



MGM Co-organizes Chinese Consumer Behavior Seminar with University of Macau

Recognizing Mainland Customers' Needs for Advancing Macau's Economic Recovery

MGM has launched different initiatives to motivate team members and industry peers to understand our Country, including mainlanders' consumption habits and preferences which are crucial for mapping out effective marketing strategies and plans to revive the economy. Following its success in organizing the "Seminar on Chinese Lifestyle and Consumer Behavior" with a mainland university in late 2019, MGM this year collaborated with University of Macau (UM) to hold the "MGM Talent Development Series Seminar – Chinese Consumer Behavior: Challenges and Trends". Advised by the Economic Affairs Department of Liaison Office of the Central People's Government in the Macau SAR, the event proved a worthy occasion for participants to enrich their understanding of consumer behavior in China. It also provided illuminating details for the city's tourism industry to capture emerging opportunities as mainland residents resume visiting Macau.

"MGM Talent Development Series Seminar – Chinese Consumer Behavior: Challenges and Trends" was held at MGM COTAI Ballroom with over 200 people participating. The guests included Zuo Xianghua, Director of Economic Affairs Department of the Liaison Office of the Central People's Government in the Macau SAR; Chan Ioc Sut, Head of Research and Investigation Department of the Gaming Inspection and Coordination Bureau; Amy So, Head of Research and Planning Division of the Macau Government Tourism Office; Jean Chen, Dean of Faculty of Business Administration (FBA) of UM; Lawrence Fong, Assistant Dean of FBA of UM; Cherie Chow, Associate Professor of FBA of UM; Liu Guanhua, Executive Director of Shenzhen Overseas Chinese Town Tourism Destination Limited Company (joined virtually); Zhang Xianchun, Dean of Belt and Road International School of Guilin Tourism University (joined virtually); Wendy Yu, Executive Vice President of Human Resources and Tian Han, Senior Vice President of Gaming Operations & Strategic Marketing of MGM.

The event started with "Sharing on Chinese Consumer Behavior – Challenges and Trends" hosted by Cherie Chow. It was followed by a panel discussion moderated by Lawrence Fong, with guests Jean Chen, Cherie Chow, Liu Guanhua and Tian Han giving their views on different subjects. With a focus on consumer research in Mainland China and Macau – the latter of which centered around integrated resorts, participants were able to understand the difference of consumer behavior and habits between the two areas. The information would help optimize strategies in brand positioning, tailor-made service, advertising and



promotional activities, which will enhance the sustainable development of Macau's integrated resorts.

Jean Chen, Dean of FBA of UM said, "The integrated resorts industry not only serves as the economic backbone in Macau, it also fully drives the development of peripheral industries. Co-organizing with MGM, this seminar created a platform for industry professionals and scholars to explore on topics such as Chinese consumer behavior, digital transformation of the industries and post-pandemic economic situation, facilitating the recovery of Macau's economy. I look forward to similar events in the future, joining hands with enterprises to push forward the economic diversification of the city."

MGM has been working closely with UM for more than a decade. Besides partnering with UM to launch certificate programs, visits and forums, MGM has supported the university's study tours to Las Vegas since 2005. Participating students toured the properties of MGM Resorts International and met with senior management, allowing them to gain a deeper understanding of integrated resorts.

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About MGM

MGM is an abbreviation for MGM China Holdings Limited (HKEx: 2282) and is a leading developer, owner and operator of gaming and lodging resorts in the Greater China region. We are the holding company of MGM Grand Paradise, SA which holds one of the six gaming concessions/subconcessions to run casino games in Macau. MGM Grand Paradise, SA owns and operates MGM MACAU, the award-winning premium integrated resort located on the Macau Peninsula and MGM COTAI, a contemporary luxury integrated resort in Cotai, which opened in early 2018 and more than doubles our presence in Macau.

MGM MACAU is a Forbes Five-Star luxury integrated resort inspired by the arts with every element of the resort infused with creativity and style. MGM MACAU has approximately 600 guest rooms and suites and boasts a number of distinguishing features, including the architecturally stunning European-inspired Grande Praça, housed under a soaring glass ceiling. MGM MACAU's world class facilities include the MGM Art Space, dedicating over 5,000 square feet to display authentic works of art, conference and event facilities, spa, and seven signature restaurants and bars to fulfill any gastronomic craving. Our property is conveniently located on the Macau Peninsula and is directly connected to the luxury retail shopping complex, One Central.

MGM COTAI is the latest integrated resort of MGM in China. Designed as the "jewelry box" of Cotai, it offers approximately 1,400 hotel rooms and suites, Asia's first dynamic theater,



meeting space, high end spa, retail offerings and food and beverage outlets as well as the first international Mansion at MGM for the ultimate luxury experience. The Spectacle at MGM COTAI becomes the record holder of the largest free-span gridshell glazed roof (self-supporting) on January 19, 2019, making it the first architectural and structural GUINNESS WORLD RECORDS™ title for Macau, China. MGM COTAI is being developed to drive greater product diversification and bring more advanced and innovative forms of entertainment to Macau as it grows as a global tourist destination. MGM COTAI is the only mega complex and hotel in Macau to gain three-star certification in both Green Building Design and Operation Label, as well as the first hotel in the Greater Bay Area and second in Greater China to receive the certifications.

MGM China Holdings Limited is majority owned by MGM Resorts International (NYSE: MGM), one of the world's leading global hospitality companies, operating a portfolio of destination resort brands including Bellagio, MGM Grand, Mandalay Bay and The Mirage.

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