

SIMPLE ACTS OF KINDNESS

Melco's Simple Acts of Kindness program initially launched during the pandemic to focus the Company's community support efforts. Now moving into its fourth year, the program has evolved into a signature initiative. Based on the principle that **a multitude of little things can have a big impact**; the program delivers key initiatives and provides various types of support to local Macau community groups, including elderly, youth, local businesses and associations.

In 2024 Q1, we collaborated with **40 organizations, NGOs and schools** in **120+ activities** through **~900 Melco volunteer participations** delivering **1,300 hours** to **7,100 beneficiaries**.

Realizing 'Small Dreams' for profound impact

Under Simple Acts of Kindness, the 'Small Dreams' program was launched to help local elderlies and youth realize their wishes through **individualization and customization**. To help make seniors' dreams come true, Melco continued to work hand in hand with local NGOs including General Union of Neighborhood Associations of Macau (UGAMM), Macau Federation of Trade Unions and Caritas - Macau.



While identifying 'Small Dreams' of those in the community, it was found that many elderlies never had the opportunity to take wedding photos when they were young due to financial constraints. Recognizing how much this meant to them, Melco organized for a professional photographer to take wedding photos for **8 elderly families**, totaling **17 beneficiaries** from UGAMM Elderly Caring Service Network, allowing them to commemorate their lasting love.

This heartfelt initiative not only fulfilled a cherished dream but also provided them with beautiful memories to treasure. Seeing the joy and emotion on their faces as they finally captured the special moment was incredibly rewarding, highlighting the profound impact of making even the smallest dreams come true.



A food donation initiative for Holy House of Mercy's Centro de Reabilitação de Cegos also saw the donation of **500 food baskets**. Colleagues were encouraged to participate with their children who eagerly joined. The event was not only about providing essential supplies to those in need but also about teaching the younger generation the importance of empathy, generosity, and community service.

By involving children in such activities through Melco's Teaching Children Values initiative, the company hopes to instill in them a **lifelong commitment to helping others and making a positive impact in their communities**. This meaningful experience allowed both colleagues and their children to connect with the beneficiaries, fostering a deeper understanding of the challenges faced by others and the difference that kindness and support can make.

Teaching children positive life values

We also partnered with Macau Special Olympics to help fulfill the wishes of **differently-abled children and teens**. The young individuals expressed their dreams for books, board games, and new clothes. Melco colleagues and their children came together to obtain these items and personally delivered them to the youth beneficiaries, while also giving them a tour of Melco's play facilities at Studio City's Super Fun Zone, creating a joyful and memorable experience for everyone involved. The initiative highlights that even a small dream can mean a lot to these individuals; dreams don't have to be grand — sometimes, it's just a hot meal or a simple act of kindness that makes a significant impact.

Reach! for physical & mental health

Regular exercise is essential for physical health, stress reduction and overall wellbeing. In alignment with the SAR government’s emphasis on promoting physical and mental wellbeing, Melco’s Reach! Program, launched in 2022, promotes exercise and participating in community sports among colleagues. The program offers physical and mental health benefits, fostering camaraderie and belonging, while supporting overall wellbeing.

In the first half of this year, **over 500 Melco colleagues** have participated in the program’s plethora of activities, including sporting competitions, educational seminars, InBody health analyses services available at employee Heart of House areas, and a series of nearly 45 activity training sessions. Additional seminars and coaching programs covering topics as diverse as freediving, nutrition, child athletics and sports coach education are also in the pipeline for colleagues to join free of charge in the forthcoming months.

Reach! has further supported **28 colleagues’ participation in official sporting competitions** since the beginning of this year, with team members going on to win a total of **11 medals**, including **3 champion awards**, **2 first runner-up achievements** and **2 second runner-up awards**.



Melco also collaborates with Women’s General Association of Macau on the Feel Better Mental Wellness Programs, providing women with diversified psychological counseling support services while responding to the government's concern for promoting physical and mental health, helping women develop a positive attitude and to have the tools to safeguard and enhance their mental wellbeing.

Since its launch in 2021, Feel Better has benefited over **3,700 participants**, including through **128 seminar and small group sessions**, and **825 personalized development support sessions**.