



RÉSUMÉ

Name Shaun McCamley
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Qualifications and Training

Qualifications

Year 2014 Advanced Diploma Business Management
Year 1971 Dursley Grammar School
 O and A level Completed
Year 1984 Key Gaming License Western Australian Gaming Commission
Year 1998 Key Gaming License USA

Specialist Training

Year 1984 Institution AIM
 Business Management and Strategic Planning
Year 1987 Institution AIM
 Public Speaking
Year 1998 Institution AIM
 Train the Trainer

Career Summary

Employer Position	2019 - Present Euro Pacific Asia Consulting Ltd Managing Partner
Employer Position	2016 - 2019 Global Market Advisors LLC Partner Head Asia Operations
Employer Position	2014 - 2016 Ho Tram Project Company Limited President Ho Tram Resort & Casino
Employer Position	2004 – 2014 Euro Pacific Asia Consulting Ltd Managing Partner
Employer Position	1999 - 2004 Intercontinental Casinos Ltd – Online Division Vice President General Manager International Operations
Employer Position	1998 - 1999 Dynasty Hotel Casino Group Executive Vice President Group Operations
Employer Position	1997 - 1998 IGM Gaming Consultancy Pty Ltd Chief Executive Officer
Employer Position	1994 - 1997 Metroplex Group Group Vice President Resorts Development
Employer Position	1984 - 1993 Burswood International Resort International Room Manager

Detailed Employment History

February 2019 - Present

Euro Pacific Asia Consulting Ltd

Managing Partner

Services

EPA Management Consulting Ltd is an Asia Pacific based firm. As Managing Partner I act in an advisory and consulting role, providing strategic planning services that cover all aspects of casino operations, cost-effective junket marketing programs, promotions and entertainment strategies, tactical planning including project development and associated controls (concept, programming, feasibility studies, forecast modelling, budget, funding, pre-opening), goal setting, building good lines of communication, business/marketing plans, profit improvement strategies; comprehensive casino-hotel operations/performance reviews; bidding and securing gaming licenses.

Achievements

Built EPA into a successful broad services consulting and management services firm, clients include PAGCOR, China Harbour Engineering Group (CHEG) Rank UK (online), Ritz London (online), Foxwoods, Crown, Innovation Group New York, Christ Church Casino, Universal Pacific Ltd Malaysia.

Prepared business and marketing Plans for international groups looking to move into Asia regions. Developed Junket, Premium Player, Premium Mass and Mass-market revenue forecasting models and operating procedures for licensed gaming companies. Lead presenter for roadshow presentations to various broker houses leading up to an IPO on the ASX.

Worked closely with the Casino Control Division and local government officials in the application process to procure the required gaming license approval.

Provided Crown, Australia's largest and most profitable casino resort destination, media and marketing strategies focused on ensuring all marketing initiatives had a positive effect on ROI

Initiated and completed the license application process for Integra's Malta Gaming License and working with local agencies ensured it was successfully granted within 12 months

Presented strategic management strategies and marketing programs to the Chairman and senior branch managers of PAGCOR to enable the organisation to become competitive in the emerging super casino market of the Philippines.

February 2016 - 2019

Global Market Advisors LLC

Partner, Head Asia Operations

Responsibilities

As a Partner in one of the world's leading consulting firms, Shaun consults and provides operational marketing advice specifically associated with SE Asia junket and VIP program modelling. As Head,

Asia Operations, Shaun holds primary responsibility for this region. The firm is well-regarded for its independence and quality of thought-leadership.

September 2014 - 2016

Ho Tram Project Company Ltd

President Ho Tram Resort & Casino

Responsibilities

Reporting to the Chairman of HTP and the Board of Directors, I was responsible for driving overall revenues and P&L objectives of the \$4 Billion development. Work closely with the Board and investors on evaluating opportunities to improve the financial performance of the property. Responsible for the overall management of all facilities, located within the development zone, including, but not limited to, the hotel, casino, food and beverage outlets, spa and world-renowned Greg Norman-designed golf course, The Bluffs.

As President I was the official face of the company, giving numerous interviews to local and international media agencies, industry publications, TV and public functions.

Achievements

I initiated significant changes to management structures and brought much-needed leadership skills by instilling a new sense of direction and purpose to the management teams. As a foreigner only casino, working with and developing junket recruitment and program modelling was a key KPI. As a direct result of my actions and leadership, the property grew from a monthly burn rate of \$US4 Million to a monthly positive EBITDA in excess of \$500,000.

A major part of the property reporting directly to my office, was the critically acclaimed Greg Norman designed Bluffs golf course, now ranked in the world's top 100 golf properties. I was instrumental in the negotiation to bring the Asia Tour to the Bluffs where we hosted Vietnams richest and first-ever PGA Tour event with a prize pool of \$1.5 Million. Working with the appointed event management company, we were able to attract such headline players as Sergio Garcia ranked in the world's top 10, former British Open Champion, and newly appointed Ryder Cup Captain, Darren Clarke, former US Open Champion Geoff Ogilvy, 2 times European Tour winner Robert Rock.

Introducing updated international policies and procedures, implementing robust table game efficiencies, developing better training programs, saw casino revenues quadruple in the first 10 months of my Presidency. Working with the internal IT team, we built and developed a highly successful and popular proxy betting software solution. Proxy betting now accounts for more than 38% of casino revenues.

The casino hosted Vietnams first-ever Asia Poker Tour event that saw record registrations of any APT event ever, and now has pokers biggest tour event organiser, The WSOP scheduled to bring their first tour to Ho Tram and Vietnam Q2 2016.

In December 2014 my work within the gaming and hospitality industry was recognised when I was selected by Global Gaming Business Magazine, as one of their 25 people to watch in 2015.

Sales and marketing as well as event planning was a crucial part of my management process. Through the introduction of new and innovative sales and marketing programs and through

developing regular events, hotel operations grew from 25% occupancy levels, with an ADR of \$97, to an average 72% occupancy with an ADR of \$156. Under my leadership, the property saw strong growth across all areas of operations. The hotel during my term won several leading industry awards, including being awarded Vietnam's most luxurious hotel award, and narrowly missing out on being awarded a coveted 5 Star rating from Forbes International; Forbes initial accreditation gave the property Vietnam's only 4 Star accreditation.

November 2004 - 2014

**Euro Pacific Asia Management
Managing Partner**

Background and Experience

As detailed above

Jan 1999 - Sept 2004

**Intercontinental Casinos Ltd.
General Manager International Operations**

Responsibilities

Responsible for further developing the casino presence in S.E. Asia through the growth of strategic partnership agreements and brand recognition.

Achievements

Worked with Boss Media as their first Licensee launching USACasino.com and NewYorkCasino.com. Recognised the potential and through my direct efforts was the first to bring structured online gaming to Asia in 1997.

Implemented marketing strategies that saw revenues increase 34% to US \$8.5 Million in the 2nd year

Introduced the concept of targeting the Asia Pacific markets through agent consolidation and region affiliate partnerships

The first to introduce bingo as a potential tactical partner given the heavy reliability on slot play from that market segment. Negotiated a JV agreement with Bingo Fun that would be ROI focused through additional marketing opportunities and player acquisition. As a result gaming revenues increase 48% over a 6 month period to \$6.8 Million

Provided marketing and media consultation services to the UK TV Gaming Channel AVAGO

Founded BingoWorkz which was the nets first networked bingo solution.

Within 6 months of launch, BW had 8 independent sites in the network including Party Bingo delivering monthly revenues in excess of \$750,000

April 1998 - January 1998
Dynasty Hotel Casino Group
General Manager Gaming Operations

Responsibilities

Responsible for all operational concerns, including all aspects of gaming. The selecting, managing and supervising of staff. Finance, Compliance, Surveillance, Junket, VIP Services and Security all report to my office. Close liaison and interaction with the local Gaming Commission to ensure compliance with the Gaming Act. Key responsibilities include strategic planning for the division, including developing and implementing marketing plans, both domestic and international. My reporting line was direct to the Chairman's Office.

Achievements

Oversaw the final pre-opening phases of the Hotel Casino Resort located on Tinian, which included 85 table games and 420 slots.

The property opened 3 months ahead of schedule coming in on budget

Developed the property into the most successful resort destination in the Northern Marianas Group.

Within the first 6 months, generated gaming revenues start from zero to over \$100 Million in turnover per month.

January 1997 - March 1998
IGM Gaming Consultancy
Chief Executive Officer

Responsibilities

Overall responsibility for the company's ongoing direction, management, and control, whilst at the same time, sourcing and developing new projects within the Far East regions. In addition, my direct responsibilities include the preparation and presentation of feasibility and impact studies, encompassing market demographics, citing international player catchment areas. Advice to government agencies, casino management operations, strategic development, and private sector consulting focusing on Asian junket and premium player markets.

Achievements

Introduced the regions first cruise to nowhere concept with vessels departing from Malaysia and Thailand ports

Built and established new gaming markets in Eastern Europe

November 1994 - January 1997
Metroplex Group
Group Vice President Gaming Development – Subic Bay Philippines

Responsibilities

Responsible for the overall operation of the groups gaming operations which included, 2 casino operations at Subic Bay, gaming operations onboard the MV Empress, which sailed out of Port Klang and Penang in Malaysia, also Phuket in Thailand. Selecting, managing and supervising 700 staff. Casino Operations, Marketing, Finance, Compliance, Surveillance, VIP Services and Security all reported to my office. Close liaison and interaction with PAGOR the Philippine Gaming Commission to ensure compliance with the Gaming Act. Key responsibilities include strategic planning for the division, including developing and implementing marketing plans, both domestic and international.

Achievements

As a direct result of introducing new business initiatives targeting S.E. Asia junkets, within 12 months the property went from a loss-making enterprise to achieving gross gaming revenues of US\$180 Million in the second year of operation.

Established international gaming standards, developed new business strategies and marketing programs aimed at the Asia junket operators that were innovative and profitable.

Through innovative business, strategies introduced the Taiwanese and Hong Kong junket markets to the property.

Introduced weekly charter flights to Subic Bay from Taiwan and Hong Kong. Developed and directed the world's richest Baccarat Tournament with the first prize of US\$1,000,000. Introduced cruise ship gaming operations to the company.

May 1984 – November 1993

Burswood International Resort International Room Manager

Responsibilities

Management of the Resorts International Room, including gaming, junket development, operations and all supporting departments. Establishment of international gaming standards, group junket and gaming incentive programs, business strategies, budget development and implementation, training and staff development, casino promotions.

Achievements

In 1984 the casino industry in Australia was developing rapidly, keen to take advantage of this situation, Mr. McCamley returned and secured a Pit Boss/training officer position with the still to be built Burswood International Resort and Casino located in Perth Western Australia. In this position, Shaun was involved in all aspects of the pre-opening phases of this large project, which at that time was considered to be the third-largest casino in the world with 120 gaming tables and 1000 slots. Before the Resort's official opening, and at age 30, Mr McCamley was invited to take up the key position of International Room Manager with the Resort. This position carried the responsibility of establishing and managing the largest private gaming club venue in the South East Asia Pacific region. Player development and junket recruitment was a key responsibility of this position. As a manager, Shaun developed the International Room into a successful VIP and exclusive club operation. Within a relatively short period, the International Room became known as the most exclusive and profitable private gaming venue in South East Asia, attracting international junkets

and the region's best-known premium players. Under Shaun's management and leadership, local membership numbers swelled to more than 3,000.