

For Immediate Release

SJM “Spreading Warmth Mid-Autumn Outreach Programme” Benefits Approximately 2,600 People

Upholding the Spirit of Mutual Support and Delivering Festive Care

(Macau, 24 September 2026) — With the Mid-Autumn Festival approaching, SJM Resorts, S.A. (“SJM”) upholds its philosophy of “From the society, For the society”. From September 1 to September 24, SJM launched its 2026 “SJM Spreading Warmth Mid-Autumn Outreach Programme” series of activities. SJM organised a volunteer team totaling nearly 100 person-trips to visit various social welfare institutions and vulnerable groups across Macau. In total, they visited 850 households, delivered gift packs and festive blessings to approximately 2,600 beneficiaries, spread festive joy and community care, and earnestly promoted the fine tradition of mutual support.

Spreading Community Care to Diverse Groups

For years, SJM has remained deeply committed to the community. This visit campaign reached numerous social welfare organisations and communities across Macau, with beneficiaries covering diverse groups such as children, youth, individuals with special needs, and the elderly. Beneficiaries included the Child Protection Centre of the Against Child Abuse (Macau) Association, the Macau Down Syndrome Association, the Macau Special Olympics, Escola De S. José De Ká-Hó, the Macau Association of the Hearing Impaired, as well as elderly residents living alone, single-parent families, and low-income families. Through group visits, volunteers listened to their daily needs and aspirations, ensuring that the company's care effectively reaches the grassroots level.

Youth-Elderly Integration Bringing Warmth to Care Homes

SJM and the Macau Holy House of Mercy co-organised the “My ElderFriend Programme”, continues on a regular monthly basis. To celebrate the Mid-Autumn Festival, the September’s visit featured a special Mid-Autumn theme. The SJM volunteer team visited the Our Lady of Mercy Home to make traditional Mid-Autumn handicrafts together with the seniors and brought extra joy through interactive riddle games, allowing the residents to experience a rich traditional festive atmosphere amidst laughter and cheer.

Additionally, on September 13, SJM teamed up with Caritas Macau youth to visit the Asilo de Betânia, delivering wonderful musical performances and interactive mini-games for the seniors. Set to soothing Mid-Autumn melodies and cheerful laughter, the seniors joined in by humming along to the rhythm, filling the venue with a warm holiday atmosphere.

Rooted in Macau for Six Decades Practicing Corporate Social Responsibility

Rooted in Macau for over 60 years, SJM has consistently cared for different groups in society through various community care activities while vigorously promoting the virtue of respecting and caring for the elderly. This Mid-Autumn visit campaign not only delivered festive care to diverse communities but also provided a performance platform for local youth to showcase their talents, further boosting their confidence. At the same time, it cultivated the virtue of respecting the elderly among the younger generation during the reunion festival, jointly building an inclusive and harmonious community where generations support one another.

###



The 2026 “SJM Spreading Warmth Mid-Autumn Outreach Programme” organised SJM volunteer team totaling nearly 100 person-trips to visit various social welfare institutions and vulnerable groups across Macau. In total, they visited 850 households, delivered gift packs and festive blessings to approximately 2,600 beneficiaries.



Through group visits, SJM volunteers listened to their daily needs and aspirations.



SJM and the Macau Holy House of Mercy co-organised the “My ElderFriend Programme” featured a special Mid-Autumn theme visit.



SJM teamed up with Caritas Macau youth to visit the Asilo de Betânia, delivering wonderful musical performances and interactive mini-games for the seniors.