# Missouri Gaming Commission

## Market Analysis

March 31, 2016

<table>
<thead>
<tr>
<th>Values in 000's</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Slot AGR</th>
<th>Table AGR</th>
<th>Total AGR</th>
<th>Admissions</th>
<th>Patrons</th>
<th>Win Per Patron</th>
<th>Slot Hold %</th>
<th>Table Win %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year/Year</td>
<td>Year/Year</td>
<td>Year/Year</td>
<td>Year/Year</td>
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<td>Year/Year</td>
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<td>% Chng</td>
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<td>% Chng</td>
</tr>
</tbody>
</table>

### Kansas City Market

<table>
<thead>
<tr>
<th>Location</th>
<th>Total AGR</th>
<th>Win Per Patron</th>
<th>Slot Hold %</th>
<th>Table Win %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argosy</td>
<td>$12,029</td>
<td>$1,270</td>
<td>$13,299</td>
<td>303.0</td>
</tr>
<tr>
<td>Harrah's NKC</td>
<td>$11,833</td>
<td>$3,433</td>
<td>$15,265</td>
<td>317.2</td>
</tr>
<tr>
<td>Isle of Capri - KC</td>
<td>$6,560</td>
<td>$424</td>
<td>$6,985</td>
<td>200.4</td>
</tr>
<tr>
<td>Ameristar KC</td>
<td>$15,705</td>
<td>$2,704</td>
<td>$18,408</td>
<td>456.4</td>
</tr>
<tr>
<td>Total</td>
<td>$46,127</td>
<td></td>
<td>$53,958</td>
<td>1,277.0</td>
</tr>
</tbody>
</table>

### St. Louis Market

<table>
<thead>
<tr>
<th>Location</th>
<th>Total AGR</th>
<th>Win Per Patron</th>
<th>Slot Hold %</th>
<th>Table Win %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hollywood</td>
<td>$17,564</td>
<td></td>
<td>$21,084</td>
<td>476.0</td>
</tr>
<tr>
<td>River City</td>
<td>$17,565</td>
<td></td>
<td>$19,888</td>
<td>517.7</td>
</tr>
<tr>
<td>Lumiere Place</td>
<td>$10,112</td>
<td></td>
<td>$12,997</td>
<td>338.2</td>
</tr>
<tr>
<td>Ameristar SC</td>
<td>$19,771</td>
<td></td>
<td>$23,793</td>
<td>511.0</td>
</tr>
<tr>
<td>Total</td>
<td>$65,013</td>
<td></td>
<td>$77,762</td>
<td>1,842.9</td>
</tr>
</tbody>
</table>

### Out State Markets

<table>
<thead>
<tr>
<th>Location</th>
<th>Total AGR</th>
<th>Win Per Patron</th>
<th>Slot Hold %</th>
<th>Table Win %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lady Luck</td>
<td>$3,092</td>
<td></td>
<td>$3,478</td>
<td>78.7</td>
</tr>
<tr>
<td>St. Jo</td>
<td>$3,408</td>
<td></td>
<td>$3,665</td>
<td>100.2</td>
</tr>
<tr>
<td>Mark Twain</td>
<td>$2,945</td>
<td></td>
<td>$3,135</td>
<td>84.4</td>
</tr>
<tr>
<td>Isle - Boonville</td>
<td>$6,425</td>
<td></td>
<td>$7,092</td>
<td>158.2</td>
</tr>
<tr>
<td>Isle - Cape Girardeau</td>
<td>$5,307</td>
<td></td>
<td>$5,891</td>
<td>160.1</td>
</tr>
<tr>
<td>Total Statewide</td>
<td>$132,317</td>
<td></td>
<td>$154,981</td>
<td>$3,702</td>
</tr>
</tbody>
</table>

Note: Values are subject to change.