



New Opportunity to Increase Gaming Revenues

In July 2017, Merrylands RSL Club successfully re-launched their new gaming floor after an extensive 18-month long refurbishment. During this time, the Club was under pressure to maintain growth in gaming revenue by enduring with their aging gaming machine installation.

With a limit to capital expenditure due for renovation works, Gamecraft was engaged to create new opportunities to increase gaming revenue by making use of the Club’s existing product.

Gamecraft created two separate jackpot products, one link system to target each of Aristocrat and IGT’s legacy cabinets (ViridianWS and Bluechip Neo-N+). Due to recent heavy investment in Ainsworth SAP products, we identified a significant lack of support for over 40% of the total gaming floor installation.

In order to create this new opportunity, Gamecraft worked with the client to:

- Consolidate ViridianWS and Bluechip Neo-N+ cabinets to form banks of six (as opposed to being spread across the installation in a indiscriminate manner);
- move the new banks to more prominent positions within the gaming area; and
- installed Gamecraft jackpot link products (operating on PALtronics LPJS).

The summary results were as follows:

Temple Lions Jackpot Link (Aristocrat ViridianWS & Gamecraft/PALtronics LPJS)

Before installation*

| | |
|------------------------|---------|
| Average Daily Turnover | \$1,752 |
| Average Daily Profit | \$148 |

After installation*

| | | |
|------------------------|---------|----------|
| Average Daily Turnover | \$3,075 | ▲ 75.51% |
| Average Daily Profit | \$219 | ▲ 32.42% |

Spin2Win Jackpot Link (IGT Neo-N+ & Gamecraft/PALtronics LPJS)

Before installation*

| | |
|------------------------|---------|
| Average Daily Turnover | \$2,251 |
| Average Daily Profit | \$201 |

After installation*

| | | |
|------------------------|---------|----------|
| Average Daily Turnover | \$3,185 | ▲ 41.49% |
| Average Daily Profit | \$228 | ▲ 13.43% |

*Data sourced from client