



# OUR STRATEGIC OUTLOCK

28<sup>TH</sup> JUNE 2022

# TODAY'S PRESENTERS





BCom, BAcc, CA(SA)

- Gaming and hospitality
- Financial and corporate finance
- Governance and IT



COO: Hospitality

BCom, BCompt (Hons), CA(SA)

- Gaming, hospitality and tourism
- Strategic leadership
- Commercial and operational management



COO: Sun Slots

ND: Operations Management

- Manufacturing, fuel retail, gaming and convenience stores
- Organisational restructuring







COO: SunBet

BSc (Hons), CA (UK)

- Online gaming
- Commercial and operational management
- Strategy and finance



CFO

BCompt (Hons), CTA, CA(SA), MCom, HDip (Company Law)

- Corporate finance advisory and private equity
- External and internal audit
- Financial management

# SUN INTERNATIONAL CAPITAL MARKETS DAY





# PRESENTATION AGENDA









# OUR GROUP | LEVERAGING OUR UNIQUE DIFFERENTIATOR

Our four businesses are purposefully connected by our omnichannel strategy, and driven by our people, to seamlessly serve our customers







The Group is stronger than ever, well-positioned and well-equipped to maximise shareholder value

## **URBAN CASINOS**

- Strategically located operations across the country
- Strong cash generator for the Group
- Defending and growing market share
- Operations and margins improved
- Attractive returns

## **SUN SLOTS**

- 4 500 LPMs in four provinces
- Superior service offering
- Strong relationships held at quality sites
- Well placed for further growth in South Africa
- Africa expansion under trial









## **RESORTS & HOTELS**

- Focused portfolio of iconic South Africa properties
- Property improvements made
- Improving operations and margins
- Enhanced customer experience
- Distinctive customer experience

#### **SUNBET**

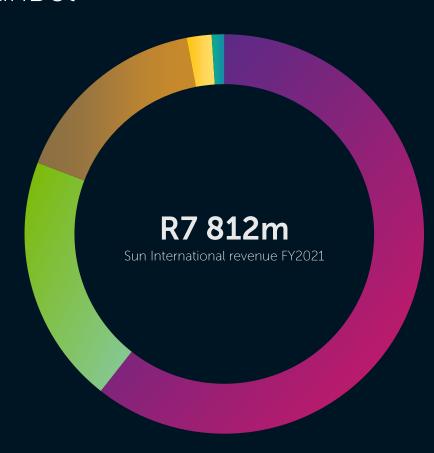
- Premium South African sports betting brand
- New leadership appointed to drive growth
- Well positioned to capitalise on strong online gambling growth
- Leveraging Sun International brand and presence
- Complementing but not cannibalising landbased operations

  Sun International 18



# OUR GROUP | FOCUSED & GROWING

Our business is underpinned by our Urban Casinos, excellent recovery prospects in Resorts & Hotels and strong growth potential in Sun Slots and SunBet







# OUR GROUP | ENVIRONMENTAL, SOCIAL AND GOVERNANCE

We ranked 1st in our sector and 20th in the entire JSE for ESG reporting



# **HEALTH, SAFETY AND WELLNESS**

- Original founder and promoter of responsible gaming program
- Initiated several support programs for employee's mental health and wellness
- No material health and safety incidents reported in the last 12 months

# SOCIO-ECONOMIC DEVELOPMENT (SED)

- Mature SED strategy focusing on education, sport and culture
- Employee bursary and training scheme in place
- Extensive support to local communities were we operate

#### ENTERPRISE AND SUPPLIER DEVELOPMENT

- Procure more than R3bn of goods and services from empowered suppliers annually
- Monitoring Group-wide supplier base and supporting suppliers through BDS programme
- Extensive E&SD program in place
- Implement new B-BBEE system

#### **ENVIRONMENTAL**

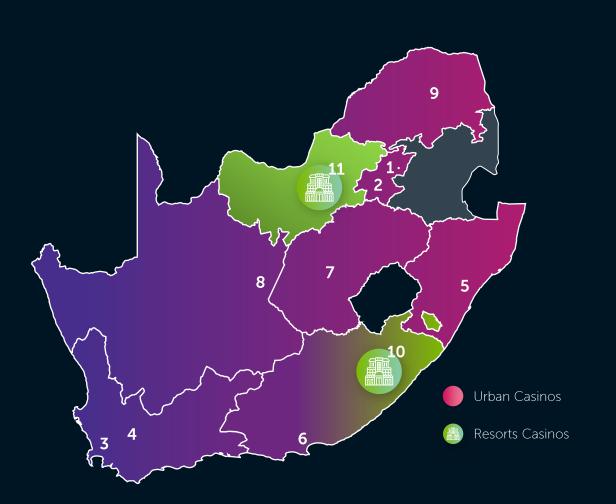
• Enviro-Ambition 2025 sets targets and plans to reduce carbon emissions, preserve water and improve waste management across the Group's hotel, casino and office properties



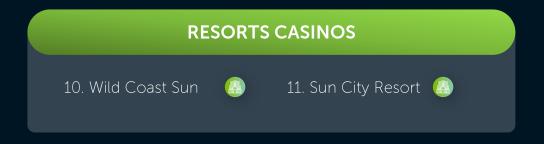


# URBAN CASINOS | SNAPSHOT

Our assets are strategically placed and spread across the country



# 1. Time Square 6. Boardwalk 2. Carnival City 7. Windmill 3. GrandWest 8. Flamingo 4. Golden Valley 9. Meropa 5. Sibaya

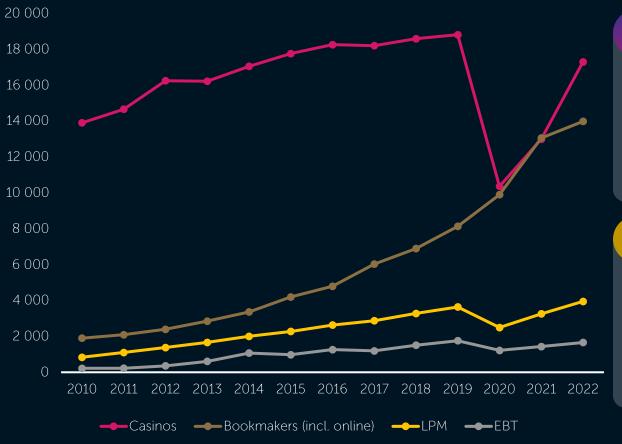




# URBAN CASINOS | MARKET CONTEXT

The gaming market has changed substantially over the past decade, with online gaming growing strongly

# REVENUE PER MARKET SEGMENT (R' MILLION)



# **REVENUE CAGR (2010 – 2019)**

#### CASINOS: 3%

- Steady growth rate observed
- Mature market, remains largest contribution to total gaming revenue
- Resilient recovery post covid

# **BOOKMAKERS** (INCL. ONLINE): 18%

- Growing at a rapid rate
- Segment contains online sports betting, bookmakers, totalisators

# LPM: 18%

- Growth rates inflated as off a small base
- Small revenue contribution relative to Casinos and Bookmakers segment

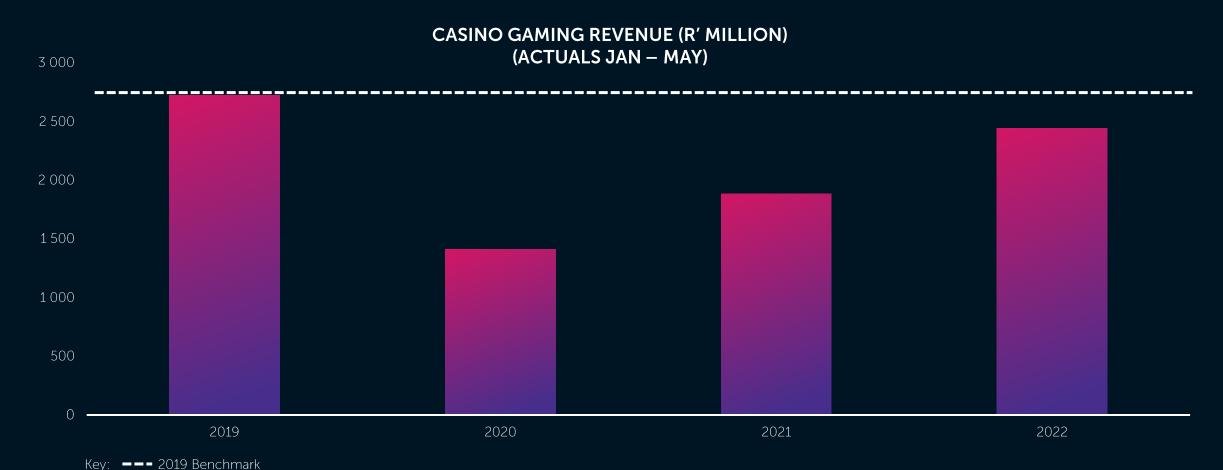
# EBT: 26%

- Growth rates artificially inflated as off a zero base
- Small revenue contribution relative to Casinos and Bookmakers segment



# URBAN CASINOS | OPERATIONAL CONTEXT

Urban casino revenues have been resilient, and are swiftly rebounding from the effects of the pandemic





# URBAN CASINOS | OUR STRATEGY

Our strategy is anchored on three core focus areas









# URBAN CASINOS | ACQUISITION AND RETENTION

Our improved use of data and analytics combined with a selective focus on certain market segments will allow us to remain competitive



- Continued mining of data
- Focus on behaviours and not spending



- Enhances management of customer value and data analytics
- SunBet to adopt Playtech



- Improved and cost effective direct marketing
- Automation of manual procedures

# URBAN CASINOS | CUSTOMER EXPERIENCE

Because of our ability to render a complete holistic offering, we can increase customer loyalty and retention



# **RESULTS OF OMNICHANNEL INTERACTIONS**

We reward our customers with special offers at other businesses in the Sun International stable, utilising the MVG loyalty program. This allows us to:

- Offer a seamless customer experience
- Increase share of spend of casino customers
- Enhance loyalty and retention of customers in the Group
- Offer Group-wide promotions
- Provide an unparalleled VIP experience



# URBAN CASINOS | MARGIN IMPROVEMENT

We continue to right-size our operations and drive margin improvements to generate strong cash flow

## **OPTIMISE OPERATIONS**

- Right-size operations based on demand
- Replace slot machines and other casino equipment
- Outsource unprofitable non-core functions
- Enhanced use of advanced scheduling

# **DRIVE COST EFFICIENCIES**

- Simplify operational processes
- Constant review of all expenses
- Leverage Group buying power
- Implement upgrades to systems and leverage Group tech platforms
- Move casino management system to Playtech



# URBAN CASINOS | AMBITION

A continued focus on market share growth and margin improvement will ensure we maintain our standard of strong cash generation



- Achieved growth in market share of 1% to 44.5% from FY2019 to FY2022
- Aim to have market share of 47% by FY2026



- Improved EBITDA margins by over 3% to 36% since 2019
- Achieve margins of 38%-40% by FY2026
- Capex approximately 5%-7% of revenue



- Currently generates 75% of Group **FBITDA**
- High cash generated post capex spend





A key priority of the Group is to ensure properties are optimised and well maintained to meet the high standards promised to our customers



- Expand GrandWest Hotel from 39 keys to 103 keys
- Protect GrandWest exclusivity



- Refurbish Royal Sibaya Hotel
- Upgrade Prive gaming, bar and lounge area



- Leverage non-gaming offering
- Improve family offering
- Grow market share



- Refurbished Carnival City main floor
- Leverage the refurbished Prive and Hotel to support our VIP strategy
- Conclude Section 189 restructure
- Proceed with unused land development



- Leverage the refurbished Prive
- Complete retail mall development
- Secure long-term license renewal

OTHER: Resumed normal slot replacement strategy in 2022 | Reduced slots across the Group by 1 123 (11%) | Reduced tables across the Group by 72 (19%) Outsource food and beverage operations at small properties





# RESORTS & HOTELS | SNAPSHOT

Our iconic properties continue to uphold the high standards synonymous with our brand



# **SOUTH AFRICA**

1. The Maslow Hotel

3. Wild Coast Sun

2. The Table Bay Hotel

4. Sun City Resort

# **OUTSIDE OF SOUTH AFRICA**

# Nigeria (Lagos)

• Federal Palace



# RESORTS & HOTELS | MARKET CONTEXT

Having navigated the challenges brought about by Covid-19, we observe varying degrees of recovery in the market segments we operate in

## **SLOW TO RECOVER**

# Corporate travel

Expected to be at 60%-70% of 2019 levels in 2022

#### **GOOD PACE OF RECOVERY**

# Conferencing

Recovery affected by easing of restrictions in South Africa, and pent-up demand

## International travel

Not expected to recover to 2019 levels until 2023/2024

#### **Sports and events**

Steadily returning, waiver of restrictions relating to gatherings signals positive outlook

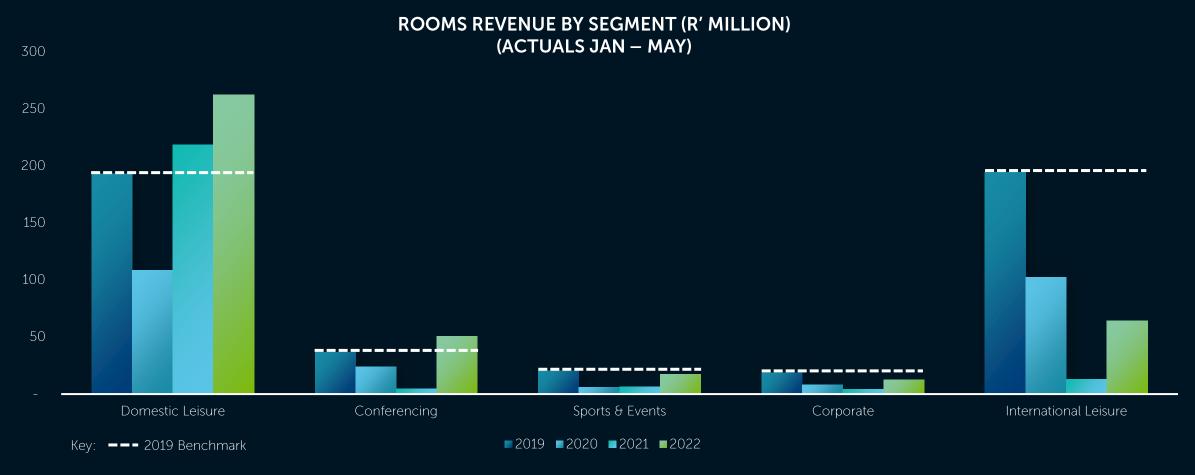
#### **Domestic leisure**

In South Africa, currently close to 2019 levels



# RESORTS & HOTELS | OPERATIONAL CONTEXT

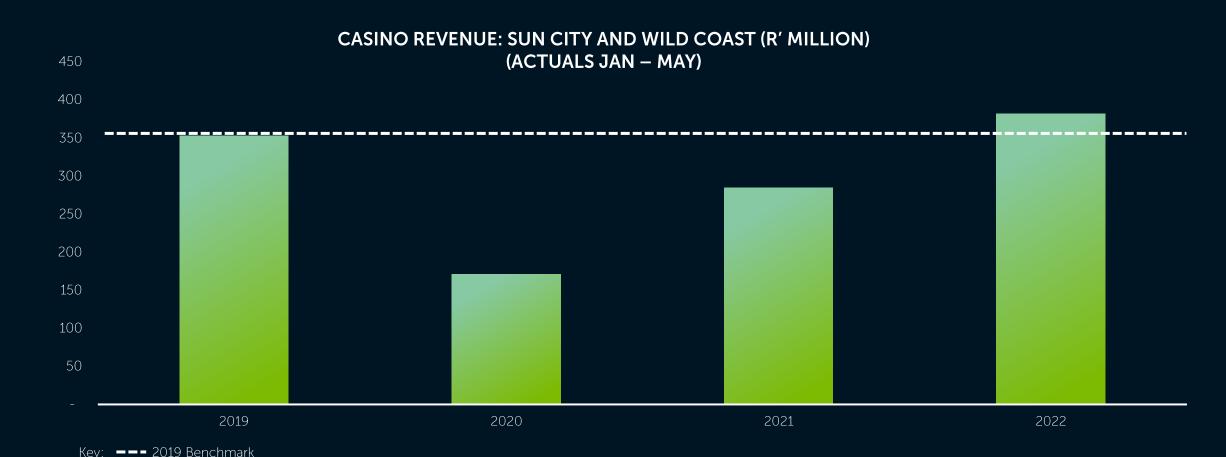
Domestic leisure, Conferencing and Sports & Events revenues exceed 2019 levels; transient Corporate and International Leisure revenues lag 2019





# RESORTS & HOTELS | OPERATIONAL CONTEXT

Our resort gaming revenues exceed 2019 levels, leveraging Sun City Resort & Wild Coast Sun for the enjoyment of our MVG and SunBet customers



# Sun

# RESORTS & HOTELS | SUN CITY RESORT

Historic investments into our flagship Sun City Resort were strategically made, and we are tracking well to realise good returns

#### **KEY ACHIEVEMENTS**

# Margin improvement

• Focus on cost efficiencies

# **Employee engagement**

- Focused leadership team
- Employee recognition

#### **Product improvement**

- Cascades Hotel refurbishment
- Valley of Waves
- Grounds and gardens
- Major infrastructure

#### STRATEGIC PRIORITIES

#### **Sun Vacation Club**

 Phase 3 development of 258 units over next 3 years, investment of R850m

#### Refurbishments

- Palace Hotel refurbishment, spa and gym (FY2022)
- Sun City Casino Prive (FY2022)
- Sun City Hotel (FY2023/FY2024)

# **Expansionary projects**

• Multi-purpose sports campus (FY2022 - FY2024)

# **OUR AMBITION FOR FY2026:**



Ensure Sun City is contributing to the Group



Provide a world class VIP gaming experience



Improve EBITDA margin from 9% in FY2019 to >20% by FY2024



Achieve EBITDA >R400m by FY2026



Expand the Sun Vacation Club



Increase international leisure market segment



# RESORTS & HOTELS | WILD COAST SUN

Secured a new 20 year license and are excited about the growth prospects of Wild Coast Sun

## **KEY ACHIEVEMENTS**

# Margin improvement

• Focus on cost efficiencies

# **Employee engagement**

- Focused leadership team
- Employee recognition

# **Product improvement**

- New Magic Company attractions (FY2022)
- Expanded spa (FY2022)
- Two new restaurants (FY2022)

#### STRATEGIC PRIORITIES

#### **Sun Vacation Club**

• Pursue Sun Vacation Club and other development opportunities

# Small enterprises and local communities

• Transformation and development of local enterprises and surrounding communities (ongoing)

# **OUR AMBITION FOR FY2026:**



Pursue an EBITDA margin of >23%



Grow gaming market share to > 40%



# RESORTS & HOTELS | THE TABLE BAY HOTEL

The Table Bay Hotel shows great resilience as the international travel market recovers

## **KEY ACHIEVEMENTS**

# Margin improvement

• Focus on cost efficiencies

## **Employee engagement**

- Focused leadership team
- Employee recognition

#### **Demand stimulation**

- International source markets recovery
- Participation in Global Hotel Alliance
- Siba restaurant and terrace

## STRATEGIC PRIORITIES

#### Lease extension

Secure long-term extension from February 2025

#### Refurbishments

• Refurbishment of the Hotel (FY2024/FY2025)

# **OUR AMBITION FOR FY2026\*:**



Pursue an EBITDA margin of >15%



Achieve No 1 position in competitor set at the best address in Cape Town



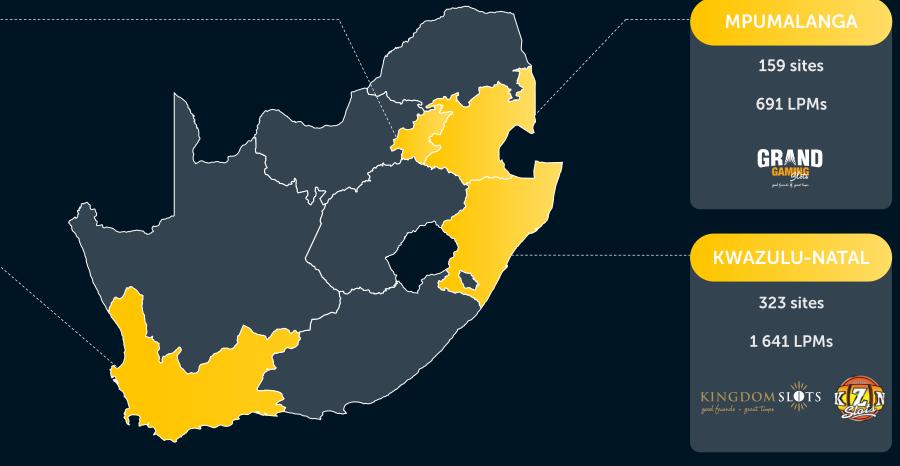


# SUN SLOTS | SNAPSHOT

We operate in four strategically selected provinces in order to maximise our return on investment











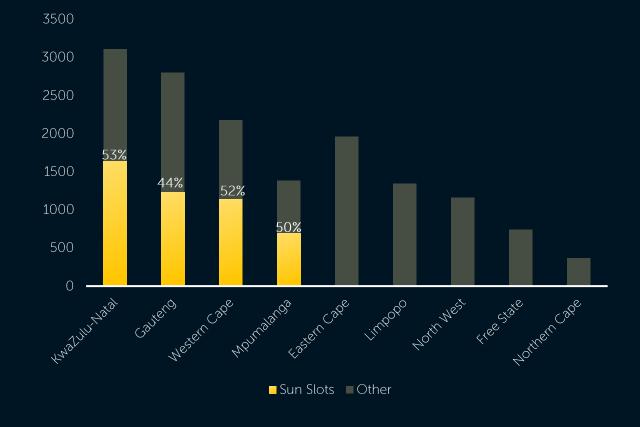
We have a strong distribution network of LPMs in the provinces we operate

# LPM MARKET IN SOUTH AFRICA

Total licensed LPMs in South Africa: 25 000



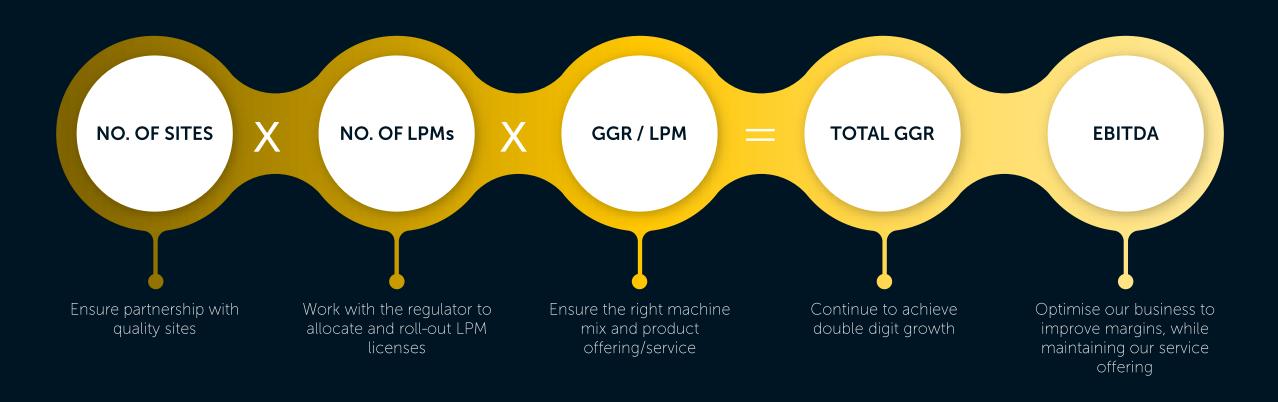
# TOTAL ACTIVE LPMs (15 058) PER PROVINCE IN SOUTH AFRICA





# SUN SLOTS | BUSINESS MODEL

The growth of our business relies on a partnership strategy with carefully selected sites







We will continue to grow our business...

# ...to remain the preferred route operator in South Africa and beyond









# SUN SLOTS | STRATEGY

We will achieve our ambition by focusing on four core areas





# SUN SLOTS | LPM ROLL-OUT AND NEW LICENSES

We will continue to engage with the regulator to accelerate growth in the number of LPMs in operation

## SUN SLOTS LPM LICENSE ALLOCATION

LPMs allocated to Sun Slots: 6 500

Active LPMs (May 2022): 4 707 (72%)

#### LPM GROWTH STRATEGY

- Accelerate roll-out of LPMs already allocated to reach
   6 500 active LPMs
- Lobby for additional LPM allocation to Sun Slots
- Western Cape reached quota additional LPMs allocated to Sun Slots and VSlots (500 each)

# SUN SLOTS | SUPERIOR SERVICE

1 2 3 4 Sun

We deliver superior service to site owners, adding value to their businesses to entrench and grow our operations





# **Quality service reputation**

Deliver superior service to our customers (site owners) by adding value to their offering



- Support services
- Financial assistance
- SunBet offering



# **Prime sites**

A quality reputation attracts and retains higher quality sites



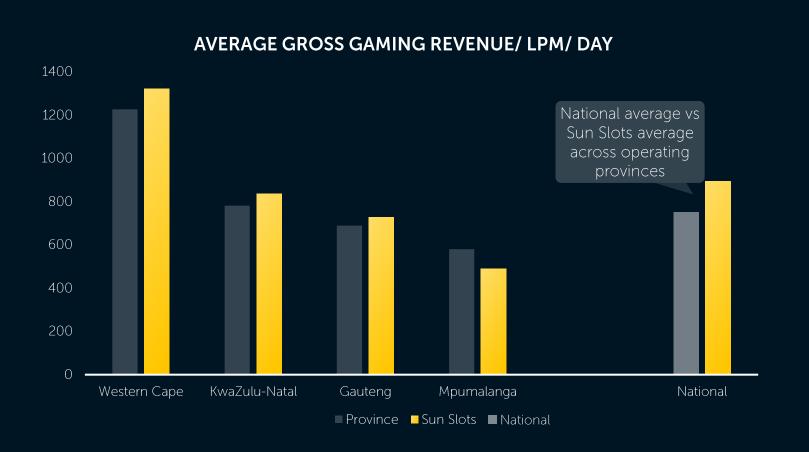
#### **Increased GGR**

Higher quality sites increases revenue / LPM / day, which in turn enables offering higher quality service

# SUN SLOTS | SUPERIOR SERVICE

2 3 4 Sun

The quality of our sites is evident as we have outperformed the market in 3 out of the 4 provinces we operate in



#### **BENCHMARKING PERFORMANCE**

- Outperforming the industry in terms of GGR per LPM per day
- Strong performance in the Western Cape showcases opportunity in other provinces
- Mpumalanga market in a high growth stage



# SUN SLOTS | OPERATIONAL EFFICIENCY

We are implementing effective solutions to drive our cost and operational efficiencies









2 3 4



We continue to explore opportunities to expand our operations



#### **GROWTH OPPORTUNITIES**

#### **Independent Site Operators (ISOs)**

- Allows 100% revenue participation, as opposed to revenue split with site owners
- Adopted an opportunistic approach, requires regulatory approval

#### Africa expansion

- Small-scale trials in selected East Africa (320 LPMs) and SADC countries (400 LPMs)
- Minimal capital investment introducing ex-casino products in trials





# SUNBET | AN INTRODUCTION

SunBet is Sun International's rapidly expanding online sports betting and gaming platform



#### **BUSINESS OVERVIEW**

#### Offering

- Online sports betting and gaming:
  - Vast coverage of global sports
  - Pre-match and live in-play betting options
  - National footprint
  - Licensed by Western Cape Gambling and Racing Board
- Live dealer casino games and other betting games introduced in August 2021

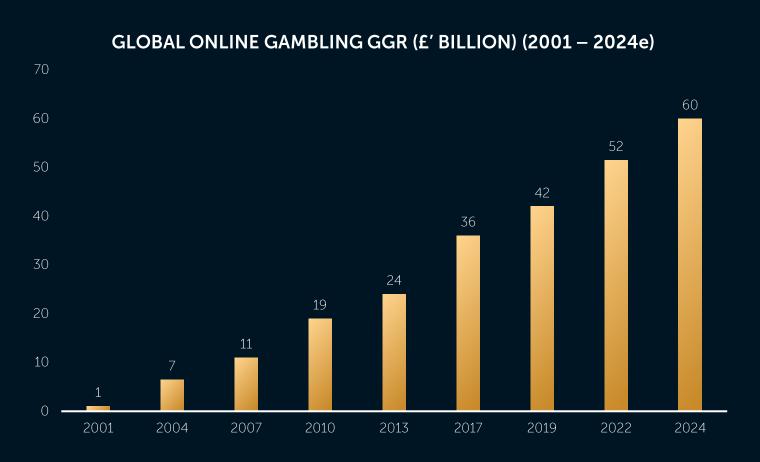
#### **Market drivers**

- Young, tech savvy customers from mid- to high-income brackets
- Ever increasing live sport on TV/internet along with greater product availability



## SUNBET | MARKET CONTEXT

Online gambling has been in operation for over two decades and its global leaders are now established businesses with formidable valuations



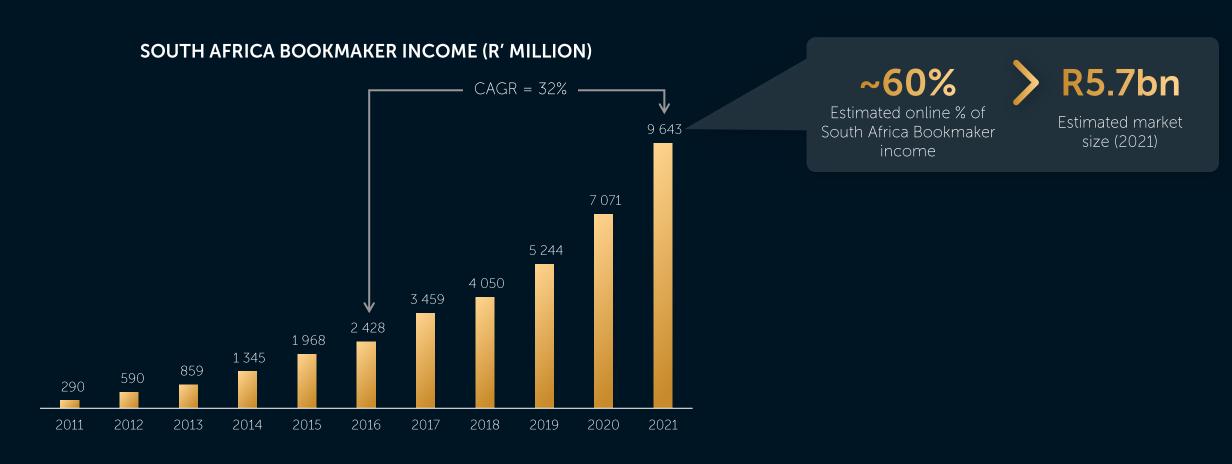


H2 Gambling Sun International | 42



## SUNBET | MARKET CONTEXT

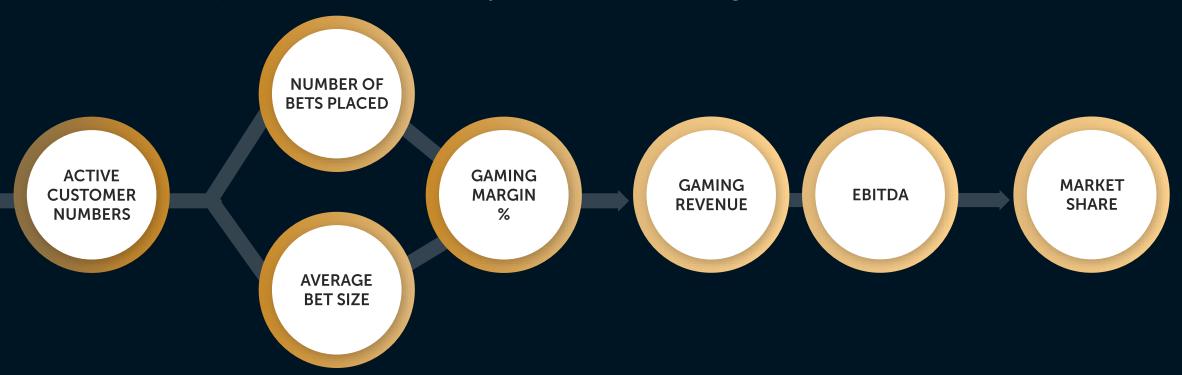
South Africa lags behind mature markets presenting an opportunity for SunBet to grow



# Sun

## SUNBET | BUSINESS MODEL

Data-driven marketing expands our customer base, aligned with first class service and operational efficiency to deliver strong results



#### MARKETING

Data-driven marketing to acquire and retain customers by offering quality product with superior customer service

#### **HEADLINE METRICS**

Trading volumes are determined by the number of bets placed and bet size.

Gaming margin or 'hold' differs between sports and casino.

#### **OPERATIONAL LEVERAGE**

Revenue = value of bets placed less pay-outs. Operational efficiencies should lead to leveraged EBITDA.

#### **RESULTS**

Market share indicates whether we are on track to achieve our ambition



## SUNBET | RESPONSIBLE GAMBLING

SunBet positioned to be the most trusted and responsible gaming operator

#### **REGULATION**

- · Gambling in South Africa authorised at national level with regulation and implementation at provincial levels
- Provincial licenses allow acceptance of customers from all provinces
  - Sports betting primarily authorised
  - Casino, slots and other betting games 'permitted' by some provincial boards

#### **APPLICATION**

- Sun International at the forefront of Responsible Gambling compliance
  - Only operate in regulated markets
  - 1% of GGR paid to fund the National Responsible Gambling Programme
- Plans to obtain additional licenses in South Africa and across Africa
- Barriers to entry for new competitors theoretically low, but practically high



# SUNBET | AMBITION

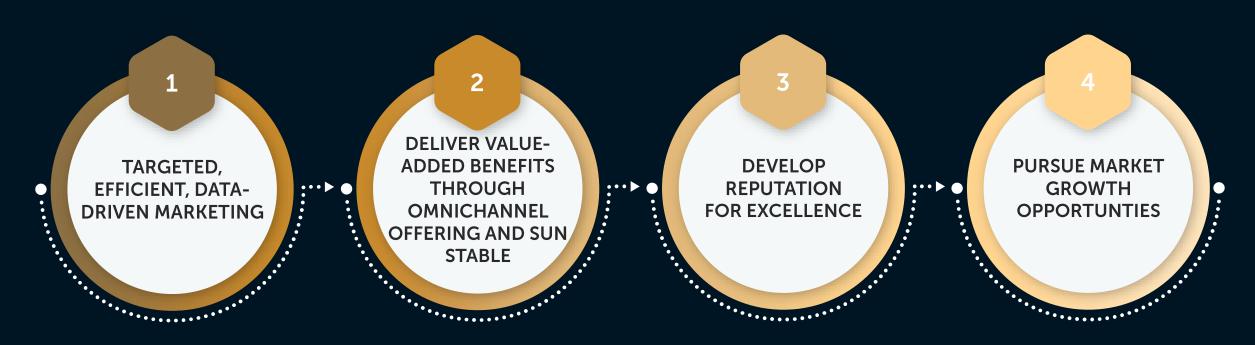
Aim to increase our customer base to achieve 6x revenue in FY2026 and become a Pan-African online gaming platform





## SUNBET | STRATEGY

We will leverage the Sun International brand, presence, and loyalty offering to attract and retain players



**RESPONSIBLE GAMBLING** 

# SUNBET | DATA-DRIVEN MARKETING

2 3 4 Sun

Our marketing focus is on using smart data to attract the right customer, whilst adding value through our superior service



#### **ACQUISITION STRATEGIES**

- Attract the right customers with a premium 'look and feel' to our offering
- Use smart data to predict behaviour
- Differentiate offering with benefit of Group
- Offer further value through the MVG loyalty program



Accurate and reliable daily data points



#### **RETENTION STRATEGIES**

- Go beyond being just a betting website
- Add value in a commoditised industry
- Ensure high-quality, well-trained VIP hosts
- Provide superior customer service
- Orchestrate memorable VIP interactions

# SUNBET | VALUE-ADDED BENEFITS

2 3 4 Sun

In a highly commoditised online industry, our competitive advantage lies in our ability to add value to our offering through the wider Sun International stable



#### LEVERAGING THE SUN BRAND

- Sun brand synonymous with gaming in South Africa
- Trust is paramount in both e-commerce and gaming
- Potential to use Sun Slots network of 900 sites for onboarding new customers to SunBet

#### ADDED VALUE AND LOYALTY

- Sun stable allows us to add value to customers' game play
- MVG loyalty program adds further value, fulfilled at marginal cost

#### SEAMLESS OMNICHANNEL INTERACTIONS

• Our omnichannel offering aims to harmonise customer experience to ensure greater share of wallet

# SUNBET | REPUTATION FOR EXCELLENCE

2 3 4 Sun

Build a reputation for excellence to ensure we retain long-term value in our customers

# Added-value offering with memorable VIP interactions

- MVG loyalty program integration
- Exposure to benefits of the rest of the Sun International stable



#### Friction-free delivery and systems

- Seamless deposits & withdrawals
- Tailor made bonusing and promotions
- Optimised gameplay experience
- Premier tools for customer service

#### First class user experience

- Premier suite of products
- Outstanding customer services

# SUNBET | MARKET GROWTH OPPORTUNITIES

2 3 4 Sun

We are on a focused journey to grow our current operating market and launch into new markets



#### LAUNCH NEW PRODUCT OFFERING

- Provincial Boards looking to widen product offering
- Live dealer casino, implemented in August 2021, already 33% of our revenue
- Online slots launch imminent

#### **ENTER NEW GEOGRAPHIES**

- Currently acquiring the EaziBet Group with licenses in Zambia, Kenya and Ghana to launch Africa expansion
- Operational plans being developed for launch in Q4

# GROW CURRENT MARKET IN SOUTH AFRICA

- Focus on growing our customer base
- Core mid- to upper-market segments
- Large lower income bracket cannot be ignored



# BALANCE SHEET & CAPITAL ALLOCATION | OUR FRAMEWORK



We have established a set of fundamental principles that guide our choices and enable effective utilisation of capital



#### MAXIMISE SHAREHOLDER RETURNS

- A cornerstone objective
- Evaluate the optimal way to return capital to shareholders
- Resume dividend payments



# OPTIMISE DEBT LEVELS

- Targeted Debt to EBITDA ratio below 2.0x
- Tax loss assets of R1bn to be utilised over the next 5 – 7 years
- Secure earnouts from Sun Dreams disposal



# INVEST TO GROW ASSETS

- Leverage asset base to improve yields
- Invest in our online business
- Sun City Vacation club expansion
- GrandWest Hotel expansion
- Accelerate LPM roll-out



# INVEST TO PROTECT ASSETS

- Refurbishment of various assets in the Group
- Will (at minimum) maintain current yields



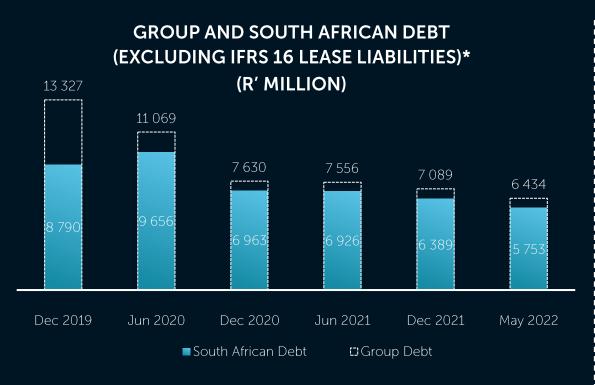
# PURSUE AN EFFICIENT OVERALL BUSINESS STRUCTURE

- Consolidate minority positions
- Disposal of non-core assets ongoing





We are proud of our ongoing successes in substantially decreasing our debt levels

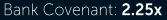


#### **CONTRIBUTORS TO OUR SUCCESS:**

- Capital raise
- Strong cash flow generation of the business
- Management of working capital
- Disposal of Sun Dreams asset











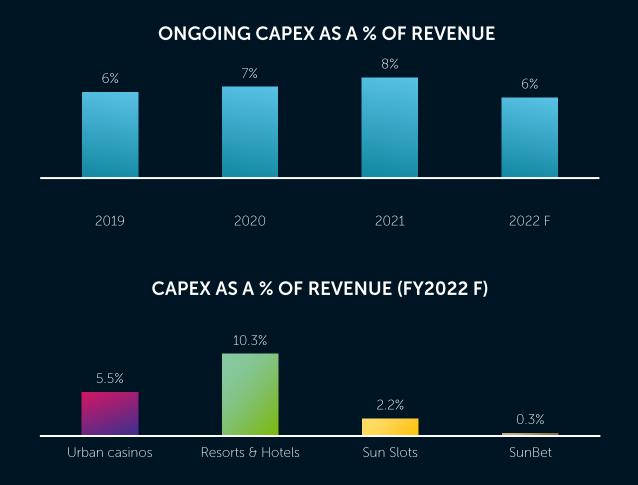


All figures displayed exclude IFRS 16 liabilities Sun International | 54



### BALANCE SHEET & CAPITAL ALLOCATION | EXPENDITURE

Investment into several of our strategic priorities is critical in sustaining and growing our business and ultimately maximising shareholder returns



#### **EXPANSIONARY PROJECTS**

R204m to be spent in FY2022

- Resorts & Hotels: **R71m**
- Sun Slots: R133m

#### **MAJOR REFURBISHMENT PROJECTS**

R202m to be spent in FY2022

- Urban Casinos: **R112m**
- Resorts & Hotels: R90m

#### **ONGOING PROJECTS**

R688m to be spent in FY2022

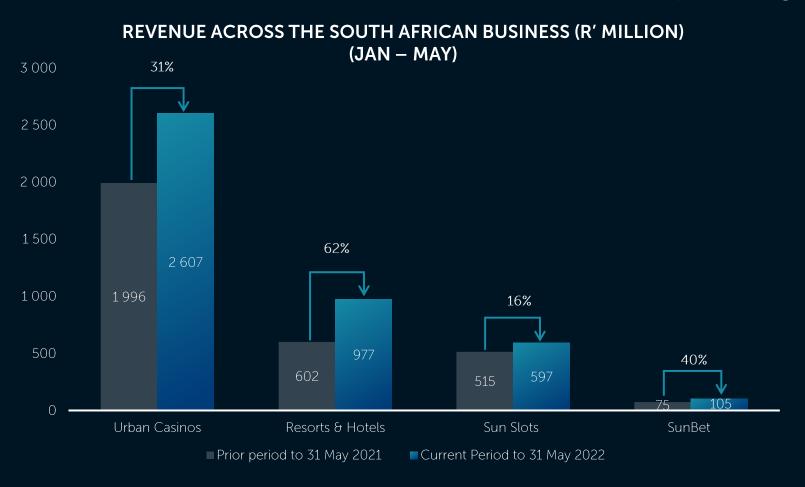
- Urban Casinos: R392m
- Resorts & Hotels: **R264m**
- Sun Slots: R32m





### IN SUMMARY | TRADING UPDATE

The first five months to 31 May 2022 reflect strong revenue growth of 34% and EBITDA up over 80%, compared to the corresponding 2021 period



#### SOUTH AFRICA REVENUE (JAN – MAY)

- FY2021: R3 188m
- FY2022: R4 286m

#### STRONG REVENUE AND EBITDA

- South Africa income is 92% of FY2019 income over corresponding 5 months
- FY2022 EBITDA above FY2019 levels due to embedded cost savings

#### **REDUCTION IN DEBT**

 Robust cash generation resulted in decreased debt from R6.4bn (31 Dec 2021) to R5.8bn (31 May 2022)



# IN SUMMARY | OUR GROUP

We are a focused and growing business; we have strategically positioned ourselves to deliver growth and maximise shareholder returns

#### **URBAN CASINOS**

- Grow market share and improve margins
- Deliver EBITDA growth
- Investigate minority interests





#### **RESORTS & HOTELS**

- On the road to recovery
- Demonstrating better margins
- Strong support to Urban Casinos

#### **SUN SLOTS**

- Opportunity to acquire new routes and rollout more I PMs
- Multiple growth avenues being explored





#### **SUNBET**

- Potential for strong revenue growth
- Focused and dedicated management team



# IN SUMMARY | LOOKING AHEAD

Our priority remains to deliver value to our stakeholder groups through our people, and to grow the Group















# THANK YOU



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# SUPPLEMENTARY INFORMATION | GLOSSARY OF TERMS

ITEM	DESCRIPTION
EBITDA	Adjusted Earnings Before Interest, Taxes, Depreciation, and Amortisation; it is a is a measure of a company's overall financial performance.
ЕВТ	Electronic Bingo Terminal; these are very similar to the traditional bingo game and follow the same rules, however, instead of using papers, this game uses electronic bingo terminals
GGR	Gross Gaming Revenue; also called game yield, reflects the difference between the amount of money players wager minus the amount that they win
GROUP	Includes South African business and Nigeria, excludes Swaziland
ISOs	A site operator who is not linked to a route operator and is licensed to own and operate limited pay-out machines on a single site and is responsible for maintaining the machines, effecting the collection of money and paying the provincial taxes and levies due to the provincial licensing authorities
LPM	Limited Pay-Out machine; a gambling machine with a restricted bet and prize
YTD	Year-To-Date
NGB	National Gambling Board
ND	National Diploma