

For immediate release

## **Lisboa Brand by SJM named Most Valuable Brand in 2014 Business Awards of Macau**

(Macau, 24 November 2014) The Lisboa brand of Sociedade de Jogos de Macau, S.A. (“SJM”) won the “Most Valuable Brand” Award in the 2014 Business Awards of Macau. The awards ceremony and gala dinner was held at the Grand Ballroom of Grand Lisboa Hotel last Friday.

Dr. Rui Cunha, Director of SJM, received the award on behalf of the company. He thanked the judges for bestowing the honour on SJM and on the famous Lisboa brand, “We are proud to carry on the tradition that began when Dr. Stanley Ho chose the name ‘Lisboa’ for the hotel and casino that opened 44 years ago, and was carried to new heights with the Grand Lisboa, which celebrated its seventh anniversary this year. Our Lisboa brand name, which is associated throughout the world with Macau’s tourism industry, will of course be applied to our integrated resort on Cotai, and we trust that, starting in 2017, all of you will frequently enjoy the Lisboa Palace.”

Dr. Ambrose So, Chairman of the Board of Directors of SJM commented, “As a locally-rooted institution SJM highly values the recognition conferred by the Macau Business Awards initiative. Though the company operates locally, our customers are international, and we appreciate our brand being recognized far beyond Macau for quality tourism and entertainment.”

The Lisboa brand goes back to 1970, when it was applied to the flagship property, Hotel and Casino Lisboa, built by Dr. Stanley Ho – Macau’s first integrated resort, which combined lodging, dining, shopping and entertainment with gaming. Over the succeeding decades, the Lisboa brand name established positive recognition throughout the region, known to Macau’s many visitors as the destination for entertainment within the destination of Macau.

In 2007, SJM added another landmark next door: the Grand Lisboa Hotel and Casino which embodied Macau’s symbol, the lotus flower, into the design. The two Lisboa properties make up the only complex in the world which has four Michelin-starred restaurants, and a wine list that features over 14,500 labels, the majority of which are rated over 91 by the Wine Advocate (Robert Parker). Grand Lisboa alone operates two three-star rated restaurants, The Eight and Robuchon au Dôme. The hotel’s modern steakhouse The Kitchen carries one Michelin star, while the Noodle & Congee Corner is acknowledged with a “Bib Gourmand” for its good value in top-quality cuisine. The ratings appeared in the latest edition of the *Michelin Guide Hong Kong & Macau* released in early November.

In February 2014, SJM unveiled the name of its next major resort development on Cotai, the Lisboa Palace, which will offer three hotels – Lisboa Palace Hotel, Palazzo Versace Macau and KARL LAGERFELD as well as other first-class facilities for shopping, dining and entertainment and a casino. The 2013 Annual Report of SJM Holdings with the Lisboa Palace as its cover design won a Silver Award for the company in the category of cover photo / design in the 2014 ARC International Awards, as the only winner in the sector of gaming – casinos & hotels.

In addition to being the winner of the “Most Valuable Brand” Award, SJM also received an Excellence Award in the category of “Corporate Social Responsibility” on the same evening. Mr. Francis Law, Human Resources Manager of SJM, received the award for the company. He remarked, “‘From society to society’ is a core value of SJM. We will continue with our efforts in supporting education, arts and culture, sports and other charitable activities for the benefit of the entire community.”