

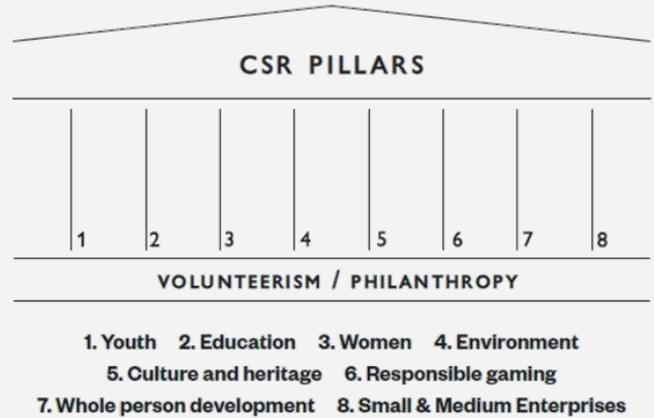
14. BEST INDIVIDUAL CSR INITIATIVE NOMINATION

“SIMPLE ACTS OF KINDNESS”

CORPORATE SOCIAL RESPONSIBILITY AT MELCO

STRATEGIC APPROACH

- Focus on the communities in which we operate, with emphasis customized to each community;
- Bring proactive solutions to recognized social issues;
- Partner and collaborate with local NGOs, charities, academia, government departments, associations and other organizations;
- Develop unique and differentiated programs;
- Incorporate societal needs with business strategy, for a sustainable approach;
- Enhance economic prosperity of local suppliers and SMEs.



GOVERNANCE STRUCTURE - CSR STEERING COMMITTEE

- Led by Chairman and CEO
- A regular agenda item for the Melco board of Directors; monthly meeting with the Chairman
- Comprised primarily of local colleagues, meets monthly to review proposed initiatives
- Working committees meet more frequently for implementation.

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|---------------------------|---|
| Executive sponsor | Chairman & CEO Lawrence Ho |
| Executive Champion | EVP Chief of Staff to Chairman & CEO Akiko Takahashi |
| Committee members | Representatives from all business units and departments |

“SIMPLE ACTS OF KINDNESS 2.0”

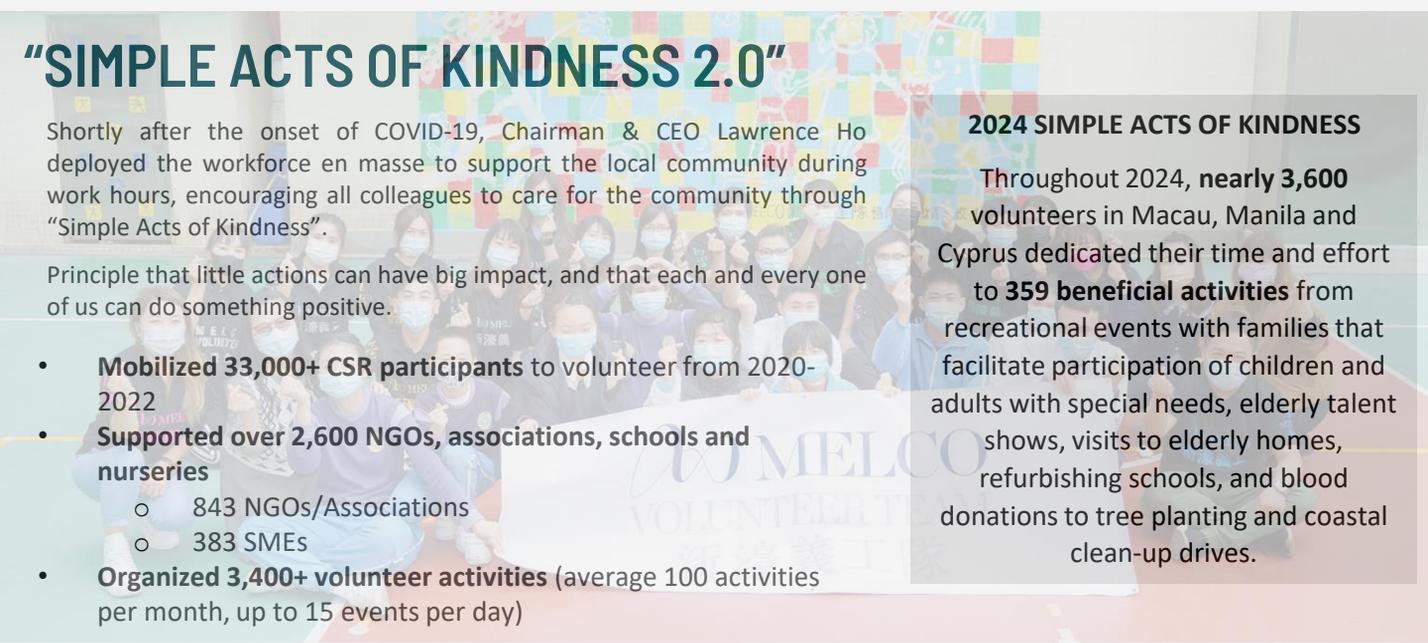
Shortly after the onset of COVID-19, Chairman & CEO Lawrence Ho deployed the workforce en masse to support the local community during work hours, encouraging all colleagues to care for the community through “Simple Acts of Kindness”.

Principle that little actions can have big impact, and that each and every one of us can do something positive.

- **Mobilized 33,000+ CSR participants** to volunteer from 2020-2022
- **Supported over 2,600 NGOs, associations, schools and nurseries**
 - 843 NGOs/Associations
 - 383 SMEs
- **Organized 3,400+ volunteer activities** (average 100 activities per month, up to 15 events per day)

2024 SIMPLE ACTS OF KINDNESS

Throughout 2024, **nearly 3,600** volunteers in Macau, Manila and Cyprus dedicated their time and effort to **359 beneficial activities** from recreational events with families that facilitate participation of children and adults with special needs, elderly talent shows, visits to elderly homes, refurbishing schools, and blood donations to tree planting and coastal clean-up drives.



SIMPLE ACTS OF KINDNESS – “TEACHING CHILDREN VALUES”

Melco’s “Teaching Children Values” initiative hopes to **teach children important life values through volunteerism**, to instill a **lifelong commitment to helping others** and making a positive impact in their communities. This increases our volunteering efforts, in addition to providing family time together doing good things. In 2024, a total of **30 volunteering activities** have been arranged to **80 young children** and **63 family members** volunteers.



Teaching Children Values volunteers welcomed community members to ree movie screening



Chinese New Year elderly home visits

Benefitting youth and families via community skateboarding event

Supporting “Macao Orchestra – Meet the Musicians” community event

VOLUNTEER RECOGNITION EVENT

HONORING & PROMOTING VOLUNTEERISM AMONG COLLEAGUES

Melco recently hosted the “Melco Volunteer Recognition Ceremony 2025” at Studio City to honor its colleagues for their support and dedication to serving the community. The event invited over 2,000 colleagues and their children who have devoted their time to volunteering between 2023 and 2024.

Since 2007, the Company has recorded:

 **+22,000** participations

 **+365,000** hours of service

 **570,000** individuals benefitted

