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# 澳門博彩控股有限公司 SJM HOLDINGS LIMITED

*(incorporated in Hong Kong with limited liability)*

**(Stock Code: 880)**

## ANNOUNCEMENT

The board of directors (the “**Board**”) of SJM Holdings Limited (the “**Company**”) is pleased to announce unaudited key performance indicators of the Company and its subsidiaries (collectively the “**Group**”) for the three months ended 31 March 2010 to enable its shareholders, investors and the public to better appraise the position and business performance of the Group.

### **2010 FIRST QUARTER HIGHLIGHTS (UNAUDITED)**

- Gaming revenue of the Group during the period was HK\$12,683 million, an increase of 74% from HK\$7,280 million in the quarter ended 31 March 2009.
- Adjusted EBITDA<sup>1</sup> of the Group for the period was HK\$1,096 million, an increase of 155% from HK\$430 million in the year earlier quarter.
- Profit attributable to owners of the Company was HK\$760 million, an increase of 451% from HK\$138 million in the year earlier quarter.
- The Group’s gaming revenues accounted for 31.9% of Macau’s casino gaming market during the quarter, as compared with 28.8% in the year earlier quarter.
- The Group maintained a strong and liquid financial position, with HK\$11,836 million of cash and HK\$4,892 million of debt (excluding convertible bonds) as at 31 March 2010.

<sup>1</sup> Earnings after adjustment for minority interest and before interest income and expense, tax, depreciation and amortisation, and before accounting for share-based payments.

During the three months ended 31 March 2010, the Group's VIP gaming revenue was HK\$8,282 million, an increase of 104% from HK\$4,055 million in the first quarter of 2009, mass market gaming revenue was HK\$4,122 million, an increase of 39% from HK\$2,974 million, and slot machine revenue was HK\$279 million, an increase of 11% from HK\$250 million. The Group's total revenue during the first quarter of 2010 of HK\$12,763 million included hotel, catering and related services revenue of HK\$81 million.

During the first quarter of 2010 the Group operated an average of 411 VIP gaming tables (first quarter 2009: 206), 1,361 mass market gaming tables (first quarter 2009: 1,163) and 4,614 slot machines (first quarter 2009: 3,920) (average of three month-end counts).

Total VIP chip sales for the Group during the three-month period were HK\$288.5 billion (first quarter 2009: HK\$140.8 billion), and the VIP gaming hold percentage (before commissions and discounts) was 2.87% (first quarter 2009: 2.88%).

**Key Results for the Group's Casinos**  
(1Q 2010 in HK\$ million)

	<b>Gaming Revenue</b>	<b>Adjusted EBITDA</b>
Casino Grand Lisboa	3,165	508
Other Self-promoted Casinos <sup>1</sup>	2,955	240
Satellite Casinos <sup>2</sup>	6,563	270

<sup>1</sup> Casino Lisboa, Casino Jai Alai and Casino Oceanus at Jai Alai

<sup>2</sup> Fourteen third party-promoted casinos, four slot halls and Tombola hall

The Group's Adjusted EBITDA margin, calculated in accordance with Hong Kong generally accepted accounting principles (Adjusted EBITDA divided by total revenue), was 8.6% in the first quarter of 2010, as compared with 5.9% in the first quarter of 2009.

To be more comparable to casino companies reporting in the United States, commissions and discounts paid to players and promoters would be deducted from revenue before calculating Adjusted EBITDA margin. Using this method, the Group's Adjusted EBITDA margin for the first quarter of 2010 was 14.8%. If the Group's revenue is further adjusted to include the net revenue of self-promoted casinos plus the net revenue contribution (after reimbursed expenses) of the Group's third party-promoted casinos and slot halls, the Group's Adjusted EBITDA margin would be 26.0%.

The above calculations are provided for the convenience of investors and other interested parties for the purpose of comparing the Group's results with other casino operating companies.

During the three months ended 31 March 2010, the Grand Lisboa Hotel achieved average occupancy rate of 72.2% and average room rate of HK\$1,924 per night.

Capital expenditure of the Group during the first quarter of 2010 was HK\$208 million, which was primarily for Casino Oceanus at Jai Alai and equipment purchases.

## **Important Note**

Shareholders and potential investors should be advised that the above financial data relates only to certain parts of the Group's operations and is based on the Group's internal records and management accounts. The above financial data has not been reviewed or audited by independent auditors and is not a forecast of the performance of the Group as a whole. The Board cautions shareholders and potential investors not to rely unduly on such data and to exercise caution when dealing in the securities of the Company.

By order of the Board  
**SJM Holdings Limited**  
**So Shu Fai**  
*Executive Director and Chief Executive Officer*

Hong Kong, 18 May 2010

*As at the date of this announcement, the executive directors of the Company are Dr. Ho Hung Sun, Stanley, Dr. So Shu Fai, Mr. Ng Chi Sing, Mr. Rui José da Cunha, Ms. Leong On Kei, Angela and Mr. Shum Hong Kuen, David, the non-executive director is Dato' Dr. Cheng Yu Tung and the independent non-executive directors are Mr. Chau Tak Hay, Mr. Lan Hong Tsung, David, Mr. Shek Lai Him, Abraham and Mr. Tse Hau Yin.*