



## Nomination for 2023 IAG Academy IR Awards

**Award category** : Best Corporate Image  
**Company** : Galaxy Entertainment Group (“GEG”)

### **Company Information**

As one of the world’s leading resorts, hospitality and gaming companies, GEG primarily develops and operates a large portfolio of integrated resort, retail, dining, hotel and gaming facilities in Macau. Being a constituent of Hong Kong’s top 50 blue chip companies, GEG was one of the three original concessionaires in Macau when the gaming industry was liberalized in 2002. In 2022, GEG was awarded a new gaming concession valid from January 1, 2023 to December 31, 2032.

GEG has a successful track record of delivering innovative, spectacular and award-winning properties, products and services. Underpinned by its “World Class, Asian Heart” service philosophy, GEG has consistently outperformed the market in Macau. Currently, the Group operates three flagship destinations in Macau: on Cotai, Galaxy Macau™, one of the world’s largest integrated destination resorts, and the adjoining Broadway Macau™, a unique landmark entertainment and food street destination; and on the Peninsula, StarWorld Macau, an award-winning premium property.

### **Strong Financial Performance**

- 1H 2023 Group Net Revenue of HKD 15.7 billion, up 141% year-on-year
- 1H 2023 Group Adjusted EBITDA of HKD 4.4 billion, up 2,193% year-on-year
- Only integrated resort operator in Macau with positive net cash position in H1 2023 (Net cash: HKD 22 billion as of 30 June 2023)
- Only integrated resort operator in Macau to announce special dividend of HKD 0.20 per share payable in October 2023
- #1 in Macau in both GGR and EBITDA for Galaxy Macau in Q2 2023 and H1 2023

### **Strong Brand and Marketing Positioning**

Aligned with our vision to be “Globally recognized as one of Asia’s leading gaming and entertainment corporations”, GEG focuses on providing exceptional experiences to our guests, instilling pride in our employees, and delighting our stakeholders. Taking pride in our ability to deliver “World Class, Asian Heart” services to our guests and customers, GEG continually engages our team members on establishing a high-performance culture where commitment, collaboration, accountability and continuous improvement are all placed at the center of all our customer-oriented initiatives. Taking care of the need to place ‘Customers First’, GEG established a dedicated Customer Experience Management (“CEM”) department help all departments deliver our branded experience at every customer touchpoint, and to make all customers feel a heart-warming connection and sense of uniqueness that distinguishes us from our competitors.

Our renowned customer experience, innovative offerings and unwavering commitment to excellence has earned GEG’s properties over 800 awards in customer service, hospitality and



comfort, F&B, architectural design and sustainability, etc., since 2008, making GEG one of the most recognized brands that resonates with customers and associates GEG with world-class entertainment, luxurious accommodations, and thrilling 'game-day' experiences.

### **Strong Leadership and Management**

GEG's strong leadership team and effective management has, and continues to be instrumental to our success. Our evolution from a company that had zero experience in the gaming industry to the world's 2nd most valuable gaming company, is reflected in the vision and leadership of our Vice Chairman, Mr. Francis Lui.

Mr. Lui, who saw a huge opportunity in the underdeveloped area of Macau's Cotai Strip, secured valuable land in the area, which aided GEG in fortifying our position for long-term growth and capitalization in what would become the world's most profitable gaming location. His foresight enabled GEG to develop one of the world's largest and "Most Forbes Five-Star Hotels" recognized integrated resort destinations – the Galaxy Macau, as well as attract other like-minded leaders to join the management team and give guidance to GEG on our development journey.

### **Strong Stakeholder Connections and Community Influence**

Driven by our core values and "World Class, Asian Heart" philosophy, GEG maintains active and ongoing engagement with our stakeholders through multiple channels. We value our stakeholders' input and incorporate their feedback when identifying expectations and priorities, evaluating risks and opportunities, and directing our strategic decision-making. By engaging with a wide range of stakeholders such as the community, government, our team members, customers, business partners, industry advocates, charities, suppliers and investors, etc., GEG hopes to cultivate strong connections, establish mutual trust, and foster win-win collaborations that can support the healthy and sustainable development of Macau's gaming, tourism and leisure industries. Highlights of GEG's community influence includes:

#### **Community**

Believing that "what is taken from the community is to be used for the good of the community", GEG strives to build a harmonious society by proactively supporting Macau's charities and community activities in a variety of ways. Over the years, GEG has established many close partnerships with Macau's different community groups and charitable organizations. We donate and volunteer annually to charities such as the Holy House of Mercy's Hamper Shop Program, the Caritas Bazaar, the Tung Sin Tong Charitable Society, ANIMA, Orbis Macau and Macao Daily News Readers' Charity Fund, etc., and since formally establishing the GEG Volunteer Team in 2011, we have arranged more than 520 outreach activities, contributed more than 362,000 hours in community services and reached out to more than 183,000 beneficiaries in Macau.

GEG's commitment to community engagement has not only earned us the trust and support of our stakeholders, but also their recognition. Over the years, GEG has received numerous awards, including but not limited to the "Charitable Community" and "Socially Responsible Operator" awards from the International Gaming Award; the "Outstanding Corporate Volunteer" from the Association of Volunteer Social Service Macao; the "Outstanding Corporate Social Responsibility



Award” from Mirror Post; “Corporate Social Responsibility Excellence Award” from the Charity Association of Macau Business Readers; “Gold Award in Corporate Social Responsibility” from Business Awards of Macau; and the “ESG Care Label” from SocietyNext Foundation, UNESCO Hong Kong Association Glocal Peace Centre and Rotary Action Group for Peace Hong Kong & Macao Chapter.

### Government

GEG maintains a strong relationship with the Macau SAR Government. We collaborate with them on various projects and initiatives, and works closely with them to ensure GEG’s compliance with local regulations and contribution to sustainability. In addition to supporting the Macau SAR government’s policies and directions on responsible gaming, youth and talent nurturing, sports and cultural development, environmental protection, national education, and advancing Macau to become a “World Center of Tourism and Leisure”, we also actively participate in shaping policies and decisions that impact the gaming and tourism industry. Highlights of our recent collaborations with the Macau SAR Government include, but are not limited to:

*Responsible Gaming Advocacy:* GEG is committed to responsible gaming practices and actively advocates for responsible gambling behavior. The company collaborates with government agencies, NGOs, and industry associations to promote responsible gaming initiatives and raise awareness about problem gambling. Since launching our first responsible gaming promotion program in 2009, GEG has organized over 90 responsible gaming trainings, workshops, visits and other promotional activities to impart responsible gaming knowledge to our team members and their families. So far, these activities have accumulated over 141,000 team member participation counts. In 2022, GEG’s casinos in Galaxy Macau and StarWorld Hotel were both awarded as “Responsible Gambling Model Units” by the “Working Group on Responsible Gambling” executive unit, whose members include the Gaming Inspection and Coordination Bureau, the Social Welfare Bureau, the Education and Youth Development Bureau, the Institute for the Study of Commercial Gaming at University of Macau and the Centre for Gaming and Tourism Studies of Macao Polytechnic University.

*Youth and Talent Development:* GEG fully supports the Macau SAR Government’s policy of “Building Macau through Talent Training”. We continually make use of our resources to nurture outstanding local talents. In addition to launching the U-LEAD Graduate Internship Program for the 4<sup>th</sup> consecutive year this year to support the Labor Affairs Bureau on providing employment opportunities for local graduates, since 2008, GEG has also provided more than 880 tertiary education-level students and special education needs students with internship opportunities via the GEG Integrated Resort Internship Program. Besides, GEG also supports Macau in nurturing talents and leaders for the integrated resort industry via our offering of various career development and training schemes such as the GEG Leaders Program, GEG Management Skills Program, GEG Accelerated Development Program, GEG-MPI Gaming Position Certification Program, and the GEG Integrated Resort Youth Development Program which was recently launched in May, to name a few.



*Sports Development:* GEG proactively contributes to the Macau SAR Government's policies on sports development. In addition to being a long-term title-sponsor of two of Macau's four major annual international sports events, we also provide equal opportunities for women to participate in competitive sports. GEG was the first integrated resort operator to introduce an all-female dragon boat team in 2009, and we have one of the most diverse sports teams in Macau, helping GEG to win over 200 awards over the years. Taking sports tourism to new heights, in 2023, GEG organized the "WTT Champions Macao 2023" presented by Galaxy Entertainment Group for the 4<sup>th</sup> time. In addition, we also title-sponsored and launched the "Galaxy Entertainment Group Presents - We Are Macau Athletes" campaign this year to bring attention to Macau's home-grown athletes. With regard to the Macau International Marathon of which GEG has been title-sponsoring since 2004, the "2022 Galaxy Entertainment Macau International Marathon" created an indulging atmosphere for residents and tourists with the inclusion of a Marathon Carnival at Broadway Food Street that featured free games booths, a medal exhibition, marathon-themed souvenir crafting workshops, photo corners and retail displays by local sports brands and SMEs. Besides, GEG also co-organized the Marathon "Run with a Partner" Training Program with Macau Special Olympics for the 2<sup>nd</sup> consecutive year to promote inclusive sports training between GEG team members and special needs runners. This September, GEG will also be co-organizing and title-sponsoring the much anticipated "Galaxy Entertainment Group 2023 11<sup>th</sup> Yao Foundation Charity Game" at Galaxy Arena. Featuring a strong line-up of former Chinese national basketball players and NBA stars, the event will surely attract many basketball fans to Macau.

*Culture and Arts:* GEG believes in the importance of cultural diversity in maintaining Macau's status as a cultural and tourism capital. We are proud to be able to take on the responsibility of disseminating and promoting the diverse cultures of Macau to the local community and beyond. To support Macau's positioning as "One Centre, One Platform, One Base", GEG offers numerous opportunities for the public to experience film, music, art exhibitions and cultural preservation. Recently, GEG unveiled the opening of the "BE@RBRICK MACAU - World's First Immersive BE@RBRICK Art Exhibition". As one of the special exhibitions of "Art Macao: Macao International Art Biennale 2023", the exhibition is the most extensive BE@RBRICK themed exhibition ever to be held in Macau. Over 10 international and local artists and designers took part in bringing these large art installations to life at our property, and to give residents and visitors an immersive experience, the exhibition featured combined arts with digital technology. In addition to the exhibition, GEG also hosted the "Power of Art - Contemporary Art & Fashion: A Driving Force of the Cultural Industry Development" Art Forum and a number of art workshops to facilitate arts and cultural exchange, and the development of the local arts and cultural sector. Since the debut of Art Macao in 2019, GEG has supported and participated in its related events. Previously, GEG presented the world-class exhibition "GRACE KELLY: From Hollywood to Monaco – Artists' Tributes" as part of the 1st Art Macao, while "Juxtapose" art exhibition was also presented as a special exhibition of the 2nd Art Macao.

*Environmental Stewardship:* While pursuing business excellence, GEG is committed to reducing the environmental impacts of our business and embeds environmental sustainability into our business strategy. In 2018, GEG became the first gaming operator to introduce electric passenger buses in Macau. In 2020, we signed a memorandum of understanding with Macau Coca-Cola



Beverage Co., Ltd to create a circular system for all branded bottles of GEG and its properties and jointly established “smart” bottle recycling machines at the back-of-house areas at our properties. In October 2021, GEG invested RMB 100 million in Green bonds issued by the Bank of China Macau and in December that same year, we invested USD 10 million in Green bonds issued by Mingyang Smart Energy Group for funding of new green energy projects. To reduce food wastes, in recent years, GEG has also joined the “Pilot Project for the Collection of Food Residues from Food and Beverage Establishments” organized by the Environmental Protection Bureau. With such extensive contributions to sustainability, in 2022, Hotel Okura Macau received both the Green Key Certification and EarthCheck Silver Certification, becoming the second GEG hotel brand to obtain both accreditations. Meanwhile, Phase 2 of Galaxy Macau received a “GBA Low Carbon Buildings Top 100 Award” from the GBA Carbon Neutrality Association, making it one of the 100 representative low carbon buildings in the Greater Bay Area. To reaffirm our efforts, last week, PATA named GEG winner of the “2023 PATA Gold Award – Climate Change Initiative”.

### **Innovative Excellence**

One example of GEG’s innovative offering is the Galaxy International Convention Center (“GICC”), which is a state-of-the-art venue that showcases our commitment to pushing forward new boundaries for Macau’s MICE development. Being the most iconic and advanced MICE destination in Asia, GICC incorporates sustainable design and energy-efficient features and was awarded a LEED (Leadership in Energy and Environmental Design) Gold certification for showcase of environmental responsibility.

Being highly advanced, GICC offers state-of-the-art audiovisual capabilities and innovative event management solutions to ensure a modern and engaging event experience for participants. The venue allows for flexible layouts and customizable configurations that enables organizers to create tailored spaces to meet their event requirements. Being seamlessly connected with the Galaxy Macau and Broadway Macau, event organizers and MICE attendees has access to a comprehensive array of facilities, entertainment options, and world-class accommodations that goes beyond the convention center itself.

Earlier, GEG held a soft-opening of the all-new 16,000-seat Galaxy Arena – the largest indoor arena in Macau, by presenting the BLACKPINK WORLD TOUR [BORN PINK] MACAU and other spectacular world concert tours and events. As well, we have also announced the signing of a number of multi-year agreements with well-established entertainment companies on helping us bring in more events to the GICC and Galaxy Arena in the future.

With our unveiling of these innovative products, in May 2023, GEG was awarded the “Euroexcellence in Innovation” by the Macau European Chamber of Commerce. Looking ahead, GEG believes that we are well positioned for long-term growth. As we look towards continuing our investment in non-gaming projects, GEG believes that we can support the Macau SAR Government on realizing Macau’s vision to become a World Center of Tourism and Leisure”.

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