



MGM, AIM and BOC Macau Join Hands to Launch the “Shop Macau Fun Macau!” Campaign

Supporting Made-in-Macau, “M-mark”, Halal Food, Macau Brand and Macau Design Products

To bolster the sustainable development of local SMEs, MGM has collaborated with the Industrial Association of Macau (AIM) to run the “MGM Macau Premium Product Promotion Program” since 2023 – designed with various approaches to promote Made-in-Macau, “M-Mark” and Macau brand products. With the aim to help Macau brands further boost their online and offline exposure and expand business scopes, MGM, AIM and BOC Macau, join forces to roll out the “**MGM Macau Premium Product Promotion Program 2024 - Shop Macau Fun Macau! Campaign**” (Campaign), with the support of the Economic and Technological Development Bureau (DSEDT) of Macao SAR. The Campaign is designed with the distribution of e-coupons through the BOC Macau App, conducive to maximizing sales and recognition of Macau products, and establishing the reputation for local brands.

The Campaign spans from July 20 to August 31, 2024, in which MinMPlaza MOP25 e-coupons will be distributed daily via the BOC Macau App. Once a single purchase of MOP75 or above at MinMPlaza is made and paid with the BOC Macau App, the customer will enjoy an instant MOP25 deduction with this e-coupon. The opening ceremony of the Campaign was held today (July 17) at MGM MACAU, with officiating guests including **Tai Kin Ip**, Director of the DSEDT of Macao SAR; **Chui Yuk Lum**, President of the AIM; **Chan Weng Tat**, Deputy Chief Executive of Bank of China (Macau) Limited; **Victoria Kuan**, Director-General of the Macau Productivity and Technology Transfer Center (CPTTM) and **Kenneth Feng**, President and Executive Director of MGM China Holdings Limited.

Kenneth Feng, President and Executive Director of MGM China Holdings Limited, said, “As this year marks the joyous celebration of the 75th anniversary of the founding of the People's Republic of China and the 25th anniversary of the Macao SAR, it is our honor to jointly organize this Campaign with AIM and BOC Macau to offer e-coupons in the summer peak season, bringing MOP25 discount for customers who make a single purchase of MOP75 or above at MinMPlaza. As the program leverages the trend of e-payments, we aspire to not only attract a wider range of customers especially the younger generation to visit MinMPlaza, also known as the hub of Macau products, but also allow them to appreciate Macau brand, Macau design as well as Made-in-Macau products.”

Chui Yuk Lum, President of AIM, said, “AIM has received support from MGM since last year as we co-organized the ‘MGM Macau Premium Product Promotion Program’. The Program not only promoted Macau’s high-quality products and services through various channels, but also built up the reputation of Macau brands. As MGM’s support has brought more opportunities and possibilities to us, we are delighted to collaborate with MGM again this year, together with BOC Macau to launch the ‘Shop Macau Fun Macau! Campaign’, which we believe will increase the popularity and exposure of Macau products while attracting more customers to visit the MinMPlaza.”



Chan Weng Tat, Deputy Chief Executive of Bank of China (Macau) Limited, said, “BOC Macau has always been actively supporting the 1+4 diversification development strategy of the Macao SAR, continuously strengthening our collaboration with the government, integrated resorts and associations. Through this campaign’s line-up with MGM and AIM, we hope to contribute to the development of local SMEs and promote Macau’s economic diversification. Meanwhile, BOC Macau will strive to enhance our digital service and products, providing local SMEs with more efficient and diversified integrated financial service.”

In addition, MGM produced a promotional video for MinMPlaza and the Campaign, which will be broadcasted on more than 700 buses and online platforms such as Xiaohongshu, Douyin, Facebook and Instagram. In 2023, the Company invited 38 KOLs to visit MinMPlaza, generating 70 social posts with a total viewership of 20 million. This year, MGM will continue to invite KOLs and bloggers from Macau, Mainland, Hong Kong and surrounding regions to help promote the high-quality Macau products at MinMPlaza and at other SMEs.

The “Shop Macau Fun Macau! Campaign” is an integral part of the “MGM Macau Premium Product Promotion Program 2024” – with objectives to build brand awareness for Macau products and foster the city’s economic diversification. Through this program, MGM, together with AIM and CPTTM, constantly pay visits to local SMEs and encourage them to apply for “M-Mark” certification. Among these visits, one of the local SMEs, the Gourmet House Macau Ltd. has obtained the “M-Mark” certification recently. Additionally in May, MGM once again collaborated with CPTTM to co-organize the “MGM Food Hygiene and Safety Management Course” – in which MGM fully funded 24 local SMEs to complete the course and gain HACCP training certification, paving a solid foundation for them to attain “M-Mark” certification. Besides, MGM also provides Halal-certified food for guests in need through banquets and in-room dining services, as part of its approaches to expand international source markets and elevate service quality.

Apart from this Campaign, MGM invited six SMEs from MinMPlaza to hold a 4-day roadshow at the back of houses of MGM MACAU and MGM COTAL in June. It received enthusiastic support from team members who made purchases of the related products. In 2023 alone, the Company has hosted 74 back-of-house roadshows for 36 SMEs with over MOP 4 million in sales.

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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.



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