



# CASINOS AVENUE

Discover worldwide casinos and their  
best offers

## Media Kit December 2015

### CASINOS AVENUE, THE START-UP THAT BRINGS LAND-BASED CASINOS UP-TO-DATE

- ◆ The TripAdvisor of the casinos listing 3,200 worldwide venues
- ◆ All the offers, events and news of casinos on one single platform
- ◆ Already more than 100 establishments that trust us

## Press contact

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# CASINOS AVENUE BRINGS CASINOS UP-TO-DATE WITH THE CREATION OF AN INNOVATIVE PLATFORM

Mobile and multilingual, the website allows players to locate worldwide casinos and to discover their offers, events and news in a few clicks.



### FOR PLAYERS ♦

**To easily locate and find information on all the casinos of the world from home or on a trip**

Casinos regularly change their name, location and offers. With a lack of knowledge on a specific destination, it is hard to find reliable information online.



**To stay informed about the best casino deals of the moment**

By becoming a member, the players get customized offers based on their geographical location and exclusive offers provided by the partners of CasinOs Avenue.



### FOR CASINOS ♦

**To target qualified players**

By claiming their establishments on the platform, the casinos can efficiently target casino players, profiles of whom are representative of the socio-professional categories and population pyramids of western societies.

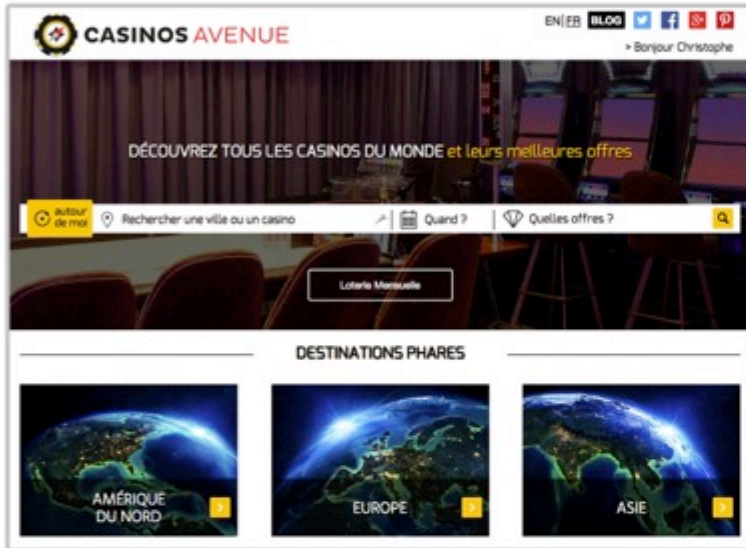


**To appeal to a young and international audience**

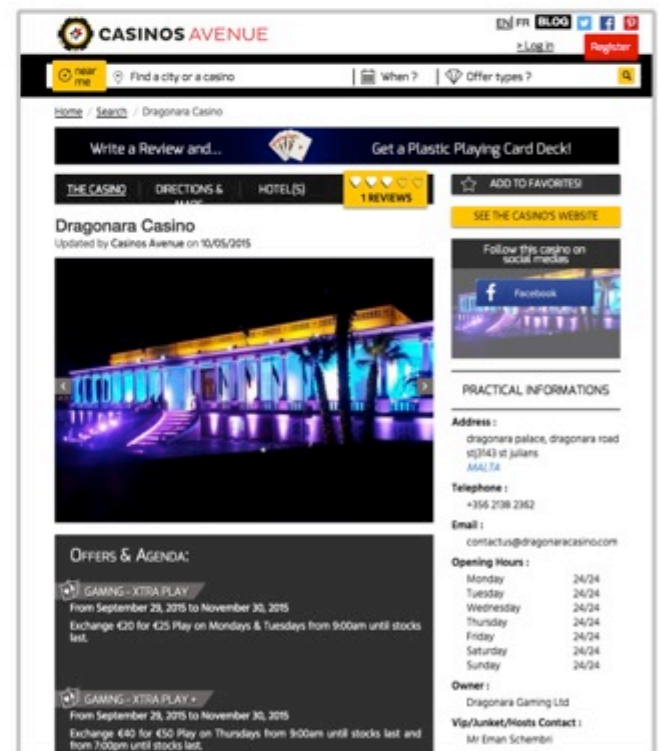
Establishments aim to renew their clientele by appealing to the new generations and by attracting more foreigners.

## ARE YOU LOOKING FOR INFORMATION ON A CASINO AND WISHING TO BENEFIT FROM THE BEST CASINO DEALS OF THE MOMENT ?

### The PROs +



- ◆ A **rating system** and comments section to find out about the advantages of each casino.
- ◆ All **offers** on **one single platform**
- ◆ All the information of each establishment is available on a single page:  
Pictures, practical info, offers, games, stakes...



TripAdvisor reviews and marks also available.

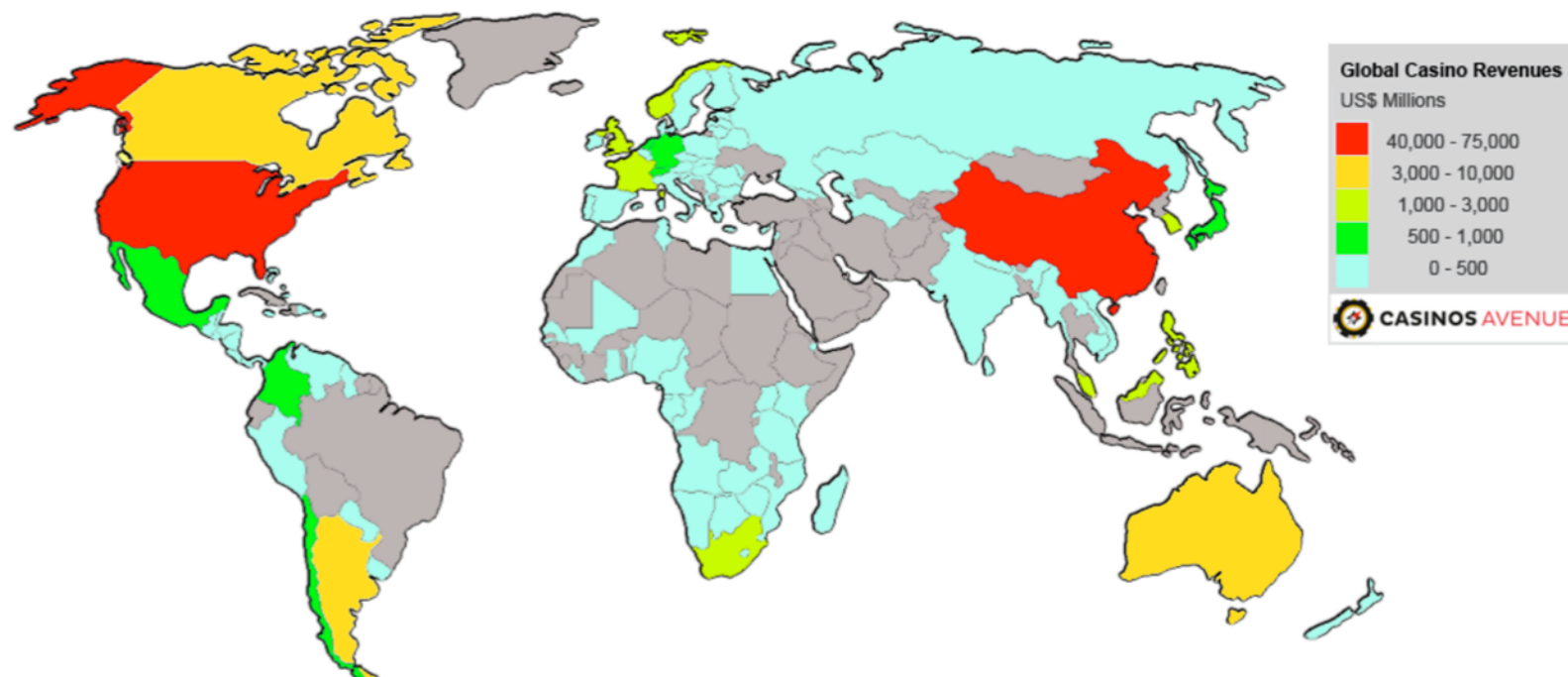
# CASINOSAVENUE.COM: A SOLUTION TO REVITALIZE THE INDUSTRY

Casino gaming is a global market dominated by the United-States and Macao. Today the role of **tourism** is becoming more and more **important** in this industry as can be proved by **France** who is **the 6<sup>th</sup> market** in the industry and the country with **the highest density of establishments** in the world thanks to its **tourist attractiveness**.

However, since 2008, numerous countries have suffered a **drop in their turnover** due to several reasons: economic crisis, smoking ban on public places, emergence of online casinos...

In order to renew and **expand their clientele**, casinos diversify themselves by **developing ancillary activities** (caterings, shows, etc.), **multiplying commercial offers** and **investing in digital** to attract new players.

## CASINO REVENUES IN THE WORLD



Source: Global Gambling Trends by CasinosAvenue



## PORTRAITS

**Created in April 2013 by Christophe Sorel, 24 years old at the time, the start-up enhanced its business model in July 2014 in order to be adapted to the needs of players and casinos.**



Christophe Sorel

Former semi-professional Poker player during his college years, Christophe got the opportunity to play in major international tournaments in prestigious destinations such as Las Vegas, Monaco or Berlin. The idea arises from a personal experience when Christophe discovers the attractive prices and offers that players benefit from at hotels and casinos all around the world. His high interest in Web marketing led to the thought of a website allowing all players to benefit from the best offers. Christophe decided to launch his project right after he obtained his Master's degree in entrepreneurship.

Born in Anhui, China, Siwei came to France at the age of 18 in order to pursue further studies. Coming from a culture of which the gambling constitutes an important part, Siwei was attracted straight away by the project and joined the company in July 2014 as the responsible of the technical development of CasinosAvenue.

Since then, 5 other collaborators have joined the project in order to form a joyful, professional and ambitious team with various expertise and experience.



Siwei Huang

## SINCE IT WAS LAUNCHED IN JULY 2015, CASINOSAVENUE HAS ALREADY 20,000 UNIQUE VISITORS A MONTH

More than 600 unique visitors a day  
looking for information and offers  
More than 3 200 referenced casinos  
7 collaborators  
105 establishments that trust us



### COMING SOON

- ◆ Fundraising for the development of a Mandarin version of the platform and a mobile application
- ◆ New partnerships and exclusive offers dedicated to the members of CasinosAvenue



### THEY HAVE CONFIDENCE IN US

