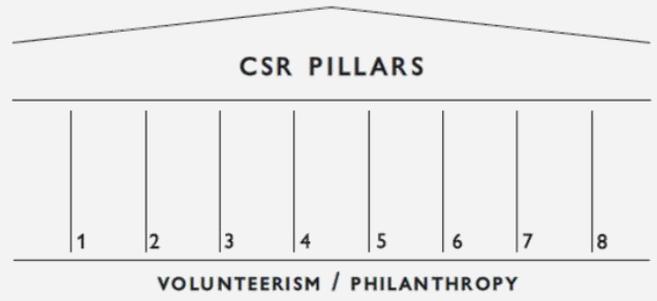


15. BEST OVERALL CSR PROGRAM NOMINATION

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.



- 1. Youth 2. Education 3. Women 4. Environment**
5. Culture and heritage 6. Responsible gaming
7. Whole person development 8. Small & Medium Enterprises

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.

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

PROGRAMS FEATURED

For this year’s submission, we will focus on several key initiatives, among the many programs and volunteer initiatives, they are-

1. **“Simple Acts of Kindness”** initiative receiving wide recognition;
2. **“Teaching Children Values”** program aimed at young children to teach values of giving;
3. **“Splendors of China”** – program to instill knowledge on culture and economy of Macau’s biggest consumer base as well as to build national pride;
4. **“Reach”** program designed to promote physical well being and **“Feel Better”** program to support mental wellness

“SIMPLE ACTS OF KINDNESS 2.0”

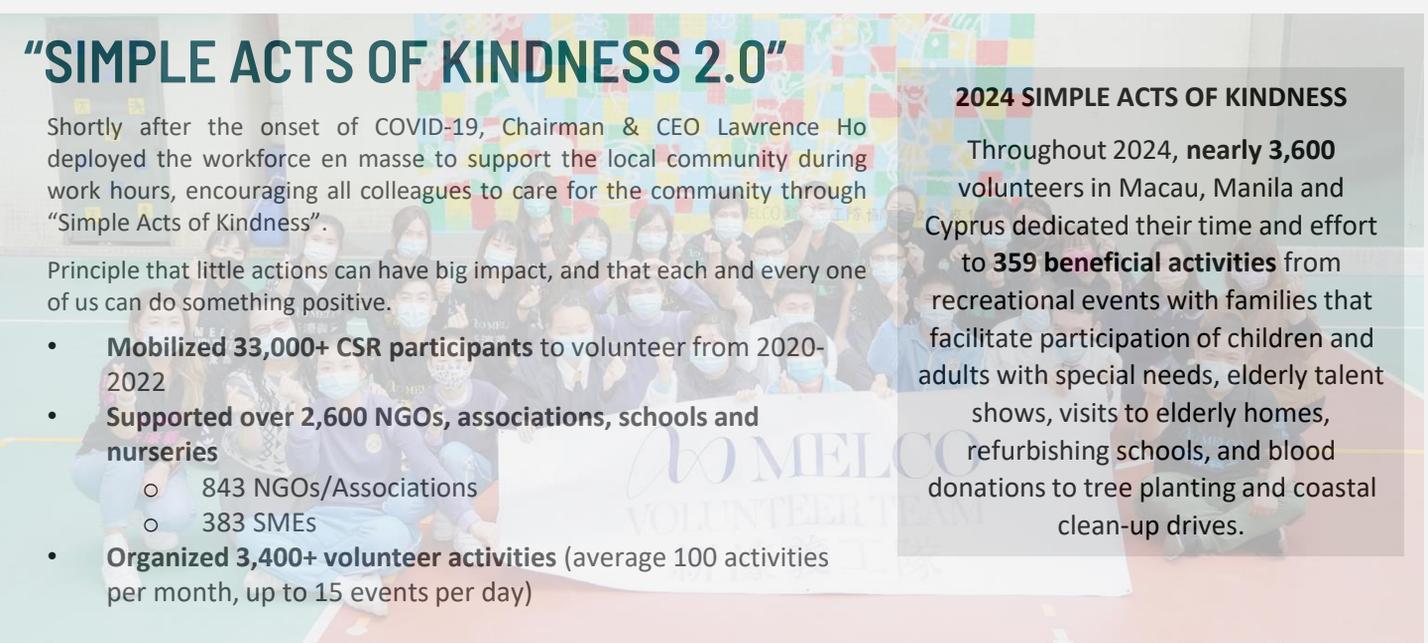
Shortly after the onset of COVID-19, Chairman & CEO Lawrence Ho deployed the workforce en masse to support the local community during work hours, encouraging all colleagues to care for the community through “Simple Acts of Kindness”.

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

PHYSICAL & MENTAL WELLNESS

“REACH! ATHLETE NURTURING PROGRAM”

Reach is an internal support system for the physical wellness. This is both a CSR and an colleague nurturing program. The purpose of “Reach” is to provide mentoring and technical support on how to be physically fit; providing technical support for competing athletes on training, mental sustainability and motivation, nutrition, technique.

Results: colleagues have won many physical competitions incl. FAOM Charity Run, Macao International Dragon Boat Races, Martial Arts Open, Macao Women’s Sports Festival.

RESULTS SINCE 2022 LAUNCH

- 9,700** colleague participations
- 158** awards won
- 41** elite sport players identified
- 435** training sessions held
- 88** competitions participated
- 1,708** sports team technical training hours
- 484** sports team colleague representatives

“FEEL BETTER MENTAL WELLNESS PROGRAM”

Launched in 2021 in collaboration with Women’s Association, primary purpose of program is to provide support on mental wellness. Every month, at the Heart of House at the properties, offer an average of four monthly mental health workshops, a total of 88 seminars for our colleagues to help them recognize the importance of mental wellness. The program is now extended to colleagues’ family members and the community.

RESULTS SINCE 2021 LAUNCH

- 2,400** colleagues, families friends and the wider community
- 600** individual counselling sessions annually

SURVEYS OF PARTICIPANTS INCIDATED:

- 97%** changed in perspective and understanding of mental health
- 97%** seminars helped manage mental health more effectively

CULTURE & HERITAGE: "SPLENDORS OF CHINA"



Launched in 2016, the program focused on understanding the Chinese culture, economy, and values through idioms.

This achieves two purposes:

building on national pride for those with Chinese heritage, and teaching culture and **understand the 90% of our customer base.**

Melco National Culture Handbook

- Mandatory training for online training
- Annual new programs on-line, including Chinese idioms to understand its values, which can be transferred to service, community and family;
- Get stamp for every completed course and join lucky draw to visit heritage sites in China
- Almost 99% colleagues' participation per year.



Melco Star Youth Competition

- Open to all primary, secondary, kindergartens across Macau
- This year's competition attracted the active participation of nearly **1,300 youths from 60 schools and art institutions**
- Diversification of industry by starting young, as well as providing cultural awareness. Out of over **190 programs, 50 performances** and **525 performers** were shortlisted for the finals
- Finalists had the unique opportunity to showcase their performances to a distinguished panel of judges, comprised of **world-renowned maestros from the fields of arts and entertainment**. This invaluable experience reflects Melco's dedication to supporting local youths in developing their talent in the arts and creative industries.
- The esteemed panel of judges included **Mr. Shanqi**, renowned Chinese musician and producer; **Professor Xu Qing**, former associate professor of the People's Liberation Army Art College; **Mr. Vincent Lu Jia**, Macao Orchestra Principal Cello; **Ms. Hu Chengfeng**, former judge of elite projects of China National Arts Fund; the **creative direction team of "House of Dancing Water"** from Peparini Studios; and **Mr. Krیمان Benbella**, Founder & Creative Director of "The Planet Entertainment".

