

2. BEST IR ATTRACTION NOMINATION

# STUDIO CITY WATER PARK

INTRODUCTION

# DIVERSIFYING MACAU'S ECONOMY

In April, Melco announced the highly anticipated opening of an unparalleled indoor water park and its own-branded hotel, Epic Tower, at Studio City Phase 2, demonstrating the Company's unwavering commitment to the continued growth and diversification of Macau's tourism industry.

Designed by renowned international architecture firm Zaha Hadid Architects, the USD1.2 billion Studio City Phase 2 will feature two luxury hotel towers — Epic Tower and W Macau, the Macau's all-new, all-weather, all-year-round water park, and state-of-the-art space for meetings, incentives, conferences and exhibitions. The extension project will complement Melco's existing offering of 'next-generation' world-class entertainment and further enhancing the distinctive Studio City brand.

### **INNOVATION**

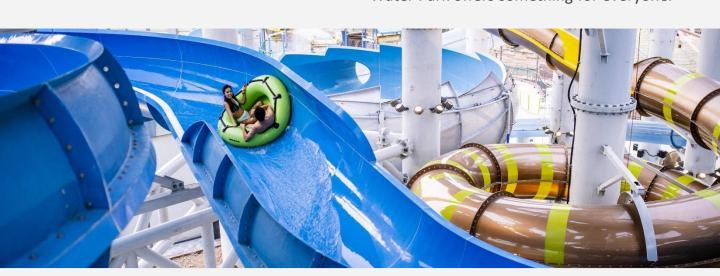
Designed by renowned architectural firm Zaha Hadid Architects, the USD1.2 billion Studio City Phase 2 project is set to open in phases. This latest expansion saw the opening of Macau's most exciting all new, all-weather and all-year-round indoor water park, further enhancing the cinematic-themed complex's position as a world-class leisure family entertainment venue.





The indoor water park features 7 purposebuilt state-of-the-art water slides, including Macau's first water coaster, "Lightspeed Shuttle", which is equipped with specially designed nozzles to propel the raft and its occupants upward against the pull of the gravity leading the raft slides through a sequence of drops, uphill, turns and dark sections.

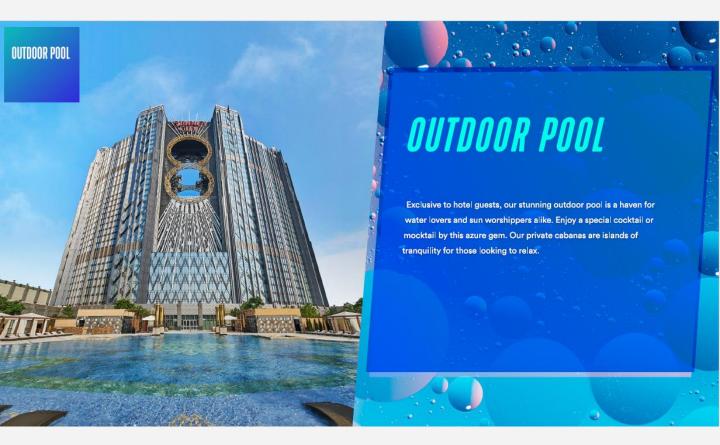
In addition to the existing outdoor water park, the indoor one also features the first-ever indoor surfing simulator in Macau that requires a certain level of skill to control one's position and balance on the wave; Macau's only indoor-outdoor Oblivion Pool offers marveling view through the guests a transparent bottom to enjoy a bird's eye view from approximately 25 meters above the ground as if floats in the sky, 2 indoor wave pools, a 246-meter action river and a 3.7meter-deep diving platform with a climbing wall. Whether seeking excitement, relaxation, or quality time with loved ones, Studio City Water Park offers something for everyone.



#### **FAST FACTS**

- Macau's all-new, all-weather, all-year-round water park that stretches from outdoor to indoor, with approximately 26,000 square meters
- 25 thrilling attractions including:
  - 13 state-of-the-art water slides, including Macau's first water coaster
  - Macau's first-ever indoor surfing simulator Space Surfer
  - A Golden Bucket which regularly tilts in both the outdoor and indoor park
  - 267-meter-long outdoor lazy river Riverscape and 246-meter-long indoor rapid river Starlight Rapids
  - 2 indoor wave pools The Martian Waves and Luna Ripples
  - An indoor-outdoor Oblivion Pool
  - 3.7-meter-deep pool Rockwall Fall with 5-meter climbing wall and 2 jump dive platforms
  - 633-square-meter outdoor pool with 2 outdoor Jacuzzi





# MEDIA & SOCIAL PROMOTIONS

From early April to June 30, Melco generated over **300M impressions** from Media Buy, and invited **more than 200 Celebrities/** 

KOL/ KOC to visit Studio City Water Park, generating over 58M impressions and with over 1M engagement for the Mainland China, Hong Kong SAR and Macau SAR markets.



Minchen Lam 1.4M followers



Jeffery Ngai >300K followers



Coffee Lam

1M followers



Hins Cheung 1M followers







Wu Chun 11M followers



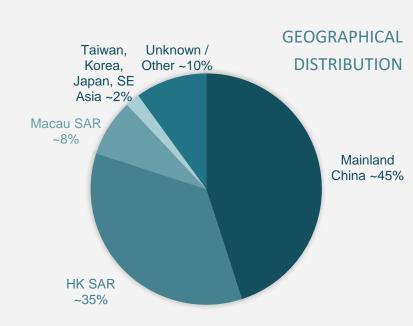
**Kiki Liu** (Travel KOL) 5M followers



Rikimaru Chikada 3M followers

### **DRIVING VISITATION**

| 2023              | Total<br>Admission<br>Ticket |
|-------------------|------------------------------|
| April             | 5,904                        |
| May               | 14,008                       |
| June              | 32,318                       |
| July              | 59,615                       |
| As of August 13th | 31,009                       |
| Total             | 142,854                      |





#### **EXTENDED LENGTH OF STAY**

The average length of stay for Studio City Water Park guests also staying at the integrated resort's hotel accommodation options (including Celebrity Tower, Star Tower and Epic Tower) is longer than that of other non-gaming visitors.







