



For the President of a gaming company, KPIs will focus on high-level strategic goals and overall company performance

1. Financial Performance:

- Total revenue and profit growth.
- Return on investment (ROI) for key projects or initiatives.
- Gross margins and operating margins.

2. Market Share and Competitive Positioning:

- Market share within the gaming industry.
- Growth relative to competitors.
- Brand perception and market reputation.

3. Product Portfolio and Innovation:

- Number of successful game launches.
- Revenue contribution from new products or services.
- Innovation pipeline and investment in research and development.

4. Customer Acquisition and Retention:

- Growth in user base or player community.
- Customer acquisition cost and customer.
- Churn rate and customer retention efforts.

5. Operational Efficiency:

- Cost-effectiveness of operations.
- Efficiency of production processes and supply chain management.
- Time to market for new games or updates.

6. Strategic Partnerships and Alliances:

- Number and quality of strategic partnerships established.
- Revenue or growth resulting from partnerships.
- Collaborations with other companies or organizations.

7. Employee Engagement and Talent Development:

- Employee satisfaction and retention rates.
- Succession planning and leadership development.
- Diversity and inclusion initiatives.

8. Corporate Social Responsibility and Sustainability:

- CSR initiatives and their impact on communities.
- Environmental sustainability efforts.
- Positive social impact through gaming activities.

9. Regulatory Compliance and Risk Management:

- Compliance with gaming regulations and legal requirements.
- Risk management practices and mitigation strategies.



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- Reputation risk and crisis management preparedness.

#### 10. Strategic Goals and Vision Achievement:

- Progress towards long-term strategic goals.
- Alignment of company activities with the corporate vision.
- Achievement of key milestones outlined in the company's strategic plan.