

19 August 2015

## Sponsorship Agreement with Manchester United

Donaco International Limited (“**Donaco**” or “**the Company**”) is proud to announce that it has signed an exclusive sponsorship agreement with Manchester United Football Club.

The three year deal sees Donaco appointed as the “Exclusive Casino Resort Partner” of Manchester United in the territory of Thailand, Cambodia, Vietnam, Laos, Myanmar and South Korea.

Manchester United has been described as “the most valuable brand in sport” by Forbes Magazine. Over its long and illustrious history, Manchester United has won 3 European Cup titles, 11 FA Cup titles and 20 English football titles. With 659 million followers worldwide, Manchester United is the number one brand in the world’s number one sport.



Manchester United’s following is especially strong in Asia, which has been described as the Club’s second home. With 325 million followers across the region, Manchester United has an extensive and passionate following in all of the Company’s key markets.

In Vietnam, the Club has more than 26.5 million followers. 54% of people in Vietnam follow football, and of those football fans, 73% follow Manchester United. In Thailand, the Club has more than 19.5 million followers. \*

Under the agreement, Donaco receives multiple sponsorship benefits, including the right to use Manchester United imagery and branding to promote the Company and its casino resorts, the Aristo International Hotel and the Star Vegas Resort and Club.

Managing Director of Donaco, Mr Joey Lim, said “Manchester United is one of the most recognizable and popular brands in Asia. We are very pleased to be appointed as their first and only casino resort partner, anywhere in the world. This announcement is a clear statement of our intent to continue the rapid growth of our casino resorts.”

Manchester United Group Managing Director, Richard Arnold, commented “This is a significant partnership for Manchester United, with Donaco being our first ever Official Casino Resort partner in Thailand, Cambodia, Vietnam, Laos, Myanmar and South Korea. We are looking forward to working with Donaco and bringing the excitement of Manchester United to our millions of fans in these countries.”



A copy of today's press release by Manchester United is attached.

*\* Note: All figures are sourced from Futures Sport & Entertainment 2014 and Kantar Sport 2012.*

**For further information:**

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**ABOUT DONACO INTERNATIONAL LIMITED (ASX: DNA)**

Donaco International Limited operates leisure and entertainment businesses across the Asia Pacific region.

Our major business is the Star Vegas Resort and Club, a successful casino and hotel complex in Poipet, Cambodia, on the border with Thailand. Star Vegas was established in 1999, and is the largest and highest quality of the Poipet casino hotels. The property has more than 100 gaming tables, more than 1400 slot machines, and 385 hotel rooms.

Our flagship business is the Aristo International Hotel, a successful boutique casino in northern Vietnam, located on the border with Yunnan Province, China. Established in 2002, the property has recently been expanded to a brand new five star resort complex with 400 hotel rooms. Donaco is a pioneer casino operator in Vietnam, and owns a 95% interest in the business, in a joint venture with the Government of Vietnam.

To learn more about Donaco visit [www.donacointernational.com](http://www.donacointernational.com)

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## Press Release

19 August 2015

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MANCHESTER UNITED ANNOUNCES PARTNERSHIP WITH  
DONACO INTERNATIONAL LIMITED

- Club's First Official Casino Resort Partner in Thailand, Cambodia, Vietnam, Laos, Myanmar and South Korea

(NYSE:MANU) Manchester United has today announced a ground breaking partnership with Donaco International Limited, a prominent casino resort company in Asia.

Donaco International Limited, founded in 2002, operates leisure and entertainment businesses across the Asia Pacific region, namely the Star Vegas Resort & Club in Cambodia and a five-star casino resort complex called Aristo International Hotel in Vietnam.

The agreement will see the two organisations work together to connect with the club's 325 million fans across Asia, through the use of exclusive club content and branding.

Manchester United Group Managing Director, Richard Arnold, comments:

“This is a significant partnership for Manchester United, with Donaco being our first ever Official Casino Resort partner in Thailand, Cambodia, Vietnam, Laos, Myanmar and South Korea. We are looking forward to working with Donaco and bringing the excitement of Manchester United to our millions of fans in these countries.”

Donaco Managing Director, Joey Lim comments:

“Donaco takes great pride in its commitment to delivering best-in-class casino resorts to our customers in Asia.



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“Through our partnership with Manchester United, we look forward to delivering compelling marketing campaigns to better engage with our customers and fans and help expedite our growth and footprint across the region.”

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**About Manchester United**

Manchester United is one of the most popular and successful sports teams in the world, playing one of the most popular spectator sports on Earth. Through our 137-year heritage we have won 62 trophies, enabling us to develop the world’s leading sports brand and a global community of 659 million followers. Our large, passionate community provides Manchester United with a worldwide platform to generate significant revenue from multiple sources, including sponsorship, merchandising, product licensing, new media & mobile, broadcasting and match day.