



## **MGM and Tech Enterprises Collaborate to Foster the Development of Smart City in Macau**

*Deepen “Tourism+Tech” Integration to Propel Digital Transformation in Hotels*

In alignment with the Macau government’s policy to develop a smart city, MGM joins hands with two local high-tech enterprises to carry out smart upgrades at MGM’s properties. The digital enhancements are instrumental in elevating MGM’s hotel and marketing operations, meeting the demand for technologies among today’s travelers. The two partnerships exemplify a deepened “Tourism + Tech” synergy, through which MGM can offer guests an enhanced service, and facilitate smart hotel development in Macau and the Greater Bay Area (GBA).

MGM and Pachira Enterprises Limited (Pachira) inked a strategic cooperation framework agreement earlier in December. The collaboration will see a set of technological upgrades at MGM like automated room reservation service utilizing AI-powered voice agents, smart dial-in & dial-out system and smart marketing, etc. Pachira Times (Zhuhaihengqin) Information Technology Co. Ltd, the parent company of Pachira, is an AI-oriented tech company in the Mainland that specializes in tech solutions like voice data analysis and intelligent voice recognition, with over 100 patents and software copyrights. MGM strives to draw on technologies to elevate the guest experience, meet the needs of tech-savvy tourists, and enable team members to better engage with our guests.

On the same day, MGM and DigitalBay, an emerging digital marketing SME founded by a young entrepreneur in Macau tapping innovative approaches, also entered a partnership to jointly explore growth opportunities. Under the collaboration, the “MGM Room Service Mini Program” will be integrated with DigitalBay’s latest WeChat community marketing SaaS product “Interactive Marketing Cloud.” This is a tactic to enhance the digital marketing regime of MGM, bringing in more prospective customers.

As a pioneer in cultural tourism, MGM offers a wealth of innovative entertainment experiences through its ethos of “Originality + Innovation + Technology.” To further uplift its service, MGM will continue to explore more cutting-edge approaches and strengthen its collaboration with local tech enterprises. The company will press on with “tourism + tech” endeavors to help develop Macau into a smart city for residents and premier destination for tourists.

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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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