



# Coloseum-Club

**GAMING & ENTERTAINMENT**  
Sarajevo, Bosna in Hercegovina  
hit casinos



## Market

Hit Group represents one of the largest gaming & entertainment corporations in Europe. Hit Coloseum d.o.o. is a part of this corporation and it has been present at the market of Bosnia and Herzegovina since 2002, and its main task is to be committed to guests, their desires and the quality of its offer. Despite being present at the BiH market for just a little over seven years, with its offer it assumes a substantial market share in the segment of gaming and entertainment. The market of Hit Coloseum, i.e. its consumers, includes visitors from entire BiH and the region, and so far it has welcomed over a hundred thousand guests.

## Achievements

Hit Coloseum is reputed as the market leader with respect to organisation of regular concerts, and it is the most popular entertainment centre in Sarajevo that offers live dealer games (American Roulette, Black Jack, Hit Progressive Draw Poker, Texas Hold'em Poker). And it offers even more! Ever since its founding at the BiH market, it acquired an epithet of a place with an integrated offer of "everything in one place". The priceless value of publicity it generates arises from the top-quality programme it has been offering for years to Sarajevo, its residents, but also to the citizens of entire Bosnia and Herzegovina.

## History

Hit Group is one of the largest entertainment providers in Europe. In the past twenty years of its existence, it developed from a small catering establishment into a complex gaming-tourist group, dedicated to guests and their desires. At the European market Hit Group assumes an important part of the gaming, entertainment and tourist sectors with more than 2,300 hotel accommodation units, 3,800 slot machines, 190 game tables and 2,200 employees.

Hit Coloseum, as part of the Hit Group, has been operating since July 2002 and to date it has welcomed more than 100,000 consumers of its services, organised more than 500 concerts, numerous fashion



shows, as well as promotions of renowned local and world companies.

## Product

Coloseum Club is a comfortable club, beating in the rhythm of entertainment. Entering into Coloseum Club means getting away from the daily routine and entering a world where the future is bright, the present full of pleasure, and the company always pleasant. The moments that Coloseum Club offers to its visitors are moments that awaken everyone's desire for relaxed entertainment, game and oblivion. Here they can find the greatest music performers from their youth, their friends and strangers that all share the same dreams. In the Coloseum Club, everyone

becomes a citizen of the world.

The ancient Roman style of the Casino with its discreet interior design ensures intimate atmosphere and diverse entertainment, which inventively responds to every desire of its visitors. Coloseum Club is an inexhaustible source of entertainment. As an additional inspiration, leisure and relaxation, the large hall offers the following table games: American Roulette, Black Jack, Texas Hold'em Poker, Omaha Hold'em Poker, Hit Progressive Draw Poker.

In the Coloseum Club the guests enjoy a wide variety of games on gaming machines. They have 150 gaming machines at their disposal, classified into: poker, slot (with and without progressive), video slot, machines with several games and electronic roulettes.



Machine games are very entertaining and by rule very simple. However, if there is a question unanswered, visitors have the friendly staff at their disposal.

Additionally, Colosseum Club is the only place where visitors have the chance to participate in various prize games every evening, which implies varied entertainment and numerous original prizes.

Restaurant Arena offers guests the possibility to enjoy a romantic dinner with classic European offer and rich wine selection. The restaurant offers a view of the stage, which hosted many concerts of top artists from the region. Furthermore, Arena is an ideal place for organising after-parties and other, various events. It is a centre of social life offering top-quality performances, concerts, fashion shows, theatre plays, and thematic dinners.

The atmosphere of the Bacchus bar is ideal for relaxed, informal meetings, business meetings, a cosy drink with friends or just a short break in the middle of an exhausting daily routine.

### Recent Developments

Since the mission of Colosseum Club is to endeavour to always offer more to its visitors, in October 2009 the club expanded its offer in the gaming segment. A new VIP section was opened for gamers who want to enjoy their favourite games of chance in full discretion and peace. At the same time the club launched the most modern system used on gaming machines called Ticket in Ticket out (TITO), enabling the use of tickets with a certain value of credit instead of chips.

### Promotion

High-quality entertainment programme and rich offer provided by the Colosseum Club have received due attention in print and electronic media since its very founding. For that reason, Colosseum Club very soon became a recognisable brand in Sarajevo and in time

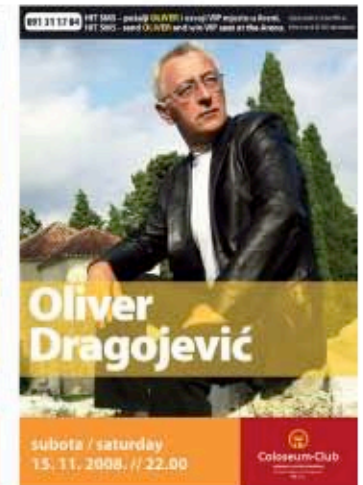
throughout the entire country as well. Colosseum Club focuses its promotion on advertising its entertainment events, mostly through radio announcements but also through print media and via internet.

In addition, for several years Colosseum Club has been promoting its brand and services through sponsorship offered to sport clubs. Colosseum Club is, therefore, one of the sponsors of basketball club Bosna, handball club Bosna, the Handball Association of BiH, and soccer club Olimpik. Hit Group was the

treatment of those who are most in need, thus helping to save human lives.

### Brand Values

In the past seven years Colosseum Club positioned itself as the leading entertainment centre in the region, and the main reasons for visiting are games and entertainment, with a unique offer and European spirit. Colosseum Club is the safest place for gaming and entertainment in Sarajevo. Each guest feels special here



organiser of entertainment and sport event called Ski Legends Hit Challenge, held on Bjelašnica mountain in December 2008, which brought to Sarajevo again the greatest skiing legends of the 1984 Winter Olympic Games, headed by the famous Alberto Tomba.

Colosseum Club also participates in numerous humanitarian actions, and the latest one is the newly-initiated cooperation with the Open Network Foundation, which collects assistance funds for

because he/she enters into a world that is different from the ordinary, playful and fun, with a wide variety of contents every day, whereby the club fully justifies its slogan "In the centre of fun".

[www.colosseum-club.com](http://www.colosseum-club.com)

### THINGS YOU DIDN'T KNOW ABOUT...

#### Colosseum Club

- > Colosseum Club is the only entertainment centre in Bosnia and Herzegovina with live dealer games.
- > Colosseum Club organised more than 500 concerts of the most eminent artists in the region: Oliver Dragojević, Gibonni, Severina, Aleksandra Radović, Josipa Lisac, Sergej Četković, Arsen Dedić, Rade Šerbedžija, Nina Badrić and many others.
- > Colosseum Club is open 24 hours a day.
- > Every visitor of Colosseum Club can become an owner of a Membership Card, which provides credit standings varying depending on the level of the card.
- > Two times a year Colosseum Club organises a European ranked tournament in one of the most popular games, Texas Hold'em Poker, with competitors from entire Europe playing to win the main prizes.

