resort and Casino (Subic Bay)

### Russia

Mantera Group (Vladivostok)

### Nepal

Tiger Palace Resort and Casino

## Consultancy Companies

Spectrum Gaming Group  
Intelligence Macau  
Edenbridge Asia

## Management Services

### Cambodia

Tropicana Resort and Casino (Poipet)  
Pailin Flamingo Resort and Casino

### Laos

ST Vegas (Vientiane)

### Myanmar

Allure Resort (Mae Sai)  
River Club North Top (Mae Sai)  
Victoria Entertainment Club (Ranong)











# COMPANY DETAILS

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