



“hush! Beach Concerts x Urban Yo~ga Wellfest” Concluded

Featuring a Star-studded Lineup of Yoga & Fitness Instructors

Macau’s First Wellness Mega Event to Foster Local Health Industry

Macau’s first outdoor yoga and music mega event "hush! Beach Concerts x Urban Yo~ga Wellfest", co-organized by the Cultural Affairs Bureau and MGM, concluded successfully over the weekend (November 4-5). The event had been well received, drawing a total of over 20,000 local and international visitors. The multi-disciplinary festival marks the debut of MGM’s wellness IP Program “Urban Yo~ga Wellfest” – which integrates tourism, health and music industries along the natural coastal Hac Sa Beach through the creation of breezy and cozy outdoor yoga and fitness experiential zones. Leveraging MGM’s international network, the event brought together a stellar line-up of over 40 internationally renowned yoga and fitness coaches to Macau, delivering a wide range of world-class wellness classes onsite.

Catarina Lio, Senior Vice President of Brand Marketing of MGM, said, “The ‘Urban Yo~ga Wellfest’ represents MGM’s endeavours to present a wellness event in scale that embraces public participation. We have tailored a diverse range of outdoor venues and classes to meet the varying needs of participants of all types and ages, by bringing the globally-practiced wellness activity yoga to Hac Sa Beach and drawing on its natural resources. Through the mega event, we aim to permeate the well-being concept into the local community, sparking public interest in health, and generating demand to drive the sustainable development of Macau’s wellness industry. This event not only acts as a platform for international exchanges to propel the advancement of the local wellness industry, but also showcases Macau’s allure as a diverse tourism and sports city.”

Macau yoga instructor Katherine Cheong, said, “This event has provided a global platform for the local yoga and fitness industry, giving us precious opportunities to demonstrate our capabilities to the international audiences. The event has multiple themed zones that allow participants to choose classes based on their preferences and skill levels. This personalized approach has helped me reach a wider pool of prospective clientele and enhance my visibility in the market. It also opens up new business opportunities for the entire wellness industry here in Macau.”



Josh Kramer, an internationally certified yoga instructor from New Zealand said, “It is my honor to be invited by MGM to be an instructor at such a significant event for Macau. This is my first trip here, and I am grateful for this opportunity to meet such a large community of people who are passionate about yoga, fitness and wellness. People come all the way from all over the world to here, including Asia, the US and Australia and more. Macau is now recognized as a global destination for wellness tourism. It is inspiring to see the international yoga community come together to embrace this opportunity. I have no doubt this is only the first of many more incredible experiences to be hosted in Macau and I look forward to returning soon. ”

Renowned Hong Kong yoga instructor Coffee Lam said, “This event takes place in the natural coastal environment of Macau, where MGM makes full use of various outdoor resources like beautiful beaches and lawns surrounded by lush green trees, to create diverse wellness experiences. The integration of various sites within one event offered a unique experience in the global yoga tourism market. The event provided me a valuable opportunity to exchange insights on healthy living with international yoga instructors and enthusiasts, and we spent a rejuvenating weekend together. It also provided us with a fresh perspective to appreciate the cultural charm of Macau, making this wellness journey even more memorable. I look forward to having the opportunity to return to Macau next year and participate again.”

The “Urban Yo~ga Wellfest” features a star-studded lineup of internationally renowned instructors. MGM invited over 40 globally acclaimed yoga and wellness instructors to be instructors onsite. In addition to the aforementioned coaches, the line-up also included the MMA legend as well as one of the popular contestants in the Netflix reality competition “Physical 100” **Choo Sung-hoon** from Korea; popular fitness trainer **Jordan Yeoh** from Malaysia; fitness and yoga instructor who represented Australia at the World University Games **Amanda Bisk**; former gymnast of Swedish national team **Charles Fritzen**; and Yoga Alliance RYT certified instructor **Ivy Wang** from Mainland China.

The Wellfest features three thematic zones - Zen Garden, Fit District, and The Playground. All courses were taught by international stellar instructors, covering traditional yoga practices and innovative wellness techniques. Other highlights include Macau’s first-ever Gong Bath outdoor experience, SUP YOGA class and large-scale dance class that could accommodate 200 participants. Participants can immerse themselves in a wide range of yoga, fitness, dance, meditation, and other wellness workshops based on their individual preferences.



The collaboration of MGM and the Cultural Affairs Bureau (ICM) had brought together MGM's original IP program – "Urban Yo~ga Wellfest" and the city's largest pop-music event with over 15 years of history – "hush! Beach Concerts". A series of music and wellness activities were held in various districts of Macau from October 27 to November 5. To further amplify the entertaining experience, MGM further joined hands with ICM to co-organize the "Music Cruise" on the MGM "Macau Cruise". This extension of arts & music experience saw performing guests present "Mini Concerts" on board, combining the land and sea routes to further diversify the mega event's venues and experiences. It allowed participants to traverse between Barra and Coloane via the sea route. After completing yoga and music activities, participants could take the sightseeing cruise to enjoy a walking tour around the world heritage sites of Barra.

The "Urban Yo~ga Wellfest" is a flagship event of MGM's wellness tourism programs. In order to further promote the development of the wellness industry in Macau, MGM will be hosting another wellness event – Macau's first "WellFitXplore" at MGM Cotai from November 13 to 15. Over 300 wellness professionals from the Asia-Pacific region will come together in Macau to explore the latest industry trends and participate in training and industry exchanges.

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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.

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