

THE LUMINARIES



With luxurious interiors, world-class amenities, and an international cluster delivering exceptional Filipino hospitality, indeed, Solaire is poised to be one of the most exciting destinations in Entertainment City. Meralco is proud to honor Solaire Resort and Casino as its Corporate Commercial Luminary for 2014.

Meralco lights up Entertainment City's success

Solaire rolls out a winner with Las Vegas-style gaming in the Philippines

It is the grandeur and experience of a Las Vegas-styled casino that attracts players to Solaire and sets it apart from other entertainment sites in Manila.

Solaire Resort and Casino is the first gaming facility in Entertainment City, a 120-hectare strip hugging the west coast of the National Capital Region. The only casino that is wholly-owned by a Filipino, it is also one of the Philippines' bets in its push to assert a claim as the world's newest tourism Mecca.

Enrique K. Razon, Jr., mogul of the largest port operation in the Philippines, made the jump from containers to casinos when he opened Solaire's doors in March 2013 under Bloomberg Resorts Corporation, the publicly listed casino-hotel company that owns Solaire.

Solaire runs round-the-clock. To make sure patrons leave impressed with its high standards, the company relies on reliable and dependable power that only Meralco can deliver.

Consulting with the energy expert

Meralco was the lead energy consultant on the early planning stages of the gaming venue's opening. The distribution utility conducted full-scale equipment testing during Solaire's soft operations, enabling the casino to open six months ahead of schedule through early energization and issues resolution.

Meralco brought in its Energy Solutions Team when Solaire's new gaming equipment stalled due to voltage tripping. After Meralco exhausted all possibilities for the power fluctuations on the line side of the power infrastructure, the Energy Solutions Team checked the gaming equipment and found that they were uncalibrated to the frequency standard of the Philippine electric grid. Meralco recommended the corrective measures to Solaire engineers, thus eliminating complications at a critical phase of Solaire's grand opening in March 2013.



Solaire Resort and Casino Chairman & CEO Enrique Razon, Jr. (center) shares his vision for the future with Meralco Vice President and Head, Corporate Business Group Victor Genuine (right) and Meralco Relationship Manager Paolo Cruz (left).

The helpful engagement opened up avenues for new partnerships. Solaire is currently reviewing proposals from MServ, a Meralco subsidiary that offers high quality load-side energy services, on light retrofitting, supply and installation of UG (underground) cables, and O&M (operation and maintenance) of electrical equipment.

In addition, Solaire's partnership with MPower, Meralco's local electricity supplier, translated to average savings of P4.7 million a month for Solaire.

"We are partners," said Alfredo S. Panlilio, Meralco Senior Vice President and Head, Customer Retail Services and Corporate Communications. "And as all partnerships go, it is mutually beneficial. We're all betting on the success of Solaire and Entertainment City."

To hedge that success, Meralco constructed a new substation to help the gaming industry maintain an edge in Entertainment City where Solaire and City of Dreams are located. Two more casinos have been given licenses to operate in the area. Manila Bay Resorts, set to open in 2017, will bring in \$2 billion in foreign

direct investments in Entertainment City, while Resorts World Bayshore, opening in 2018, will bring in \$1.1 billion.

Fully operational by June 2015, this substation ups Entertainment City's access to much needed additional power capacity of 210 MW; enough to accommodate the anticipated visits of high rollers to the Philippines.

"Meralco has also made an investment in the infrastructure. And the substation that Meralco is putting here in Entertainment City will help the whole industry," said Razon.

In just two years since it opened, Solaire is already operating in the black and has fully recouped its initial \$1.2 billion investment.

"As the brand has become synonymous with service and quality, Solaire has become very well known all over," Razon said. "We started the ball rolling and new properties are now opening up. New properties attract the deep pockets, and that's driving the (industry) growth."



The Theatre – Solaire's crown jewel – not only boasts more than 1,700 seating capacity but also prides itself to be the first fan-shaped lyric theater in the Philippines, and the third in Asia to be equipped with cutting-edge technology that adjusts to the type of performance.

Not afraid of a little competition

The new properties Razon refers to have indeed started operations, riding as well the ascendant economics while in consonance with the government's aim of becoming Asia's Number One gaming destination.

But since Razon enjoys first mover advantage, the other casinos have to do some catching up with Solaire's 500 luxuriously appointed rooms and expansive two-level 18,500 sq. m. casino floor area, now considered the gold standard of leisure and entertainment.

Razon, in fact, welcomes the competition, explaining that they add "more critical mass to the area" resulting to "more people in this neighborhood."

"As an individual facility, Solaire brought in the most tourists in the Philippines last year. We had close to 200,000 foreign visitors who checked in, plus another 100,000 unique visitors coming to play."

Bringing family back together

Above and beyond the amount of foreigners Solaire attracts is the number of Overseas Filipino Workers (OFWs) it brings home.

In search of better paying jobs, many Filipinos are forced to leave the homeland in order to provide for their families. Some find employment abroad in the entertainment and gaming industry as casino managers and dealers.

Exposed to the international scene, these OFWs sharpen their skills to where their expertise is now recognized worldwide. They leverage their global exposure and have become selective of where they want to work.

The country's booming entertainment sector provides these OFWs the option to return to their families, where Solaire is just waiting to hire them.

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- Enrique K. Razon, Jr.
Chairman & CEO
Solaire Resort & Casino

Solaire acknowledges the OFW's gaming expertise and makes a conscious effort to attract this talent. To make a compelling case, it tries to match their overseas salaries.

Said Carol Mirasol, Table Games Senior Pit Supervisor at Solaire, "Hindi na nagkakarayo ang tinatanggap naming compensation sa Solaire kumpara dun sa trabaho namin sa casino overseas. And the bonus is that nandito pa kami sa piling ng aming pamilya."

"Everybody wins here," said Panlilio. "The family unit is kept intact and there is increased visitation by tourists looking for choices other than Macau and Singapore."

For its partnership with Meralco, Solaire also won as Corporate Commercial Luminary at the recent 2015 Meralco Luminaries Awards. The Luminaries is Meralco's annual program that honors outstanding partners in the public and private sectors that have harnessed technology for innovation and have showcased excellence in power management in partnership with Meralco.

Razon observes that the gaming industry is seeing a bit of contraction, but that the Philippines is bucking the global trend. He believes that what's important is to bring tourists into the country because, in general, most people who come to visit do return.

Entertainment City has Solaire Resort and Casino as an anchor. With its Las Vegas-style gaming, Razon is betting that the opulent Solaire experience will make them come back.

To learn more about Meralco partnerships, speak to your Relationship Manager, or contact the Meralco Corporate Partners at meralcoorporatepartners@meralco.com.ph or visit www.meralco.com.ph/corporatepartners.



Solaire Resort and Casino Board Director Donato Almada (second from left) receives a trophy in recognition of Solaire as Meralco's Corporate Commercial Luminary for 2014. He is joined in this photo by Meralco President & CEO Oscar S. Reyes (extreme left), Meralco Chairman Manuel V. Pangilinan (second from right), and Meralco SVP and Head, Customer Retail Services & Corporate Communications Alfredo S. Panlilio (extreme right).