



# Caesars Entertainment WeChat Marketing

---

China-Friendly 2.0

November, 2017

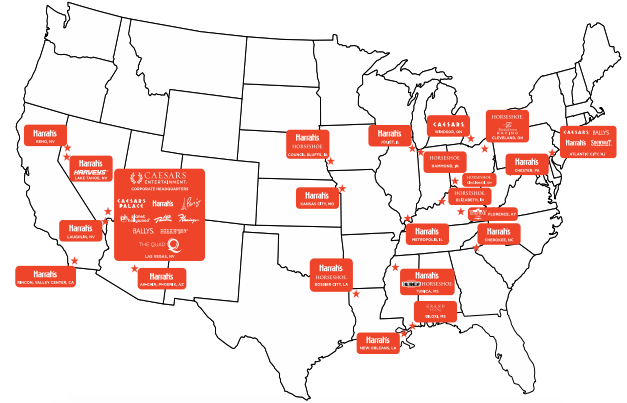


# Caesars Entertainment: The World's Premier Provider of Branded Resort Entertainment Since 1937

## CAESARS ENTERTAINMENT OVERVIEW

### Facts about Caesars Entertainment

- 8th largest entertainment company in the world
- 2nd largest live entertainment company in North America
- 5th largest hotel company for hotel ownership
- 100+ million annual visitors
- 45 million Total Rewards consumers (that enjoys discounts & offers)
- 50+ properties with a strong global presence
  - 44K hotel rooms
  - 390 restaurants, bars & club
  - 40 pools
  - 240 retail shops
  - 1.6MM sq. ft. meeting space
  - 7 golf courses



**A Resort For Every Customer**



**Flamingo**

**Bally's**



**Caesars Palace**

**Paris**

**Rio**

**The Cromwell**

**The Linq**

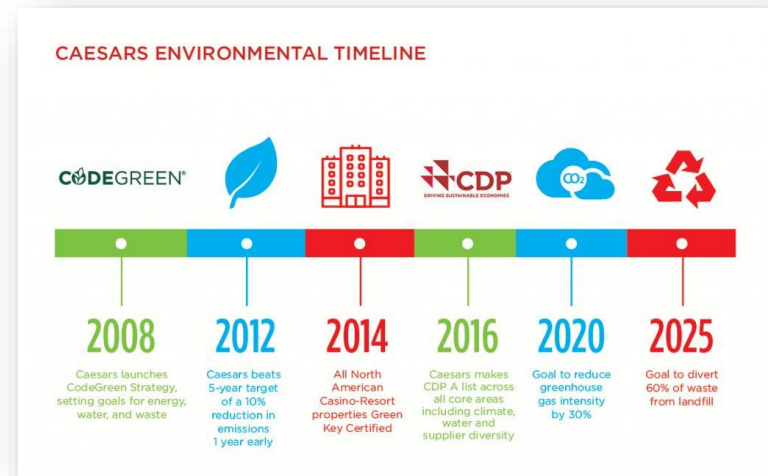
**Bally's**

**Planet Hollywood**



# Caesars Entertainment Code Green

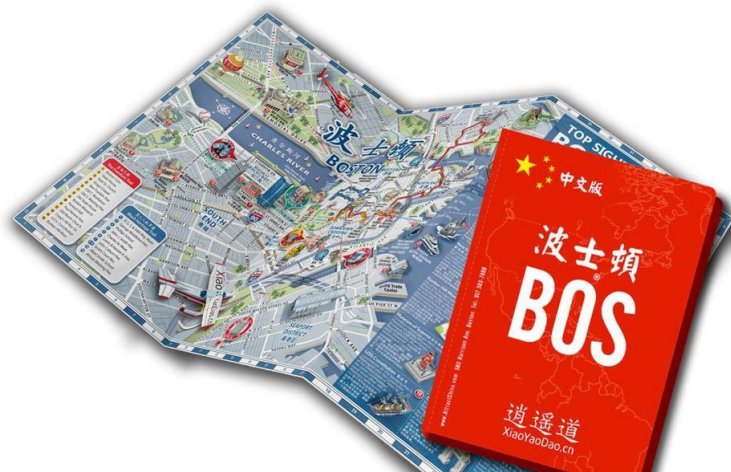
- ◆ Environmental stewardship is an essential pillar in our Code of Commitment as we recognize the importance of being responsible stewards of the environment.
  - Earth Hour Participation
- ◆ We have a CodeGreen team dedicated to sustain sustainability initiatives at every property and 100% of our hotel properties are Green Key eco-rated
- ◆ We have reduced our energy use per-square-foot by 23 percent since 2007
- ◆ We have achieved a 20 percent water use reduction per-air-conditioned-square-foot since 2008
- ◆ The company experienced a 38 percent waste diversion in 2015 across its U.S. properties
- ◆ Since 2010, we have awarded more than \$176,000 in Total Return credits to team members for going green at home





# More Market Development

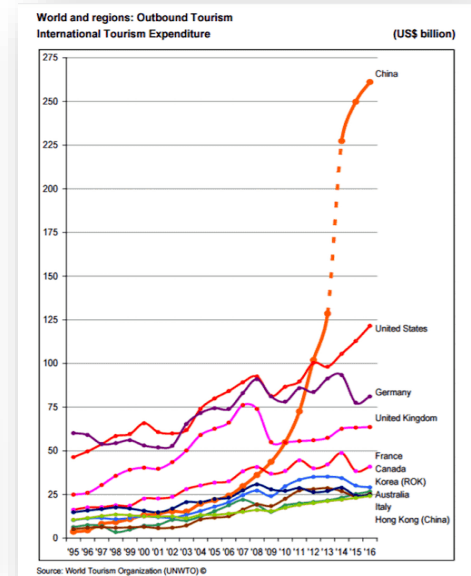
- ◆ 2008 MOU Between US and China
- ◆ 2009 Doubling VISA officers waits cut to 30 days
- ◆ 2010 Boston has a vision on track for growth with plan Boston. Forms a committee for China and China Ready China
- ◆ 2011 First China ready conference call
- ◆ 2014 June 22, Hainan Airlines launch non-stop to Boston
- ◆ 2014 10-year Chinese Visa
- ◆ Today Boston a role model to cities courting Chinese 1 Non-stop and 4, 1 stop options





# 2017 China Leads the Tech World

- ◆ 3,000,000 visitors US
- ◆ #1 market for US in spending, passing Canada by 10 Billion
- ◆ Most smart phones owned
- ◆ E-commerce
- ◆ Time spent online
- ◆ Mobile payments



▲ ◀ By 2020, China international tourism expenditure is projected to reach \$350B (UNWTO)



# Marketing to Chinese Customers



7.3M



Chinese outbound market projected to reach 7.3M to US by end of 2020\*

#1 Country in Spending



Chinese tourists reached \$33B spending in US in 2016

10 Year



Dramatic changes in visa process, 10 year visas effective Nov, 2014

**China Today:** China has become the largest online marketplace in 2015. \$6.5B revenue was generated through mobile bookings and 32% hotel bookings through mobile and has been growing.\*

## How does Caesars market to Chinese Customers?



### Create Hospitality Brand in China

- Built CaesarsEntertainment.cn, the 1st visible CET online & mobile site in China launched with booking capability for LVM & ACM properties
- Build Weibo & WeChat official accounts
- Generated massive media impressions in China



### Build Direct Channels to Chinese Market

- Work directly with tier one Chinese companies for targeted marketing campaigns
- On-site employee culture training/program
- Leveraging WeChat as the unique tool to reach end customers



### VIP Groups & Special Events

- Groups & Events such as the Chinese New Year Annual Celebration at the LINQ promenade



# Choice of WeChat is based on a Deep Understanding of the Uniqueness of China Market

---

01

## China: The largest ecommerce market with a massive WeChat adoption

- **Tencent** is the most trusted brand with a tremendous reach to Chinese market.
  - ✓ 92% marketers in China chose to use WeChat to market their businesses (Q4 2015 Forrester Research Survey) as WeChat has a unique drive merchant loyalty & CRM
- China has entered the “era of digital payments”. According iResearch report, the two dominating digital payments generated USD 5.5 trillion in transaction volume in 2016.

02

## Challenges when entering the China market

- Willing to follow the rules & regulations conducted by Chinese government & industry
- Willing to market to Chinese and capture the potential of the market
- Overcome the language barriers
- Identify the stakeholders that own the capability of each step of the marketing strategy in China



# Caesars Entertainment Has Been Exploring Tencent Innovations without Limits Since 2014

**Oct 2014**

Launch Caesars WeChat Official Account



**Jan 2015**

WeChat Smart Hotel during CES



**Jul 2015**

Air China WeChat High Roller program



**Dec 2016**

WeChat Booking Special Promo with Hainan Airlines



**2014**

**2015**

**2016**

**2017**

**Nov 2014**

WeChat branding up on Caesars properties



**Mar 2015**

WeChat MBA Case competition



**Sept 2016**

WeChat Booking launched



**Aug 2017**

WeChat Digital Payment launched in 16 select outlets



**Sept 2017**

WeChat Digital Payment expanded to 49 outlets





# Technical Connection

- ◆ WeChat Payment does not involve card information and the information is tokenized.

Step 1:  
Consumers Open WeChat  
Wallet for Payment



Step 2:  
CITCON WeChat Reader  
Scan QR Code

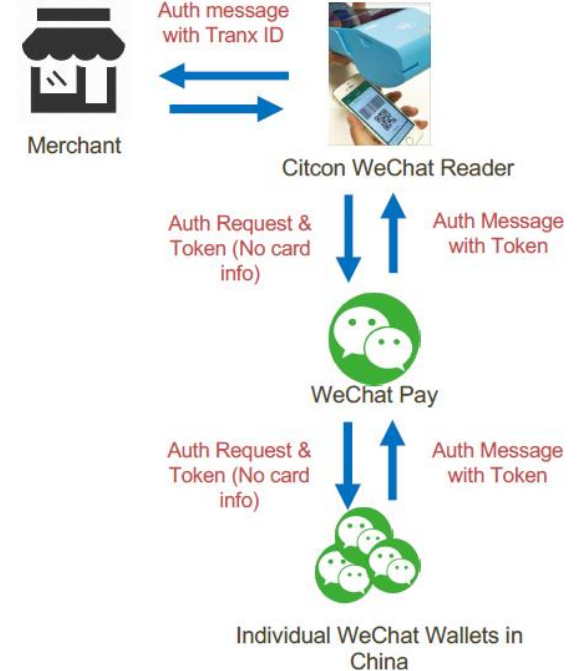


Step 3:  
WeChat Pay Approves or  
Decline the transaction



▲ WeChat Payment Process

## WeChat Wallet Payment Flow (Via Chip or NFC)



▲ WeChat Payment Backend Flow



Thank you!

---



Q&A