



Interview with Jocs SA CEO Marc Martos ▶ Presentation of the Unnic leisure center

Marc Martos

CEO of Jocs SA

«We want to be something more than the typical Las Vegas or Monaco casino»

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A few weeks after the official presentation of Unnic, the future leisure center that will include the first casino in Andorra, the CEO of Jocs SA, Marc Martos, gives an interview to EL PERIÒDIC in which he highlights the commitment for an innovative offer that aims to be a turning point for the country's economy, society and history.

–The opening of Unnic will be in the autumn. Do you dare to say whether it will be in October, November or December?

–We can't specify an exact date. There are many factors that can influence the exact opening date. What we do want to make clear is that we are working and putting the necessary resources in place to open during the fall of 2022.

–Do the works meet the deadlines? Are there any obstacles related to the construction sector, such as the acquisition of materials?

–We are working at a very good pace. The excavation of the plot where the building will be located took place without any contingencies and we hope to complete the roof in the coming weeks. Work has been underway on the facility for some time now and on other projects. We know that there can be delays in the acquisition of mate-

rials, and the project we have in hand is complex and ambitious. However, and being aware of the complexities that exist today in the construction sector, we will do everything in our power to meet the goals set.

–Will the casino in Andorra be like the ones in Monaco or Las Vegas?

–As its name suggests, Unnic will be a unique space. It will be much more than a casino. In fact, the game offer will represent 20% of what the visitor will find, the remaining 80% will be a first-class leisure offer, with shows, music, art, gastronomy... We want to be something more than the typical Las Vegas or Monaco casino. We do not want to be framed in the typical stereotypes of the game. We want to be a benchmark in Andorra and a new attraction always trying to complement the current offer.

–What other proposals in this type of environment do you compete with? Or is it a unique offer?

–We are sure that our offer will be unique. There is nothing like it around us. Our project, as I said, is to be an integral leisure center with an international vocation, that is, to be attractive and different far beyond our surroundings.

–What games will the visitor find? Will everyone be able to play any game or will there be a filter?



«We will have people at the receptions, facial recognition and security that will make it easier for us to comply with the law»

–Apart from the leisure offer, the visitor who wishes will be able to access the gaming area, the casino, where he will find the most advanced and complete gaming area consisting of roulette, poker tables, Black Jack, and slot machines. The intention is for people to be able to move freely around the center with minimal restrictions. The only area with access control will be the casino area, where the relevant controls will be located. We will have people at the reception, face recognition access systems and security systems that will make it easier for us to comply with the law and prevent any incidents. The idea is for people to be free within the limits that we all know will have to exist.

–Do they want to attract the best players in each specialty (Blackjack, poker, etc.) or just tourists without much experience?

–We want to attract as many people as possible. Players with or without experience will be welcome. We intend to make renowned tournaments, international with the best, but also smaller ones for amateurs. We do not want to make distinctions.

–Will there be online competitions to give more visibility to the casino in the world?

–The world is moving towards digital, Unnic will be a very powerful technological center and, as I said before, with an international vocation. This is a topic that is being studied and valued. Getting to air major events or online tournaments would give a lot of visibility not only to Unnic but also to the country.

–I guess they think it will be a profitable proposal. What is the basis of the business plan to achieve this profitability?

–Doing things well is essential, and to do that we have a team of professionals who are the backbone of the project. The business plan is based on this, on professionalism, on the culture of service, on a quality and differentiated offer. As you know we are with Grupo Orenes, a group with experien-

ce in the management of similar centers. We will not deny that we believe in the project and the fact that we do not have something similar around us will help us to achieve the goals set.

–Security is an important aspect of a casino. How do they think it? In collaboration with the police?

–Security is paramount and one of Unnic's most important budget items. We will have the best technology but also up to date professionals. We have protocols that will guarantee our security, no doubt in collaboration with the competent authorities, including the police service.

–How will the security or management act if a player is making a lot of money, will he be let go, will he be fired or will he be reported to the police?

–From experience we know and we can guarantee that such a case is anecdotal, very strange, so that the clients play responsibly and to spend more fun and leisure time. However, as I mentioned, we will have adequate security and professional systems to know at the moment, how and what each client is playing. We will know if what is being earned is being made lawfully or fraudulently. The protocols are clear in this regard, everyone will know how to act in case any incident or irregularity is detected.



JOCSS SA

Marc Martos in the presentation of Unnic.

Of course, if you win and have fun, it will be a success for us because that's what we want at Unnic.

-What plan do you have to fight pathologies associated with gambling such as gambling addiction?

-Just as we have security protocols, we have security protocols. All our staff will be trained to identify a possible case and act with the utmost responsibility, preventively and in all cases that may be necessary. In Andorra, as in other countries around us, this problem is very limited, the vast majority of people play responsibly.

-What plan do they have to fight criminal activities such as fraud or money laundering?

-Times change. In the case of fraud, it is becoming more and more complicated. You'd be surprised to know how much new technologies help prevent fraud. There are many ways to control and prevent fraud. As for money laundering, too. We will not only have facial recognition systems but also tracking and tracing the operations of casino customers. We will be able to follow up based on customer profiles and we will work in coordination with the competent authorities in the matter.

-If 80% of the proposal is for leisure and 20% for play, the type of audience may be different for each proposal. How will they do so that these two visitor profiles can coexist in the same facility?

-Unnic has different spaces and environments, you can go to the restaurant or the performance hall without having to go or go through the play area. The interior of Unnic is designed so that everyone can find the place where they like to be, from the terrace of the restaurant to the sports bar, through private rooms, the dining and drinking areas, the dining room, shows, business area or play areas.

-Do you think that Unnic can revolutionize tourism in Andorra and the type of resident, especially with the construction of high-standard housing and the opening of the casino itself?

-Unnic wants to become a complement to the current tourist offer. Our project aims to be attractive to visitors, but also to residents. It is not a center designed only for one type of tourism or resident. Everyone will have their space.

-What strategy do they have to attract visitors from countries where they have never been to Andorra? Have you talked to Andorra Turisme to do it together?

-We have a marketing plan that includes tools to target different markets. The country's customers are very important to us, which is why Unnic will find this new leisure space that goes beyond the game thanks to its global gastronomic and entertainment offer. Of course, Unnic is also designed to attract international visitors, whether it is local tourism that may co-

me from Spain or France, or from more distant countries. We will work with international sales people, tour operators and the entire tourism sector in the country. Obviously we will collaborate with Andorra Turisme. As I said before, we want to be a complement and a new attraction to the current offer, always contributing and collaborating with the business fabric of Andorra.

-Could it be that in the future you will have competition in Andorra? Have they thought about it?

-We thought about it a lot. In Andorra there is a very good restaurant and a large hotel square. In recent years, the offer has expanded and improved considerably. We know we can compete but, as I said before, we want to add and complement. We want to expand the leisure offer and obviously if it works the competition will not take long to emerge. We don't want to hide anything, we all know that the only part of the offer that we will not have competitors in the moment will be in the game. This does not mean that this unique Unnic offer will cease to exist over time. Competition is not a negative thing, it helps us to evolve and move forward.

-Will Unnic's leisure offer be ambitious? Will we see any concerts with renowned artists, for example?

-It will be a unique offer, a global offer that will surely not leave anyone indifferent. We want to

involve professionals in the music and art sector, both nationally and internationally. Unnic is a project from Andorra and we will also have renowned and top-level international proposals.

-The connection with Meritxell Avenue and Poble square of Andorra la Vella is Unnic's contribution to the environment. Will there be more?

-The connection is a very important contribution; you can go from Prat de la Creu to Meritxell Avenue and to Poble square. Our contribution will not only be urban, we also have a Corporate Social Responsibility program to collaborate with solidarity projects and obviously we want to be a complement to boost the country's economy. Apart from job creation, in our initial project we committed ourselves to allocating part of the results to solidarity and social responsibility projects. Not only do we reaffirm our commitment but we will also be collaborating on events through contributions and sponsorships. We have an important item for annual promotion. Promotion that will benefit not only Unnic, but also Andorra.

-Do you think that the judicial conflict can reappear or are they calm? Do they have anything ready in case any lawsuits thrive?

-We are calm, we have done things well, in accordance with the guidelines of the Government and always within the established framework. ≡

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