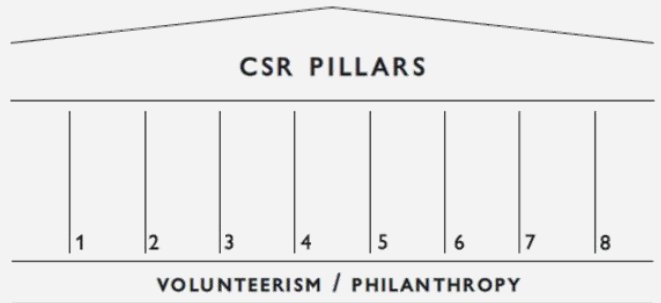


14. BEST OVERALL CSR INITIATIVE NOMINATION

CORPORATE SOCIAL RESPONSIBILITY AT MELCO

STRATEGIC APPROACH

- Focus on the communities in which we operate, with emphasis customized to each community;
- Bring proactive solutions to recognized social issues;
- Partner and collaborate with local NGOs, charities, academia, government departments, associations and other organizations;
- Develop unique and differentiated programs;
- Incorporate societal needs with business strategy, for a sustainable approach;
- Enhance economic prosperity of local suppliers and SMEs.



- 1. Youth 2. Education 3. Women 4. Environment
- 5. Culture and heritage 6. Responsible gaming
- 7. Whole person development 8. Small & Medium Enterprises

GOVERNANCE STRUCTURE - CSR STEERING COMMITTEE

- Led by Chairman and CEO
- A regular agenda item for the Melco board of Directors; monthly meeting with the Chairman
- Comprised primarily of local colleagues, meets monthly to review proposed initiatives
- Working committees meet more frequently for implementation.

| | |
|---------------------------|---|
| Executive sponsor | Chairman & CEO Lawrence Ho |
| Executive Champion | EVP Chief of Staff to Chairman & CEO Akiko Takahashi |
| Committee members | Representatives from all business units and departments |

PROGRAMS FEATURED

For this year’s submission, we will focus on several key and new initiatives, among the many programs and volunteer initiatives, they are-

1. **“Simple Acts of Kindness”** receiving wide recognition especially during Covid periods;
2. **“Teaching Children Values”** program aimed at young children to teach values of giving;
3. **“Splendors of China”** – program to instill knowledge on culture and economy of Macau’s biggest consumer base as well as to build national pride;
4. **“Reach”** (Physical well being) and **“Feel Better”**(Mental wellness)

“SIMPLE ACTS OF KINDNESS”

Shortly after the onset of COVID-19, Chairman & CEO Lawrence Ho deployed the workforce en masse to support the local community during work hours, encouraging all colleagues to care for the community through “Simple Acts of Kindness”.

Principle that little actions can have big impact, and that each and every one of us can do something positive.

- **Mobilized 33,000+ CSR participants** to volunteer from 2020-2022
- **Supported over 2,600 NGOs, associations, schools and nurseries**
 - o 843 NGOs/Associations
 - o 383 SMEs
- **Organized 3,400+ volunteer activities** (average 100 activities per month, up to 15 events per day)
- In 2024 Q1, collaborated with **40 organizations, NGOs, schools in 120+ activities** with **~900 volunteer participations** delivering **1,300 hours** to **7,100 beneficiaries**

SIMPLE ACTS OF KINDNESS includes:

- ~1,000 Melco volunteers knit 1,000 scarves and delivered to 10 local organizations
- ‘Adopt a Children’s Home’: redecorate, wall paint and repair four orphanages
- “Small Dreams”; realize small dreams of children in three orphanages
- 130 volunteers celebrated Christmas with 400 youth
- 160 volunteers performed beach and walking trail cleaning
- 1,000 volunteers visited 550 elderly in senior centers

SIMPLE ACTS OF KINDNESS – “TEACHING CHILDREN VALUES”

Melco’s “Teaching Children Values” initiative hopes to **teach children important life values through volunteerism**, to instill a **lifelong commitment to helping others** and making a positive impact in their communities. This increases our volunteering efforts, in addition to providing family time together doing good things. In 2024, a total of **30 volunteering activities** have been arranged to **80 young children** and **63 family members volunteers**.



Donating food baskets and their ideal desired gifts to beneficiaries - fulfilling their ‘Small Dreams’



Delivering popcorn and drinks during community cinema day



Treeplanting in collaboration with IAM



Animal shelter visit and cleaning



Contributing to MSO Flag Day


PHYSICAL & MENTAL WELLNESS

“REACH! ATHLETE NURTURING PROGRAM”

Reach is an internal support system for the physical wellness. This is both a CSR and an colleague nurturing program. The purpose of Reach is to provide mentoring and technical support on how to be physically fit; providing technical support for competing athletes on training, mental sustainability and motivation, nutrition, technique.

Resent Results: our colleagues have won many of the physical competitions - FAOM Charity Run, Macao International Dragon Boat Races, Martial Arts Open, Macao Women’s Sports Festival and many more.

RESULTS SINCE 2022 LAUNCH:

 **8,243** colleagues participated

 **41** elite sport players Identified

 **422** training sessions held

 Participated in **70** competitions

 **12** awards won

“FEEL BETTER MENTAL WELLNESS PROGRAM”


Launched in 2021 in collaboration with Women’s Association, primary purpose of program is to provide support on mental wellness. Every month, at the Heart of House at the properties, offer an average of four monthly mental health workshops, a total of 88 seminars for our colleagues to help them recognize the importance of mental wellness. The program is now extended to colleagues’ family members and the community.

RESULTS SINCE 2021 LAUNCH:

 **3,700** participants

 **128** seminar & small group sessions

SURVEYS OF PARTICIPANTS INCIDATED:

 **97%** changed in perspective and understanding of mental health

97% seminars helped manage mental health more effectively

CULTURE & HERITAGE: "SPLENDORS OF CHINA"



Launched in 2016, the program focused on understanding the Chinese culture, economy, and values through idioms.

This achieves two purposes:

building on national pride for those with Chinese heritage, and teaching culture and **understand the 90% of our customer base.**

Melco National Culture Handbook

- Mandatory training for online training
- Annual new programs on-line, including Chinese idioms to understand its values, which can be transferred to service, community and family;
- Get stamp for every completed course and join lucky draw to visit heritage sites in China
- Almost 99% colleagues' participation per year.



Melco Star Youth Competition

- Open to all primary, secondary, kindergartens across Macau
- **A total of 56 schools and arts organizations entered ~300 acts into the contest.**
- Diversification of industry by starting young, as well as providing cultural awareness.
- For diversification of talent, world leading entertainment experts will join judging panel for 2024, including **Giuliano Peparini**, Artistic Director of "The House of Dancing Water" and **Kriman Benbella**, Founder and Creative Director of The Planet Entertainment; **Mr. Shanqi**, renowned Chinese musician and producer; **Professor Xu Qing**, former associate professor of the People's Liberation Army Art College; **Mr. Vincent Lu Jia**, Macao Orchestra Principal Cello; and **Ms. Hu Chengfeng**, former judge of elite projects of China.



Melco Han Hero Knowledge Competition

- Title sponsor for fourth consecutive year
- 42 participants from 14 teams from local primary and secondary schools took part in the 2-day competition.
- 7,259 colleagues completed online Han Hero Quiz for knowledge enhancement

