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Qualitative Analysis



Company Overview

Galaxy Entertainment Group Limited

Headquarters: Hong Kong, China

Industry: Hospitality

Number of Employees: 17,000 (as of June 2023)

Founder: Che-Woo Lui

Three flagship destinations: Galaxy Macau, Broadway Macau, StarWorld Macau





Founder

Che-Woo Lui

Che-Woo Lui is an entrepreneur and businessperson who founded Galaxy Entertainment Group Ltd., K. Wah International Holdings Ltd., Lui Che Woo Prize Ltd. and Guangdong Economics Association and who has been the head of 11 different companies. In 1988, he ventured into the gaming industry and established Galaxy Entertainment Group. Today, Galaxy Entertainment Group is still controlled by Che-Woo Lui and his family, which has a combined interest of 50.3%.





Board of Directors

Executive Directors:

Che-Woo Lui (Chairman), Yiu Tung Lui (Since 1987), Ying Keung Chee
 (Since 2004), Lui Wai Yu Tang (Since 1991)

Non-executive Directors:

- Wai Bun Cheung (Since 2015), James Ross Ancell (Since 2004), Shue Lam Yip (Since 2004), Lung Tak Wong (Since 2008), Michael Victor Mecca (Since 2018)



Executive Management

- Che Woo Lui (Executive Chairman of the Board)
- Yiu Tung Lui (Executive Deputy Chairman of the Board)
- Ying Keung Chee (Executive Director)
- Lui Wai Yu Tang (Executive Director)
- Robert Drake (Group Chief Financial Officer)
- James Houghton (Director-Information Systems & Technology)
- Wai Ling Lui (Group Director-Human Resources & Administration)
- Elmen Lee (SVP-Business Development & City Clubs Operations)
- Raymond Yin Min (Dir-International Premium & Mass Market Dev)



Ownership

Top 25 shareholders own 70.08% of the company



| Ownership | Name | Shares | Current Value | 1.02% | Yiu Tung Lui 💍 📸 | 44,638,145 | HK\$1.5b |
|-----------|--|---------------|---------------|-------|---------------------------------------|------------|------------|
| 29.35% | Lui Family Trust | 1,281,837,394 | HK\$43.3b | 0.86% | Schroder Investment Management (Hong | 37,648,000 | HK\$1.3b |
| 7.93% | Capital Research and Management Company | 346,282,971 | HK\$11.7b | | Kong) Limited | 05044000 | |
| | Company | | | 0.82% | Che-Woo Lui 💪 ╩ | 35,844,028 | HK\$1.2b |
| 6.76% | Lui Che Woo Foundation Limited, Endowment Arm | 295,421,000 | HK\$10.0b | 0.69% | Pzena Investment Management, Inc. | 30,039,295 | HK\$1.0b |
| 3.94% | Top Notch Opportunities Limited | 171,916,021 | HK\$5.8b | 0.66% | State Street Global Advisors, Inc. | 28,966,318 | HK\$979.1m |
| 2.77% | Kentlake International Investments Ltd. | 121,138,039 | HK\$4.1b | 0.52% | JP Morgan Asset Management | 22,653,070 | HK\$765.7m |
| 2.36% | Recurrent Profits Limited | 103,096,039 | HK\$3.5b | 0.52% | BLS Capital Fondsmaeglerselskab A/S | 22,609,715 | HK\$764.2m |
| 1.86% | HSBC Global Asset Management (UK) | 81,163,097 | HK\$2.7b | 0.48% | T. Rowe Price Group, Inc. | 20,902,000 | HK\$706.5m |
| | Limited | | | 0.44% | Alkeon Capital Management, LLC | 19,273,000 | HK\$651.4m |
| 1.8% | The Vanguard Group, Inc. | 78,679,633 | HK\$2.7b | 0.38% | Schroder Investment Management | 16,805,000 | HK\$568.0m |
| 1.79% | Fidelity International Ltd | 78,289,542 | HK\$2.6b | | (Singapore) Ltd | | |
| 1.56% | Lui Che Woo Prize Limited, Endowment Arm | 68,000,000 | HK\$2.3b | 0.36% | Thornburg Investment Management, Inc. | 15,796,600 | HK\$533.9m |
| 1.46% | BlackRock, Inc. | 63,927,843 | HK\$2.2b | 0.32% | Lui Wai Yu Tang 🛆 ╩ | 13,861,207 | HK\$468.5m |
| 1.13% | Norges Bank Investment Management | 49,465,107 | HK\$1.7b | 0.29% | Geode Capital Management, LLC | 12,737,575 | HK\$430.5m |



Product Positioning

Characteristics: advanced business model, strong brand, prime location, operational excellence, and innovation.

Three flagship destinations:

- **Galaxy Macau:** Galaxy Macau has become synonymous with luxury, entertainment, and exceptional hospitality. The resort's brand is associated with high-quality experiences, attracting both local and international visitors.
- **StarWorld Macau:** StarWorld Macau has established itself as a reputable brand in Macau. It is known for its sophisticated design, top gaming facilities, and personalized service.
- **Broadway Macau:** Broadway Macau is an integrated resort that features a vibrant entertainment and shopping district. It offers live performances, street performances, retail outlets, and various dining options, creating an immersive and lively atmosphere.



Competitive Analysis Globally

Galaxy Entertainment Group's operations are heavily reliant on the Macau market. Its strong presence in Macau gives it a competitive advantage in brand recognition and customer loyalty. However, its presence outside of Macau is relatively limited compared to competitors like MGM and LVSC.

| Competitors | Market Cap | Revenue (2022) | Revenue (2022) | Employees |
|---------------------|------------|----------------|----------------|------------------|
| | | | VS 2021 | |
| GEG | \$29.6B | \$1.5B | -41.7% | 17,000 |
| Sands China Ltd | \$29.9B | \$1.6B | -44.2% | 24,315 |
| Melco International | \$1.6B | \$1.3B | -32.4% | 16,911 |
| Development Ltd | | | | |
| SJM Holdings | \$3.2B | \$852.9M | -33.7% | 18,600 |
| Limited | | | | |
| Wynn Macau Ltd | \$5.1B | \$720.8M | -51.9% | 11,500 |
| MGM | \$15.5B | 13.1B | +35.6% | 46,000 |
| LVSC | \$44.7B | \$4.1B | -2.9% | 35,500 |
| Wynn Resorts Ltd | \$11.8B | \$3.8B | -0.2% | 27,000 |

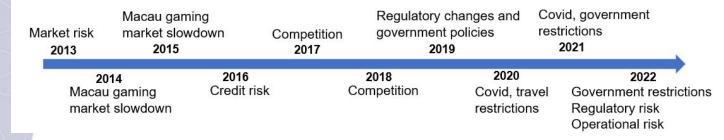


Quantitative Analysis



10K Research

Key Risk Issues



Risk Factors in Recent Years:

- Financial risks: market Risk, credit risk, liquidity risk
- Covid-19: government-imposed travel restrictions, border control measures, and quarantine requirements
- Regulatory risks: overregulation and excessive restrictions
- **Operational risks:** net revenue, adjusted EBITDA, net profit attributable to shareholders, hotel occupancy down



Financials Since IPO

Galaxy Entertainment Group Limited ("GEG") is a limited liability company incorporated in Hong Kong and has its listing on the Main Board of The Stock Exchange of Hong Kong Limited ("SEHK"). Hong Kong Stock Exchange (HKEX) carries out regulation of listed issuers and any relevant party in accordance with the listing rules. GEG went IPO in 1999 (0027.HK). However, annual reports only from 2004-2023 are available. The financial statements were prepared in accordance with Hong Kong Financial Reporting Standards ("HKFRS") under historical cost conventions. Modifications of financial assets and financial liabilities were carried at fair value.



Current Balance Sheet

| | 12/31/2022 | 12/31/2021 | 12/31/2020 | 12/31/2019 | 12/31/2018 |
|-------------------------------------|----------------|----------------|----------------|----------------|----------------|
| TotalAssets | 80,961,332,000 | 85,243,425,000 | 92,726,779,000 | 95,696,172,000 | 87,383,831,000 |
| TotalLiabilitiesNetMinorityInterest | 16,495,967,000 | 16,167,685,000 | 24,689,597,000 | 21,541,293,000 | 24,552,631,000 |
| Total Equity | 64,465,365,000 | 69,075,740,000 | 68,037,182,000 | 74,154,879,000 | 62,831,200,000 |

Assets

High quality debt securities (9.019 billion HKD)
Investment of Wynn Resorts (3.349 billion HKD)
4% of total assets

PP&E (50.3 billion HKD)
 62% of total assets

Cash and equivalents and short-term investment (16.3 billion HKD)
 20% of total assets

Liabilities

- Trade creditors and accruals (7.7 billion HKD)
- Debt (7.6 billion HKD)
- long-term lease liabilities (433.1 million HKD)



Rental receivables in following period are shown below:

| | 2022 HK\$'000 | 2021 HK\$'000 |
|--------------------------|------------------|------------------|
| | | |
| Less than one year | 655,405 | 617,432 |
| One to two years | 386,886 | 443,253 |
| Two to three years | 237,872 | 254,711 |
| Three to four years | 101,699 | 174,560 |
| Four to five years | 6,733 | 69,811 |
| More than the five years | _ | 3,543 |
| | | |
| | 1,388,595 | 1,563,310 |

Income statement

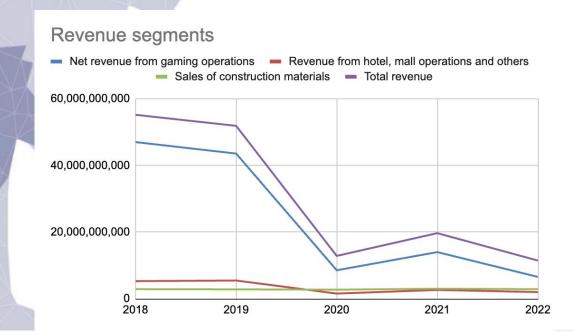


| Period End Date | 2018-12-31 | 2019-12-31 | 2020-12-31 | 2021-12-31 | 2022-12-31 |
|--------------------|-----------------|-----------------|----------------|-----------------|----------------|
| Total Revenue | 55,210,901,000 | 51,901,991,000 | 12,876,099,000 | 19,750,361,000 | 11,556,065,000 |
| Operating Expenses | -33,886,266,000 | -30,292,193,000 | -9,442,370,000 | -11,545,235,000 | -8,142,764,000 |
| EBITDA | 15,759,057,000 | 15,059,831,000 | -2,509,510,000 | 2,372,398,000 | -1,378,483,000 |
| EBIT | 12,561,979,000 | 11,767,696,000 | -5,156,559,000 | 287,157,000 | -3,303,541,000 |
| | | | | | |

Revenue segments

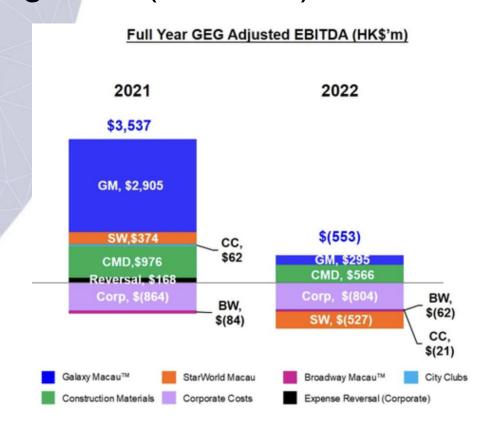


| | 2018 | 2019 | 2020 | 2021 | 2022 |
|--|----------------|----------------|----------------|----------------|----------------|
| Net revenue from gaming operations | 47,024,742,000 | 43,581,417,000 | 8,565,726,000 | 14,010,498,000 | 6,566,612,000 |
| (% of total revenue) | 85.17% | 83.97% | 66.52% | 71.14% | 57.23% |
| Revenue from hotel, mall operations and others | 5,297,977,000 | 5,486,582,000 | 1,571,157,000 | 2,662,546,000 | 2,020,493,000 |
| (% of total revenue) | 9.60% | 10.57% | 12.20% | 13.52% | 17.61% |
| Sales of construction materials | 2,888,182,000 | 2,833,992,000 | 2,739,216,000 | 3,022,486,000 | 2,886,688,000 |
| (% of total revenue) | 5.23% | 5.46% | 21.27% | 15.35% | 25.16% |
| Total revenue | 55,210,901,000 | 51,901,991,000 | 12,876,099,000 | 19,695,530,000 | 11,473,793,000 |





Revenue segments(continue)





Cash-flow Statement

| Cash And Equivalents | 16,048,728,000 | 16,991,532,000 | 18,313,600,000 | 21,436,863,000 | 16,347,256,000 |
|------------------------|-----------------|-----------------|----------------|----------------|----------------|
| | | | | | |
| Period End Date | 2018-12-31 | 2019-12-31 | 2020-12-31 | 2021-12-31 | 2022-12-31 |
| | | | | | |
| Cash from Operations | 13,783,715,000 | 19,442,269,000 | -7,631,338,000 | -3,487,213,000 | -3,091,892,000 |
| | | | | | |
| Cash from Investing | -11,238,377,000 | -14,884,655,000 | 9,502,094,000 | 4,584,698,000 | 3,035,413,000 |
| | | | | | |
| Cash from Financing | -4,461,669,000 | -12,085,034,000 | 6,768,743,000 | -2,410,015,000 | -43,381,000 |
| | | | | | |
| Additions / Reductions | -1,916,331,000 | -7,527,420,000 | 8,639,499,000 | -1,312,530,000 | -99,860,000 |



Capitalization requirements

Cash holdings

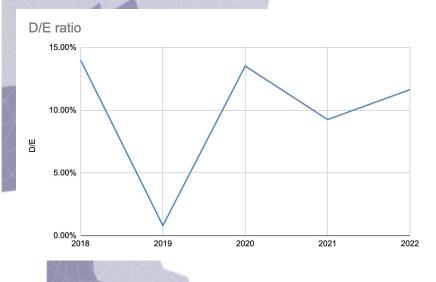




Capitalization requirements

Capital structure

| | 2018 | 2019 | 2020 | 2021 | 2022 |
|---------------------|--------|-------|--------|-------|--------|
| Debt (in billion) | 8.8 | 0.6 | 9.2 | 6.4 | 7.5 |
| Equity (in billion) | 62.8 | 74.2 | 68 | 69.1 | 64.4 |
| D/E | 14.01% | 0.81% | 13.53% | 9.26% | 11.65% |







Ownership structure

| Ownership | Name | Shares | Current Value |
|-----------|--|---------------|---------------|
| 29.35% | Lui Family Trust | 1,281,837,394 | HK\$43.3b |
| 7.93% | Capital Research and Management Company | 346,282,971 | HK\$11.7b |
| 6.76% | Lui Che Woo Foundation Limited, Endowment Arm | 295,421,000 | HK\$10.0b |



Break-even analysis

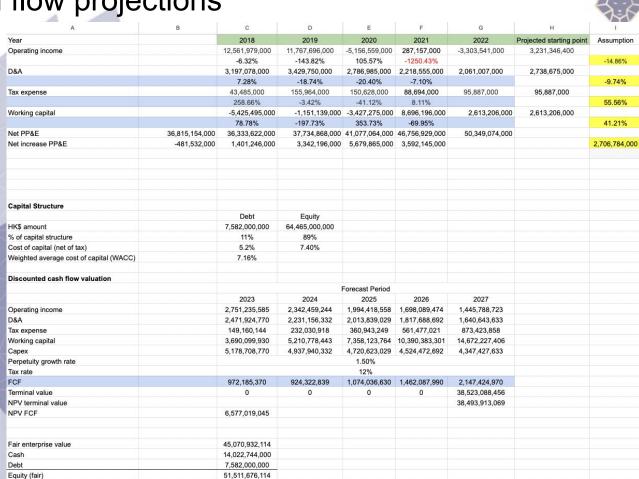
| Year ended | 2018 | 2019 | 2020 | 2021 | 2022 |
|---------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Total Revenue | 55,210,901,000 | 51,901,991,000 | 12,876,099,000 | 19,750,361,000 | 11,556,065,000 |
| Operating income | 12,561,979,000 | 11,767,696,000 | -5,156,559,000 | 287,157,000 | -3,303,541,000 |
| Operating Expenses | 33,886,266,000 | 30,292,193,000 | 9,442,370,000 | 11,545,235,000 | 8,142,764,000 |
| Contribution margin ratio | 0.23 | 0.23 | -0.40 | 0.01 | -0.29 |
| Breakeven point | 148,932,845,484 | 133,605,178,827 | -23,577,911,339 | 794,069,303,830 | -28,484,075,137 |

Cash flow projections

Shares outstanding

Fair value/share

Market price



4,368,911,944

11.79 51.6

LIONS FINANCIAL



Industry Average Valuation Multiples

| 12/31/2022 | EV/Revenue(LTM) | EV/EBIT(LTM) | EV/EBITDA (LTM) | P/E (LTM) | P/B | Enterprise Value Multiples (TEV) in billion |
|-------------------------------------|-----------------|--------------|-----------------|-----------|--------|---|
| GEG | 18.9x | -60.7x | -145.5x | -64.2x | 3.5x | 27.7 |
| Sands China Ltd | 23.9x | -31.9x | -82x | -17.6x | -39.7x | 34.8 |
| Wynn Macau Ltd | 14.2x | -86x | 40.8x | -14.6x | -12.1x | 18.7 |
| MGM | 3.4x | -109.6x | 21.4x | 10x | 2.7x | 42.6 |
| Melco International Development Ltd | 8.1x | -13.4x | -40.9x | -2.1x | 6.1x | 10.4 |
| | | | | | | |
| Average | 13.7x | -60.32x | -41.24x | -17.7x | -7.9x | 26.84 |



Stock Price Analysis



Stock Price Since IPO

- Original Company Valuation at IPO:
 Listed on the Hong Kong Stock Exchange (stock code: 0027.HK).
- During its IPO in 2004, Galaxy Entertainment Group had a valuation of approximately HKD 108 billion (around USD 13.9 billion at that time).
- IPO Share PRICE
- IPO: \$0.7
- Current: \$6.73 (June 30, 2023)
- Stock Price growth Since IPO
- Galaxy Entertainment's stock price has generally shown growth over the years, albeit with periods of volatility due to various market and industry factors. It has experienced fluctuations in its stock price over time.



Stock Price Since IPO

Year by Year Stock Price Highs and Lows:
 01/14/2014 76.3 HKD (Highest)
 01/10/2008 0.56 HKD (Lowest)

Stock Price Moving Average Analysis P/E = -66.03 Stock Price = 52.17 HKD Diluted EPS = -0.790

Galaxy Entertainment's stock price has generally shown growth over the years, albeit with periods of volatility due to various market and industry factors. It has experienced fluctuations in its stock price over time.



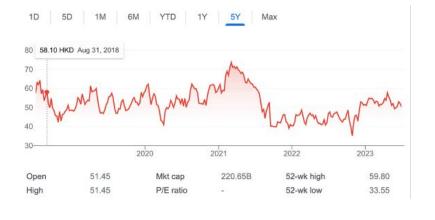
Index Analysis

From the code by python

```
import pandas as pd
import pandas_datareader.data as web
import datetime
#Import required data packets
start = datetime.datetime(2021, 3, 12)
end = datetime.date.today()

High Low Open Close Volume Adj Ch
Date
```

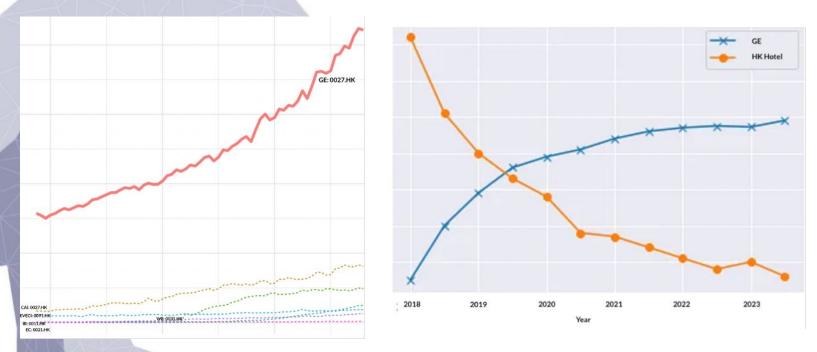
| | High | Low | Open | Close | Volume | Adj Close |
|------------|-----------|-----------|-----------|-----------|----------|-----------|
| Date | | | | | | |
| 2021-03-12 | 72.959999 | 69.110001 | 72.470001 | 69.699997 | 19714700 | 69.599997 |
| 2021-03-15 | 74.059998 | 66.250000 | 70.019997 | 72.150002 | 19549800 | 72.150002 |
| 2021-03-16 | 78.000000 | 73.180000 | 73.730003 | 77.000000 | 30274400 | 77.000000 |
| 2021-03-17 | 79.099998 | 74.889999 | 76.029999 | 76.790001 | 10054100 | 76.790001 |
| 2021-03-18 | 77.000000 | 66.800003 | 76.000000 | 67.300003 | 9627400 | 67.300003 |
| | | | | | | |
| 2022-07-06 | 40.000000 | 37,410000 | 39.060001 | 37.950001 | 33629400 | 37.950001 |
| 2022-07-07 | 39.810001 | 37.778999 | 37.950001 | 39.520000 | 31467300 | 39.520000 |
| 2022-07-08 | 44.500000 | 38.529999 | 38.970001 | 41.250000 | 63956500 | 41.250000 |
| 2022-07-11 | 40.349998 | 37.480000 | 39.950001 | 38.410000 | 30345400 | 38.410000 |
| 2022-07-12 | 40.459599 | 37.040298 | 39.029999 | 38.220001 | 32970290 | 38.220001 |





Hong Kong Hotel Stock Index

Galaxy Entertainment's stock price has generally shown growth over the years, albeit with periods of volatility due to various market and industry factors. It has experienced fluctuations in its stock price over time.



HK Competitor Index



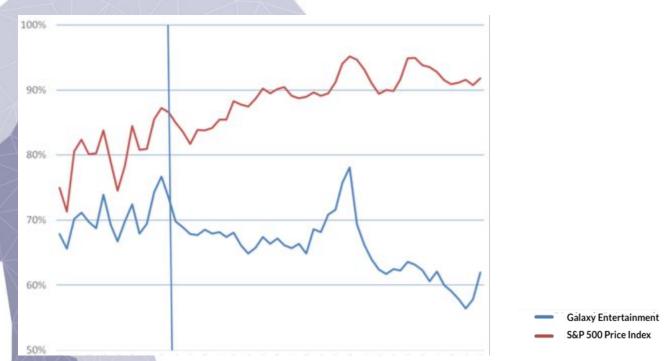
US Hotel Stock Index





S&P500

The data images of S&P500 and Galaxy Entertainment are obtained. The comparison shows that the S&P500 has a small fluctuation and the overall trend is stable, while The Galaxy Entertainment has a large change from December 2022 until now.





Market Research



Target market research

Targeted Customer

1. Travelers: Mainland Chinese tourists and overnight visitor.

To acquire travelers:

- Offering attractive accommodations and entertainment.
- Expanding non-gaming businesses and hotels to promote overnight stays.
- Benefiting from major transportation infrastructure.



Target market research

Targeted Customer

2. Gamblers: Both young (26-45 years old) and old gamblers (above 46 years old), returners.

To acquire gamblers:

- Recognizing potential revisits within six months.
- Upgrading casinos and introducing new entertainment facilities.



Target market research

Targeted Customer

3. VIPs: High rollers and VIP guests.

To acquire VIPs:

- Strong customer base and leading market share.
- VIP gaming services with credit options.
- Superior privileges and tailored gifts.



Brand Recognition

1. Social Media

 Effectively use social media and impressive following (514K Facebook, 54.7K Weibo).

2. Partnerships and Collaborations

 Collaboration with IMAX and Accor S.A.

3. Environmental Sustainability

- Renewable energy, waste management, etc.
- Awards received by Broadway Macau recognize their commitment to environmental sustainability.

4. Community Engagement

- Actively engage with the local community.
- Donations to causes and organizations.
- Build positive reputation and strengthen relationships.



Brand Positioning

Marketshare:

- VIP Business: Ranked 1st with 28%.
- Non-VIP Gaming Business: Secured the 2nd position with 18.7%.
- Non-Gaming Business: Ranked 2nd in terms of room capacity.
 - Non-gaming revenue accounted for 14.96% of total revenue in 2020, compared to 64.5% in Las Vegas. GEG aims to improve this revenue structure.
 - Ongoing construction of Galaxy Macau Phase 3 and 4 is expected to further boost non-gaming facilities and revenue contribution.



Brand Positioning

Company Rankings:

- Ranked #1770 on the Forbes Global 2000 list for 2023.
- Known for their strong reputation in trust, reliability, quality, and excellence.
- Achieves a high level of customer satisfaction with a rating of 4.9/5.



SWOT analysis

Strength:

- Operational Capacity: Diverse accommodations and construction material distribution
- Leading Position in Land Reserves:
 Potential for growth and diversification
- Stable Ownership Structure and Experienced Management: Deep industry understanding and strategic decision-making

Weakness:

 Geographic Concentration: Heavy reliance on Macau (87.1% of revenue) / Vulnerable to changes in regulations, economy, and competition in Macau

 Declining VIP Business: Due to anti-corruption policies in China



SWOT analysis

Opportunity:

- Positive Outlook for Travel and Tourism in Hong Kong: Benefiting from the expected growth in the tourism industry / Well-positioned to capitalize on this opportunity
- Expanding Business Footprint in Cotai: Ongoing projects to strengthen market presence

- Development of World-Class Resort in Hengqin: Investing 10 billion in a world-class resort in Hengqin, Zhuhai, China.
- Advantage in Land Resources: Valuable land resources in Hengqin provide an advantage for non-gaming project.
- Infrastructure Development: Extension of the Macau Light Rail to Hengqin, etc.



SWOT analysis

Threat:

 Credit risks: GEG faces revenue impact if players do not repay debts, especially high spenders

 Travel visa policies: Changes can negatively affect operations

- Chinese government policies: Strict regulations and lack of legal recognition for gambling loans create challenges and instability
- Online theft and hacking risks: GEG's reliance on information technology exposes it to online security threats
- Smoking bans: Impacting the gaming experience and may reduce revenue



Mergers and Acquisitions



Mergers and Acquisitions

| Companies Acquired | Date of Acquisition | Importance |
|----------------------------------|---------------------|---|
| Galaxy Casino | 07/22/2005 | GEG acquired 88.1% of the voting shares and 97.9% of the economic interest for HKD \$18.4 billion. This led to a name change to "Galaxy Entertainment Group Limited" and a strategic shift towards the gaming and entertainment sectors. |
| Tarmac Asphalt Hong Kong Limited | 08/11/2006 | GEG acquired 80% of the equity interest of this construction materials company, for HKD 87.4 million. GEG gained control over hotel construction and land expansion through the acquisition. |
| Grand Waldo Complex | 05/05/2013 | GEG acquired the Grand Waldo Complex for HKD \$3.25 billion. The complex then was renovated and rebranded as Broadway Macau, achieving strong financial performance and recognition for environmental sustainability. |



Investments

| Company Name | Date | Investment Type | Importance |
|---|------------|--------------------|---|
| Société Anonyme des Bains de Mer et du Cercle des Étrangers à Monaco (SBM) | 07/25/2015 | PIPE | GEG invested in Monte-Carlo SBM, luxury hotels and casinos, for HK\$364.3 million. The acquisition allows GEG to explore more overseas business opportunities. |
| Wynn Resorts | 03/23/2018 | 2PO | GEG acquired 4.9% of Wynn Resorts' issued shares for \$927.5 million. This acquisition has bolstered Galaxy Entertainment's portfolio and solidified its position in a competitive market. |



Joint Ventures

| Joint Venture | Date | Importance | | |
|----------------------------------|------------|---|--|--|
| IMAX | 04/24/2023 | Introduced two new, state-of-the-art IMAX with Laser systems in Vietnam. | | |
| AGTech | 02/10/2023 | Organized cultural and entertainment activities and shows in Macau. | | |
| OneWeb | 11/23/2021 | Provided transformational satellite communication services to mining companies. | | |
| Accor | 03/15/2021 | Announced a collaboration to launch the Raffles brand in Macau. | | |
| KL | 02/22/2020 | Established a battery swap station for electric motorcycles. | | |
| UA | 12/15/2011 | Opened Macau's first 3D cinema named "UA Galaxy Cinema." | | |
| Extreme Network's Ethernet | 11/02/2010 | Provided reliable connectivity, mobility, and convergence services at Galaxy Macau. | | |





Thank you!