



澳門博彩控股有限公司
SJM HOLDINGS LIMITED

incorporated in Hong Kong with limited liability Stock Code : 880

Our Purpose

To achieve sustainable long-term growth in shareholder value by delivering top-tier casino gaming, leisure entertainment and hospitality services to customers.

Our Values

Excellence: We strive to deliver excellence in service to our customers.

Long-Term View: We look beyond the present to deliver future value.

Passion: We are passionate about our business.

Integrity: We act in good faith with all of our stakeholders.

Caring: We care about people and society.

Key strategies

As a leading operator, owner and developer of casinos and related businesses in Macau, our key strategies for delivering this purpose are as follows:

- We will continue to build, own and manage or invest in casinos and related businesses in Macau, as permitted by government regulation.
- We will continue to improve our existing businesses in a cost-effective and sustainable way.
- We will remain focused principally on Macau, while selectively considering opportunities for future expansion in the Asian region.
- We will maintain a strong financial position, with a view to sustainable long-term growth.

Company Culture

- We apply the highest standards of excellence to casino gaming, leisure entertainment and hospitality services to customers.
- We recognize that profitability is essential to our future success.
- We strive for customer satisfaction all of the time.
- We provide a supportive work environment and treat each other with respect and dignity.
- We recognize and appreciate the hard work and contribution by employees.
- We contribute positively to our communities and the environment.

Approved by the Board on 28 February 2022