





**CROWN  
RESORTS**

**Meclo Crown Entertainment Limited**

[TheCaseSolutions.com](http://TheCaseSolutions.com)

# BRIEF HISTORY OF COMPANY

**FOUNDED:** 31st May 2011

**REVENUE:** 2008-09 2.3BILLION

**Market Capitalisation** of just over 6 billion (June 2010)

- Crown is one of Australia's largest entertainment groups.
- Crown owns and operates two of Australia's leading integrated resorts.  
(Crown Melbourne Entertainment Complex and Crown Perth Entertainment Complex).
- Overseas – Fully owns and operates Crown Aspinall's in London
- Crown holds a significant interest in Meico Crown Entertainment Limited (MCE), dual listed company operating casino/hotel properties in Macav.

#### **Development Projects:**

- Crown Sydney
- Las Vegas
- Queen's Wharf Brisbane Project

#### **Other investments:**

- Betfair
- Aspers Group
- Caevans Growth Partners
- Cannery



# PEOPLE RESOURCE AND CAPITAL

- Crown Melbourne is one of Australia's largest tourist attractions consisting of a casino, hotels, function rooms, restaurants, shopping and entertainment facilities. It features luxurious rooms, as well as a pool, spa and gym.

- The Crown Melbourne has hired more than 6,900 employees. This includes lobby staff, chefs and cleaners.

- Crown in Perth also comprises of a casino, two hotels, a convention centre, and food and beverage outlets and also has an extensive international VIP clientele.

- Like Crown Melbourne, Crown Perth is the largest single-site private sector employer in Western Australia with more than 4,800 employees.

- Future development projects for Crown consist of a six-star hotel and VIP casino at Sydney's Barangaroo harbour-front. Crown also has plans to build a new five-star hotel tower at its Melbourne casino, in a joint venture with other property developers.

