

*VERY IMPORTANT.....VERY IMPORTANT.....VERY IMPORTANT.....VERY IMPORTANT*

## *Bingo Centre – Financial Data*

*Action This Day.....Action This Day*

At the last combined Strategic Working Group meeting (Bingo & Break Open Tickets) I was, to say the least, **shocked** to learn that there is still 50% of the Bingo Operators who have yet to forward their Financial Data to Bearing Point or HLT Advisory (Consultants engaged by the AGCO) who are completing a review of the Financial Model.

The deadline period for data collection was a few weeks ago and the lack of response has now resulted in the project being behind schedule and the potential of costing additional dollars. I wish to **stress** to all Bingo Operators the need to ensure that this information is sent directly to the Consultants early next week at the very latest.

The lack of response has the potential to give a different message from the one I have been advocating, which has been the revenue model needs updating to reflect the financial position of the Industry today, not the environment we were faced with in 1992. The lack of response may give the impression to the AGCO that there is no reason to change the current revenue formula.

Prior to setting out on this project, I and other Industry Representatives were asked for the co-operation of the Commercial Sector to provide this information in a timely fashion and the majority agreed to that approach. The poor performance today does not reflect well on the Commercial Sector and I would encourage you to get this information in immediately. If you were to ask me how you should prioritize this initiative, I would reply ***there is nothing more important than having a completed package of your data lodged with the Consultant immediately.***

There is still one last window of opportunity to provide the information to the Consultant and I GREATLY ENCOURAGE YOU to take it and show Senior Management at the AGCO that we still feel the Revenue Model Initiative they have undertaken is an important one and will yield value to the Charitable Gaming Sector and foster a climate for growth.

I am making direct calls to Companies to encourage them to act immediately. Should you have any questions, please contact myself direct.



Peter McMahon  
Chief Executive Officer

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