

Rising Stars Award Nomination

Name: Jayden, leong Hou Lam

Corporate Title: Deputy General Manager

Organization: LT Game (Philippines) INC.

Award Category: Rising Stars (HALL OF FAME)

Introduction

I am honored to be nominated for the 2025 IAG Academy IR Rising Stars Award. This document highlights my profile, contributions, and potential to drive innovation in the industry.

About Jayden

As a Macau native, I began my career in the gaming industry at Wynn Macau, where I spent seven years growing from a Host to roles spanning Customer Service, Business Analysis, and E&P. I served as a key liaison between departments including F&B, Gaming, Slot, and IT, driving revenue growth and ensuring successful project implementation.

One of my most significant challenges was leading a team of nearly 100 colleagues through the COVID-19 pandemic, adapting to constant changes while maintaining operational stability. In recognition of my leadership, I was honored with the prestigious "Diamond Award" for Outstanding Management in 2022.

In 2024, I embraced a new challenge by joining LT Game as Marketing & Sales Manager, where I focused on expanding the company's presence across Asia. I organized product launches and promoted Non-Live Gaming Machine offerings, successfully establishing new client relationships and introducing our products to key markets. Within a year, I played a pivotal role in launching LT Game's Manila office, bringing the Macau-based brand to the Philippines and securing placements in local IRs, casinos, and clubs.

In May 2025, I was promoted to Deputy General Manager, leading the Philippines branch and continuing to drive LT Game's mission of delivering innovative gaming solutions to the region.



Vision and Mission

As a newcomer to the Philippine market, I approach this opportunity with humility, dedication, and a commitment to learning. Through meticulous research and observation, I strive to understand the unique needs of each client and player, ensuring our products align with local preferences. Our mission is clear: to reward the trust of our clients and loyal players with exceptional products that adapt to the ever-evolving industry landscape.

Drawing from my experience as a Marketing Host, I carry forward the principle: "**BEFORE YOU EVEN ASK, I'M ALREADY PREPARED**" This mindset drives me to go the extra mile in everything we do.

I believe "True success in sales isn't measured by the number of products sold, but by the lasting value we create for our clients". At LT Game, we're not just keeping pace with change—we're shaping the future of gaming, one innovative solution at a time.