

Press Release

**Preserving Heritage and Propelling Innovation
To diversify economy and promote broad-based local developments
Building Macau as a world centre of tourism and leisure**

(17 December 2022, Macau) At the Press Conference held today, SJM Resorts, S.A. (“SJM”) presented a MOP14.033 billion investment blueprint, out of which MOP12 billion has been earmarked for expanding international tourism and non-gaming tourism elements. SJM has reinvented and rebuilt itself upon the firm foundation which was laid 60 years ago, fully aligning with China’s national development plan and Macau Government’s dedication to enhance Macau’s positioning as a World Centre of Tourism and Leisure. The plan involves reinventing SJM’s inherent advantages on multiple fronts, including its unique heritage, strategic tourism assets, and network strengths, as well as investing in new non-gaming attractions, to fully harness “Tourism+” cross-sector synergies with the vision to accelerate all-rounded economic diversification and capitalize upon global tourism revival.

Community Tourism

Modern day tourists desire genuine connections with a destination that enables them to fully immerse in its history and culture. Leveraging SJM’s location and network advantages, it will launch a “Macau Historic Centre Revitalization Plan” which involves comprehensively re-engineering its downtown presence and tourism offerings within it.

The Plan will see the San Ma Lo area, which runs from Lisboa and Grand Lisboa city centre to Ponte 16 of Inner Harbour, redeveloped into a thriving cultural district with a strong sense of local community. It will include overhauling the interior of Hotel Lisboa to offer tourism and leisure facilities such as dining, retail, and children's entertainment to complement the refurbishment works of the adjacent Grand Lisboa Hotel, and creating a riverfront food street under the theme of “from land to sea” which spans from Pier 14 to Pier 16. It is envisaged that pedestrians district will be delineated to hold large-scale events such as special festive markets and Macau Wine and Dine Festivals to place Macau under global spotlight. Moreover, the “Casino Macau Palace” will be restored and revitalized. Docked at Pier 14, it will include dining establishments, shops and gaming culture exhibitions. Not only will the location revive Old Macau allure for visitors, but will bring significant footfall to local small and medium-sized businesses thereby generating spill-over benefits to the entire economy.

Sports Events

Sports is a powerful catalyst for tourism and economic development as well as destination branding. SJM will focus its growth efforts on football, tennis, and golf among others, three of the top 10 most popular sports worldwide. The goal is to introduce anchor sports events on Macau’s annual event calendar. In 2021, China’s prominent tennis event “CTA Tour SJM Professional Finals (Macao) and National Tennis Championships” was successfully brought to Macau by SJM as a recurrent event. Plans are also underway to host the Macau Open Golf Championships on an annual basis. In the future, SJM will be title-sponsoring invitational soccer matches between top teams from major leagues in Asia and around the world. In anticipation of the 2023 Asian Games and the 2025 Guangzhou-Hong Kong-Macau Games, a series of martial art activities will be launched to promote Chinese national heritage to the world. Extra mileage will be generated by creating spin-off programmes from these significant sporting events so as to encourage participation from residents and communities.



City of Gastronomy

SJM has the most Black Pearl Diamond restaurants in Macau, the longest-running Michelin 3-starred awards, as well as the most extensive wine collections across Asia. With such unique strengths, SJM shall continue to pursue culinary excellence, bearing testament to Macau's reputation as a UNESCO-designated Creative City of Gastronomy. SJM will be opening over 15 new dining outlets at Grand Lisboa Palace and Grand Lisboa, creating original and home-grown gourmet experiences, as well as introducing world-popular restaurant brands. SJM shall continue to seek leading industry accolades to place Macau as a top gastronomic destination on the world map.

Art and Culture

In honour of Macau's unique confluence of Chinese and Western culture, SJM will be establishing three new theme-specific museums. One of which will house an art and culture pavilion with The Lisboa Story as its inaugural exhibition, featuring an exquisite trove of antiquities and artifacts from near and far that SJM and its parent company STDM collected over the decades. The exhibition will be enhanced with high-end digital technologies to provide for an immersive cultural experience. Moreover, an auxiliary space will be annexed to give Macau's native artists a platform to showcase their talents. The other two museums are earmarked to highlight the gaming heritage of Macau, including the city's first sizable gaming history museum and the one located within the "Macau Palace". Moreover, SJM will continue to leverage Grand Lisboa Palace as a platform to facilitate art exchanges. Major exhibitions such as outdoor lantern festivals and indoor art installations will bring together local, GBA and Asian artists to foster a dynamic art community under its roof.

Exhibitions and Conventions

SJM will comprehensively upgrade MICE facilities at Grand Lisboa Palace, and create a garden theme venue adjacent to the Jardim Secreto that combines the benefits of both indoor and outdoor environments to cater for small to medium sized events as well as modern MICE configurations. In addition, SJM will leverage the diversified MICE offerings at Macau Tower, whose ownership is under parent company STDM, to meet the unique demands from different delegations.

Entertainment and Performances

Building upon its previous success, SJM plans to conceive an in-residence performance by a renowned choreographer, as well as other forms of entertainment, to encourage longer stays from visitors.

Supporting SME development

In keeping with the aforementioned regeneration strategy for the historic districts, SJM intends to collaborate with local travel agencies to promote cultural tourism and encourage visitors to stop by the neighborhood's distinctive old stores. As Grand Lisboa Palace's "Made in Macau" area extends, an increasing number of small and medium-sized enterprises are launching their businesses there. These businesses are effectively promoting their brands, increasing their visibility, and luring customers to their original shops in town by utilising the resort's catchment effect. A new mobile app will be developed to consolidate offers of small- and medium-sized businesses and showcase them to visitors.

Protecting local employment

SJM has long maintained a 90% local employee ratio. In keeping up with growth in non-gaming opportunities, SJM offers a variety of retraining programmes on subjects such as foreign



languages, tour guiding, as well as Macau's history and culture, to enable lateral growth for its staff. Currently, 94% of middle- and high-level management jobs are filled by local personnel. Through leadership programs and certifications, employees enjoy clear career paths and job security. Such consistent efforts can ensure a stable talent pool and build resilience for the labour market.

SJM and Macau growing hand in hand into the future

SJM sees itself as a catalyst for change upon a firm foundation which was laid 60 years ago. The Company fully aligns with China's national development plan and Macau Government's determination to enhance Macau's "one centre, one platform, one base" positioning. Consolidating its native strengths and investing in new non-gaming attractions, SJM will bear the torch of creating an authentically Macau experience for tourists, and a sustainable environment of resilient growth for Macau's economy and community. In keeping with the motto "from society, to society," SJM is dedicated to giving back and making ongoing contributions to the development and stability of Macau.