



Nomination for 2024 IAG Academy IR Awards

- **Category:** Best CSR Initiative Supplier
- **Organisation:** Aristocrat Gaming
- **Initiative:** Support for Asociacion De Damas De Filipinas

Core Value Alignment - Good Business, Good Citizen

Aristocrat Gaming's partnership with the Asociacion De Damas De Filipinas is deeply rooted in the company's commitment to being a responsible and engaged corporate citizen. The charity's mission to serve disadvantaged children by providing a nurturing environment that helps them grow into healthy, individuals aligns perfectly with Aristocrat's core value of "Good Business, Good Citizen."

More than Financial Support

Our involvement with Asociacion De Damas De Filipinas extends beyond simple financial support, encompassing a range of initiatives designed to bring joy and educational enrichment to the children. We also donate essential goods like rice, milk, fruit, vegetables, and cleaning supplies.

Each Christmas, we host a customer Christmas party, where customers are encouraged to bring gifts that are later donated to the orphanage. A week after the party, we organise a program featuring gift-giving, snacks, and games to spread festive cheer to the children. At other times of the year, we arrange workshops, such as painting sessions, and organise book donations, ensuring that the children have access to educational materials ranging for all ages.

Hands-on Approach

Over the past three years, this partnership has fostered a strong connection between Aristocrat, the orphanage, and the wider community. We are deeply involved in every visit, planning and facilitating activities to ensure that the children feel loved and supported. This hands-on approach has helped the children develop their potential in a caring and supportive environment, strengthening the bond between Aristocrat and the community.

Collective Brilliance

What sets this partnership apart is the way it engages not only Aristocrat employees but also the company's customers. The annual Christmas gift-giving event has evolved into a broader network of sharing and giving within the gaming industry, demonstrating how collective efforts can significantly impact the community. This partnership is a testament to Aristocrat's dedication to corporate social responsibility and its ongoing commitment to making a difference in the lives of others.