



Platinum Entertainment Limited

PLATINUM ENTERTAINMENT COMPANY LIMITED

🏠 No. 22. Le Duc Tho Street, Kinh Bac Ward, Bac Ninh City, Bac Ninh Province, Vietnam

☎ +84 904 130 646 🇻🇳 ☎ +856 20 9999 8850 🇬🇧

✉ tim.nguyen@platinum-entertainment.org ✉ paul.simmons@platinum-entertainment.org

🌐 www.platinum-entertainment.org



Platinum Entertainment Limited

Platinum Entertainment

Investing in emerging
Asia Pacific gaming markets



www.platinum-entertainment.org

About Platinum Entertainment Ltd

Established in Vietnam by an experienced team of casino operations and marketing professionals, Platinum Entertainment Ltd (PEL) is recognised in the gaming and hospitality industry across the Asia region.

PEL is a full-service casino consultancy company specialising in casino operations, sales and technical support services whose team of experts will guide you in delivering the operational improvements desired.



Our Mission

Our purpose is to provide service and technical solutions to grow our partners business.





Core Values

Commitment to service - Customer first:

We do whatever it takes to delight our Guests.

Integrity:

Integrity is the defining quality of our people and our work. We strive to do the right thing always.

Embrace Diversity:

Different views and experiences stimulate Creativity, Innovation and Ability.

One Team:

We enjoy multiple disciplines but celebrate only one objective. We unite to deliver results for our company and customers.

Embrace and drive change:

There is always a better way—and we won't rest till we find it.



Our Services Include

Services provided include:

-  Consultation, advise, design, set up and manage casino projects
-  Full-service Table Games equipment sales and service
-  Full-service Electronic gaming sales and service
-  Casino Management System design, installation and maintenance
-  Operations and revenue improvement strategies for established gaming operations
-  Hotel, Food and Beverage management
-  Source premium equipment for new casinos and established casinos looking to upgrade their operations
-  Customer Relationship Management
-  Financial Performance Analysis
-  Risk Management, including advice on Compliance, AML and other regulations



Competitive Advantage



Because Platinum Entertainment Ltd provides services as opposed to a product, our competitive advantage lies in the experience and expertise of our team, each of whom are recognised as leaders in their field.

Management Team



PEL specialises in consulting to the casino and hotel hospitality industry, using industry best practice techniques, and whose management team has a combined experience of over 60 years operating and managing successful casinos and hotels. Regional experience includes Australia, UK, South Africa, Russia, Egypt, Vanuatu, Seychelles, India, Nepal, Sri Lanka, Macau, Cambodia, Laos, Myanmar and Vietnam.



Executive Management



Paul Simmons is the CEO of Platinum Entertainment Limited ("PEL")

With over 40 years of gaming industry experience encompassing all facets of the industry, from table games and slot operations to VIP junket and player development programs to hotel and food and beverage management.

Previous executive management positions include Burswood International Resort, now Crown Perth (Australia), Galaxy Star World (Macau), NagaWorld (Cambodia) and most recently as Group Head of Operations for Silver Heritage Group overseeing the casino operations in Vietnam and orchestrating the start-up of the flagship integrated Hotel Casino, Tiger Palace Resort in Nepal.



Executive Management



Nguyen Dang Thin (Tim) is the Managing Director of Platinum Entertainment Limited ("PEL")

With over 20 years of Casino Marketing experience in Cambodia and Vietnam, most recently as the Director of Marketing and VIP Services for the Phoenix Casino Bac Ninh, as well as the company Director of Silver Heritage Ltd Vietnam.

Fluent in Vietnamese, Mandarin and English, Tim has intimate knowledge of the Vietnamese gaming industry, specialising in casino marketing, gaming operations, statutory regulations and human resources.