

SIMPLE ACTS OF KINDNESS & RESPONSIBLE GAMING

INTRODUCTION

CORPORATE SOCIAL RESPONSIBILITY AT MELCO

Over the years, Melco has received many awards globally in recognition of its Corporate Social Responsibility (CSR) efforts. Melco’s eight core CSR pillars include Youth, Education, Environment, Women, Responsible Gaming, Whole Person Development, Culture/Heritage and Small and Medium Enterprises.

In particular, the following document will focus on Melco’s efforts, as a Socially Responsible Corporate Citizen, in enhancing the wellbeing of communities and reducing inequality through its volunteering initiative ‘Simple Acts of Kindness’, as well as its commitment to safeguarding patrons to enable them to game responsibly, supporting social harmony.



SYNOPSIS

SIMPLE ACTS OF KINDNESS

Shortly after the onset of COVID-19, Melco Resorts & Entertainment Chairman & CEO Lawrence Ho deployed the Company’s workforce en masse to support the local community during work hours, encouraging all colleagues to care for the community through SIMPLE ACTS OF KINDNESS.

Within the first three months, Melco mobilized almost 7,000 volunteer participants for the initiative, contacting over 1,600 organizations to support local NGO community partners including Small & Medium Enterprises (SMEs) and local groups in need, including the elderly, single families, long-term patients and children.





SIMPLE ACTS OF KINDNESS 2.0

“Simple Acts of Kindness 2.0” has been foundational to Melco’s continued support of the elderly, youth and those in need. Having seen the benefits of this initiative over the last two years, Melco continued the program in 2022, a year in which volunteering activities have doubled:

With the help of

22,000+ volunteer participants,

we reached out to

1,300+ NGOs, associations, schools, nurseries, governmental departments and SMEs

受惠機構 NGOs Served

工聯九澳護理院 FAOM Coloane Ka Ao Elderly Nursing Home	澳門福建婦孺第一托兒所 Creche I da Associação das Mulheres Oriundas de Fukien de Macau	澳門明愛青年舍 Macau Caritas Arco-Iris Youth Home	澳門婦女聯合總會 Women’s General Association of Macau
街坊總會康樂中心 UGAMM Lok Chun Center	紅蓮葡托兒所 Centro De Educacao Cenoura	望廈青年之家 Mong-Ha Children and Youth Home	澳門明愛聖方濟各安老院 Macau Caritas: St. Francis Homes for the Elderly
澳門廣大中學 Kwong Tai Middle School Macau	澳門平安通呼援服務中心 Peng On Tung Center Tele-Assistant Services Center	聖公會星架居 Sheng Kung Hui Star of Hope Youth Home	菩提長者綜合服務中心 Pou Tai Integrated Service Center for Elderly
聖善學校 Escola Dom João Paulino	工聯松柏之家 FAOM Centro de Dia “Chong Pak Chi Ka”	協同特殊教育學校 Concordia School for Special Education	街禧祐漢社區中心 UGAMM - Centro Comunitário de Iao Hon
海星中學 Escola Estrela do Mar	街坊會聯合總會 - 青聯長者綜合服務中心之青松樓 UGAMM - Cheng I Elderly Integrated Service Center - Cheng Chong Building	九澳聖若瑟學校 Escola de S. Jose Ka Ho	澳門自閉症協會 Macau Autism Association
明愛學校 Macau Caritas School		澳門戒毒康復協會康復中心 ARTM - Coloane Ka Ao Center	
嘉諾撒聖心中學中文部 Sacred Heart Canossian College Chinese Section			

2022 活動 Activities 義工服務 Volunteer Service 參與人次 CSR Participants	2,227	一月 Jan	二月 Feb	三月 Mar	四月 Apr	五月 May	六月 Jun	七月 Jul	八月 Aug	九月 Sep	十月 Oct	十一月 Nov	十二月 Dec
	20,650	244	96	169	155	213	238	53	78	303	230	295	153

TOP-LED INITIATIVE

Under the initiative of Chairman & CEO Lawrence Ho, the Simple Acts of Kindness philosophy is based on the principle that:

- It’s the little things which mean a lot
- Lots of small acts make up one BIG act of KINDNESS
- Includes activities for elderly, youth, local businesses and associations



Lawrence and Melco Chief Advisor Kent Wong were joined by dozens of volunteers in a recent visit to Macao Federation of Trade Union (FAOM) Coloane Ka Ao Elderly Nursing Home. Lawrence participated in board games, learning how the game helps to exercise cognitive skills. Lawrence and the volunteers then went to Hak Sa Beach to help at a cleanup – clearing rubbish and debris.

HIGHLIGHTS

Lawrence and Kent also visited UGAMM Lok Chun Center with the Melco volunteer team and joined a play session with the children of UGAMM members.

Click through to view:
<https://www.youtube.com/watch?v=izquflnP1CY>



400 VOLUNTEERS

1,030 SERVICE HOURS

1,400 BENEFICIARIES

30 EVENTS

‘ADOPT A CHILDREN’S HOME’

The Melco volunteer team carried out interior and exterior enhancement works for children and youth homes including Macau Caritas Arco- Iris Youth Home, Mong-Ha Children and Youth Home, Sheng Kung Hui Star of Hope Youth Home and Concordia School for Special Education, painting and decorating walls together with the young beneficiaries with aim to bring joyfulness into their daily lives.

OUTREACH TO SMES / NEIGHBOURHOODS

SUPPORTING CLEANING TASKS & SMALL FIXTURES

500+ VOLUNTEERS

37,420 HOUSEHOLDS

100 EVENTS

768 RESIDENTIAL BUILDINGS

1,000 SERVICE HOURS

1,980 SMES



RESPONSIBLE GAMING: OUR COMMITMENT

We are aware of the risks associated with being an operator in the gaming industry. Melco remains committed to safeguarding guests' wellbeing and to promoting RG. We are acutely aware of the duty of care we owe to our guests and colleagues.

What makes Melco stand out is our industry reputation of adhering to the most stringent standards of RG. We equip our guests with all required tools, information and materials to make informed decisions when engaged in gaming activities at our properties. In addition, we surpass regulatory requirements in all the jurisdictions that we operate in and strive for continuous improvement to provide a fair and safe experience for all our guests and colleagues.

In 2021, Melco became the first integrated resort operator in Macau, the Philippines and Cyprus to achieve the esteemed RG accreditation, RG Check, well ahead of our previously set target year of 2025. Developed by the Responsible Gambling Council, RG Check is the world's most comprehensive and rigorous, international, third-party RG accreditation program, reviewed by a prestigious and independent panel of RG specialists. To maintain this achievement, all our properties and colleagues are subject to rigorous RG checks on an ongoing basis.



Led by Chairman & CEO Lawrence Ho, Melco takes a proactive approach towards RG and social responsibility. The Melco RG Steering Committee was founded in 2008 and is personally led by the Chairman & CEO as the Executive Sponsor.

The RG Steering Committee and its policies are global and apply to all jurisdictions in which Melco operates, subject to local regulations. The Committee is comprised of cross-functional members from diverse departments—both gaming and non-gaming—including the Property Leaders and COO. The Committee meets minimum annually, target quarterly – to review and approve strategic initiatives, including the RG promotion plan. Separate working committees meet more regularly to propose and implement initiatives.

COMMITMENT FROM THE TOP



GLOBAL RG SYSTEM

Melco’s global RG policy and strategy can be divided into three focus areas to ensure that a comprehensive framework is implemented throughout the group:

Technology & process

Innovating and implementing differentiated technology for RG

Community engagement

Promoting RG through community engagement

Colleague education

Amplifying RG by educating colleagues

In 2016, Melco became the first operator in Asia to deploy real-time facial recognition security (FRS) systems at every entrance to its gaming areas in Macau, assisting self-exclusions. Today, Melco’s resorts deploy the latest facial recognition technology in Macau, Manila and Cyprus.

In addition to meeting all regulatory requirements for operators to display RG information to visitors, Melco continues to raise awareness in the local community. Initiatives include partnerships with local production house to produce a TV commercial for RG aired on Teledifusão de Macau (TDM) during primetime viewing hours and RG workshops for the community.

Colleagues undergo rigorous and regular training, at least quarterly, to maintain our high standards and ensure we comply with legislation and the training requirements required to retain our RG accreditation. Training for colleagues in this area is run via in-person courses and e-learning offerings.

GOVERNMENT-ENDORSED ACCREDITATION

Melco recently achieved the Macau government-endorsed certification in RG with City of Dreams, Studio City and Mocha Golden Dragon recognized as Responsible Gambling Model Units under the Responsible Gambling Indicators project. The achievement recognizes the efficacy of Melco’s RG initiatives, including its related equipment and promotion of the healthy and orderly development of the gaming industry, and its protection of the rights of gaming participants to minimize personal and family impact caused by problem gaming. Valid for three years, the accreditation also provides improvement plans and regular follow up actions to ensure a culture of RG is being consistently and effectively implemented.

