

**MONTE-CARLO**  
SOCIÉTÉ DES BAINS DE MER



**Press Release**

**Monaco, October 1<sup>st</sup>, 2019**



### **Casino de Monte-Carlo New €1 million Punto Banco Tournament**

On September 21<sup>st</sup>, 2019, the Casino de Monte-Carlo organised its second Punto Banco tournament with the largest prize pool in Europe of €1 million, reserved for its best players. 56 participants representing 21 nationalities had to pass the qualifying stage to earn their seat around the Punto Banco tables in the prestigious Salle Medecin. More than a tournament, players enjoyed during the weekend the exclusive Monte-Carlo experience, showing once again that in Monaco gaming is an art.

The qualifying round for this exceptional tournament took place from August 1<sup>st</sup> to September 20<sup>th</sup>, 2019 on the gaming tables of Casino de Monte-Carlo, Casino Café de Paris and Sun Casino, based on accumulated "My Monte-Carlo" loyalty points, the new loyalty programme by Monte-Carlo Société des Bains de Mer.

This €1,000,000 prize pool was distributed as follows: €700,000 for the winner, €200,000 for the second place and €100,000 for the third place.

This €1 million Punto Banco tournament is part of the strategy of gaming redynamisation, started nearly four years ago by the Gaming Operations senior management, under the initiative of Jean-Luc Biamonti, Chief Executive Officer of Monte-Carlo Société des Bains de Mer. A strategy that aims to make Monte-Carlo the most exclusive experience in Europe in terms of gaming and lifestyle.

This Punto Banco tournament illustrates this vision. Punto Banco was born in Mexico and was adapted in Asia under the name of Baccara. It allowed us thanks to this tournament to recruit two new customers from Thailand and Mexico.

Launched in January 2018 for customers of Monaco casinos, the "My Monte-Carlo" loyalty programme was extended in April 2019 to customers from all Monte-Carlo Société des Bains de Mer establishments. It allows the most loyal members to take part in world-unique experiences, such as exclusive tournaments and exceptional dinners at Casino de Monte-Carlo, themed evenings at Casino Café de Paris and major events. Thanks to "My Monte-Carlo", customers can enjoy numerous advantages depending on their status, to play and stay in the finest establishments in Monaco, but also to enjoy the best gastronomic experiences, go shopping and enjoy entertainment with the best seats for events and shows.

"Monaco remains a reference in the gaming sector, a destination that is sought-after for its know-how, remarkable venues and a stage like no other in the world", comments Pascal Camia, Executive Vice-President of Gaming Operations, Monte-Carlo Société des Bains de Mer. "We proposed this prize pool, which is one-of-a-kind in Europe, as part of the roadmap put forward by the Group's CEO, Jean-Luc Biamonti, which notably focuses on gaming redynamisation at Casino de Monte-Carlo. I would like to thank the Casino teams because their investment to meet the expectations of a demanding clientele, through this tournament, has contributed to the dynamism of our core business."

#### About Monte-Carlo Société des Bains de Mer

*Since 1863, Monte-Carlo Société des Bains de Mer has been offering a unique Art of Living, a one-of-a-kind resort with four casinos, including the prestigious Casino de Monte-Carlo, four hotels (Hôtel de Paris Monte-Carlo, Hôtel Hermitage Monte-Carlo, Monte-Carlo Beach, Monte-Carlo Bay Hotel & Resort), the Thermes Marins Monte-Carlo spa, dedicated to well-being and preventive health, 30 restaurants including five that together have seven Michelin Guide stars. A hub of night-life, the Group offers an incredible selection of events, including the Monte-Carlo Sporting Summer Festival and the Monte-Carlo Jazz Festival. At the end of 2018, Monte-Carlo Société des Bains de Mer is completing four years of transformation works dedicated to Hôtel de Paris Monte-Carlo and to the creation of a new district around Place du Casino, One Monte-Carlo, with luxury accommodation, shops, restaurants and a conference centre. The vision of Groupe Monte-Carlo Société des Bains de Mer for is to make Monte-Carlo the most exclusive experience in Europe.*

#### Press Contact :

Monte-Carlo Société des Bains de Mer  
T.377 98 06 64 14 / [presse@sbm.mc](mailto:presse@sbm.mc)



[montecarlosbm.com](http://montecarlosbm.com) @montecarlosbm #mymontecarlo