

KEVIN BENNING

**SENIOR VICE PRESIDENT OF MELCO RESORTS & ENTERTAINMENT
AND PROPERTY GENERAL MANAGER OF STUDIO CITY**

Kevin Benning has more than 17 years of experience in the gaming industry. He was appointed Senior Vice President, Property General Manager of Studio City in December 2020. Before that, he oversaw City of Dreams Manila as Chief Operating Officer of Melco Resorts and Entertainment (Philippines) Corporation. He previously held senior executive roles at Resorts World Sentosa in Singapore and Sands China Limited.

Under Kevin’s leadership, Studio City has implemented diversified initiatives, of which some recent and key highlights will be presented below:



As Macau and Hong Kong’s first Dolby-Cinema, Studio City Cinema opened in June at a star-studded event featuring the cast of blockbuster “Twilight of the Warriors: Walled In”, with key members including Mr. Louis Koo, Mr. Richie Jen, Mr. Raymond Lam, Mr. Tony Wu and Mr. German Cheong.



STUDIO CITY WATER PARK

Designed by renowned architectural firm Zaha Hadid Architects, the USD1.2 billion Studio City Phase 2 project 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 purpose-built 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.

WINNING PATA GOLD AWARD FOR BEST MARKETING FOR 2ND YEAR RUNNING

Studio City Water Park was recognized by Pacific Asia Travel Association (PATA) Gold Award 2024 for **best Hospitality Marketing**. Created to promote the official launch of Melco's indoor water park, the Company implemented a **multifaceted on- and off-line marketing campaign** in 2023 to make a strong first impression and generate buzz to drive traffic from visitors from across the region. Studio City Water Park's winning nomination was among more than 100 entries submitted by 47 travel and tourism organizations and individuals by PATA's global panel of independent judges.





SANRIO CHARACTERS STUDIO CITY CARNIVAL

Starting in March this year, Studio City welcomed the most beloved Sanrio characters to take over the property. Themed afternoon tea sets were served aboard Studio City's Golden Reel Ferris wheel. Visitors searched out special photo-taking points throughout the property to capture moments with their favorite characters and shared them on social media to receive free Sanrio characters premiums.



The hugely popular launch helped Studio City attain **RECORD HIGH VISITATION** figures since the property's opening in 2017, further reinforcing the integrated resort's positioning as the **most diversified entertainment establishment in Macau.**