

## Grand Casino Helsinki

Grand Casino Helsinki is Finland's only international gaming casino. What makes it unique on a global scale is the fact that 100 % of the Casino's net return is directed towards the advancement of Finnish welfare work as part of RAY's funding of social and health sector organizations and Finnish war veterans.

Grand Casino Helsinki is an exciting oasis of games and entertainment located in the heart of Helsinki. In April 2004, combining restoration work and modern construction, the historic Fennia and Aatra buildings were reborn as a casino with almost 4,000 m<sup>2</sup> of customer floor space. American casino architect Paul Steelman was in charge of the design.

Grand Casino Helsinki's operations are founded on RAY's values, responsibility, and a solid understanding of the Casino sector. We have over 200 employees. Our extensive range of games includes 300 slot machines and 25 gaming tables, all operated by our professional personnel. Our customers value ease, security and reliability, all of which are actualized in our operations. We maintain the high level of professionalism of our staff through continuous training. Our customer service pledge is "We give more," which we carry out with a positive attitude.

Casino entertainment and a versatile range of restaurant services complement our gaming casino concept. We provide quality entertainment during regular program seasons as well as free-of-charge events for our customers. Our Show & Dinner evenings in Fennia Salon are popular among both corporate and private customers. Restaurant services at the Casino are operated by Royal Restaurants Ltd, which manages five differently themed restaurants at the Casino.

## Nice to Know About Grand Casino Helsinki

### Key Figures

In 2009, customer visits totaled approx. 305,000, equaling an average of over 840 per day, with weekends accounting for the highest volume of visits.

The Casino had over 70,000 individual customers, of which women accounted for approx. 30 %.

The majority of Finnish visitors (over 80 %) were from the Helsinki metropolitan area. Foreigners accounted for under 20 % of visitors, a figure which includes both foreign nationals living in Finland and tourists. The Top Ten list of foreign countries in 2009: Thailand, Estonia, China, Russia, Turkey, Vietnam, Philippines, Sweden, Italy and USA.

The Casino is open 363 days a year.

The age limit is 18 years.

The largest Casino visitor age group are 25-34 year-olds, the smallest the over 54 and under 24 year-olds.



In 2009, the Casino's profit from gaming operations amounted to approx. 30 MEUR, of which table games accounted for approx. 30 % and slot machines over 70 %.

### Background Organization and History

Finland's Slot Machine Association RAY has the exclusive right to conduct slot machine, casino gaming, and casino operations in Finland. RAY was founded in 1938 to raise funds through gaming operations to support health and welfare work. RAY bases its operations on four values: reliability, customer orientation, operational efficiency and respect for the individual.

RAY supports Finnish welfare. The Association's net revenue, approx. 400 MEUR, is used to fund social and health care organizations and support Finnish war veterans. This is all made possible by the almost two million Finns for whom our games provide excitement and entertainment. RAY's exclusive right to operate slot machines and casino games is founded on the principle of social responsibility. RAY- Games for a Good Cause. [www.ray.fi](http://www.ray.fi)

Grand Casino Helsinki is part of RAY. The Casino was opened on 1 April, 2004 at its current address Mikonkatu 19. Casino operations in Finland began on 2 December 1991 with the establishment of Casino RAY, the predecessor to the current Casino. Casino RAY operated on the premises of the RAMADA President Hotel for 12.5 years, closing its doors when RAY moved its casino operations to their present location under a new name: Grand Casino Helsinki.

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