



MGM and Industrial Association of Macau Collaborate to Launch “MGM Macau Premium Product Promotion Program”

Building Brand Awareness for Made-in-Macau Products to Expand Market for SMEs

MGM has been proactively supporting the development of local small and medium-sized enterprises (SMEs). To further promote Macau brands, MGM and the Industrial Association of Macau today officially launched the “MGM Macau Premium Product Promotion Program”, which is advised by Economic Affairs Department of the Liaison Office of the Central People's Government (CLO) in the Macao SAR, supported by Economic and Technological Development Bureau (DSED), Macao Trade and Investment Promotion Institute (IPIM), Macau Productivity and Technology Transfer Center (CPTTM) and Macau Union Suppliers Association. By strategically tapping into MGM’s competitive edges, the Program will adopt an overarching approach – including increasing purchases, upgrading business, utilizing the impact of social media influencers and more – to maximize exposures for “M-Mark”, Macau brand and Made-in-Macau products, in a bid to elevate the competitiveness of SMEs and build-up reputation of homegrown brands. The pivotal objective is to encourage the Macau’s industrial transformation and enhancement, with an aim to achieve Macau’s economic diversification.

The inauguration ceremony was attended by near 150 guests at the Ballroom of MGM COTAI, and officiating guests included: **Mr. Chui Yuk Lum, President of the Industrial Association of Macau; Mr. Yang Yi, Deputy Director of the Economic Affairs Department of the CLO in the Macao SAR; Mr. Chan Weng Tat, Acting Director of DSED; Mr. Joe Chan, Senior Manager of the Investor Service Department of IPIM; Ms. Victoria Kuan, Director-General of CPTTM; Ms. Sunny Ip, Chairman of the Macau Union Suppliers Association; and Mr. Kenneth Feng, President, Chief Strategic and Financial Officer of MGM.**

Mr. Kenneth Feng, President, Chief Strategic and Financial Officer of MGM, said, “As MGM truly believes that innovative and energetic SMEs are a key force to stimulate Macau’s economic diversity, we always support local brands to upgrade themselves to keep up with the market. As Macau is entering into a new era of development, we step up our SME support and join hands with the Industrial Association of Macau to introduce the ‘MGM Macau Premium Product Promotion Program’. Through the cooperation between public and private sectors, the program will roll out a series of practical supporting schemes to help local brands achieve high-quality development. Ultimately, this will help SMEs and their ‘Made-in-Macau’ products to enter the mainland China market.”

Mr. Chui Yuk Lum, President of the Industrial Association of Macau, said, “We are thrilled to collaborate with MGM to promote Macau brands and expand business for local



SMEs. Recognizing that SMEs are the backbone of Macau’s economic development, we hope to discover more new ways to support the sustainable development for local SMEs together with MGM.”

At the event, MGM inked a purchase agreement of over MOP 1 million with Long Tin Group (Long Tin), a decades-old local brand specialized in Cantonese barbeque and preserved meat, as a pragmatic gesture to fulfill the Company’s commitment of increasing “M-Mark” related SME purchase. MGM and Long Tin will develop a lineup of new crossover products of preserved meat and sausage, available for sale at MGM’s retail locations. The two parties will also apply “M-Mark” for these products in an effort to add more “M-Mark” products to the market.

With MGM’s continuous support towards the “M-Mark” scheme co-organized by Industrial Association of Macau and CPTTM, the Company has previously encouraged and helped its suppliers to achieve “M-Mark” certification. Considering that the majority of “M-Mark” applicants are SMEs from the food industry, MGM signed an agreement of cooperation with CPTTM to co-organize the “MGM Food Hygiene and Safety Management Course”. Participants will receive the internationally recognized HACCP training certificate upon completion of the program and passed its examination, which are fully funded by MGM.

On top of increasing purchase amount and introducing food safety management program, MGM, the Industrial Association of Macau and CPTTM have started a new round of visits to the local SMEs, in view of encouraging them to apply for “M-Mark”. The Program will also roll out a series of strategic promotions, one of them being the promotion of “MinM Plaza”, a retail and exhibition center for high-quality “Made-in-Macau” products setup by the Industrial Association of Macau to the mainland Market. MGM will give out a MOP100 vouchers of “MinM Plaza” along every hotel package booking made through MGM’s official Wechat shop, C-trip and Meituan within a limited period, which will attract more visitors and increase cashflow for “MinM Plaza”. MGM also plans to organize roadshows at the back-of-house areas of its properties with “MinM Plaza” to promote “M-Mark” products to over 10,000 team members.

Increasing online exposure is also another key focus of the Program. MGM has funded and produced a series of short videos, titled “Macau’s Hustle and Bustle”, to promote “M-Mark”, Macau brands and “Made-in-Macau” products in “MinM Plaza”. The series was premiered during the event and will also be uploaded onto MGM’s official RED account and other online platforms to attract visitors. At the same time, MGM will continuously invite a total of 30 KOLs to promote “MinM Plaza” through social media postings and livestreaming.

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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 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 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, ARIA, MGM Grand, Mandalay Bay and Park MGM. For more information about MGM Resorts International, visit the Company's website at www.mgmresorts.com.

For media enquiries, please contact:



Jessie Kuan
Director of Public Relations
MGM
Tel: (853) 8806 3412
Email: jessiekuan@mgm.mo

Karen Lam
Senior Corporate Relations Manager
MGM
Tel: (853) 8806 3421
Email: karenlam@mgm.mo