



Press Release

SJM successfully promotes Macau's diverse tourism offerings at the "Experience Macao, Unlimited" Mega Roadshow in Korea

(Macau, 17 July 2023) SJM Resorts, S.A. ("SJM") is pleased to have supported and successfully participated in the "Experience Macao, Unlimited" mega roadshow at Times Square in Seoul, Korea organised by the Macao Government Tourism Office (MGTO) from 14 to 17 July 2023. The four-day mega roadshow aimed to promote Macau's world-class "tourism+" diverse image to Korean citizens and tourists, including gastronomy, sports, as well as art and culture, in order to expand the international tourist market. The theme of the roadshow was "Moment of Macao", using the concept of Monopoly game to allow the participants to experience Macau's unique blend of Chinese and Portuguese cultures and various iconic landmarks. The distinguished dignitaries presiding over the roadshow's opening ceremony on 14 July 2023 included: Ms. Maria Helena de Senna Fernandes, Director of MGTO, Mr. Henry Oh, Chairman of Korea Association of Travel Agents and Mr. Joseph Liu, Senior Vice President of Marketing, SJM Resorts, S.A.

"We are excited to be in Korea, one of the largest overseas source markets for Macau, and are thrilled to receive the overwhelming response from our participants," remarked Ms. Daisy Ho, Managing Director of SJM. "Since border opening, the Macau government has demonstrated remarkable efforts in driving tourism recovery and revitalising inbound travels, and have achieved commendable successes. SJM reaffirms its unwavering support in showcasing Macau's diverse 'tourism+' experiences to international visitors. Through strong public-private partnerships, we aim to propel broad sector growth for the benefit of all. Together, we will continue to foster Macau's position as a premier destination and deliver exceptional experiences to travellers worldwide."

Renowned the world over for its award-winning gastronomy, SJM introduced its exciting new culinary collaborations with world-class chefs at Grand Lisboa Palace Resort Macau ("Grand Lisboa Palace") at the roadshow. **Don Alfonso 1890** at Palazzo Versace Macau is partnering with award-winning Chef Alfonso Iaccarino to present the rich culinary heritage of Italy, and **Mesa by José Avillez** at THE KARL LAGERFELD MACAU is collaborating with Portugal's first two-Michelin-starred Portuguese chef José Avillez, to showcase Macau's unique, East-meets-West gastronomic culture. Culinary collaborations are a hallmark of SJM. As a pioneer in gastronomy for close to 60 years in Macau, SJM was the first to partner with the late French Chef Monsieur Joël Robuchon, at Grand Lisboa Macau ("Grand Lisboa"), which is now home to the most Michelin stars in Macau for 15 consecutive years, with seven stars awarded to three restaurants: the Michelin 3-star French restaurant **Robuchon au Dôme**, the Michelin 3-star Chinese restaurant **The 8**, and the Michelin 1-star **The Kitchen**, a modern steakhouse. SJM also boasts Asia's most extensive collection of wines, with



close to 17,900 labels and over 500,000 bottles. Paired with the specialty dishes of each restaurant, it creates a truly unique and unparalleled taste experience.

With the aim to showcase Macau's thrilling sports events, SJM also had the opportunity to inform roadshow participants in Korea about the upcoming SJM Macao Open golf tournament from 12 to 15 October 2023. As title sponsor, SJM is proud to bring this important Asian Tour event to Macau once again. This year is slated to be even bigger and better than ever, as it marks the 20th edition of the golf event, and will be held at the picturesque Macau Golf and Country Club, overlooking the South China Sea.

Visitors to the roadshow also learned about Macau's annual cultural and artistic event –“Art Macao: Macao International Art Biennale 2023”. For the first time, SJM is collaborating with the Palace of Versailles to host an immersive “**Virtually Versailles**” exhibition at Grand Lisboa Palace from 30 July to 15 October 2023. The Virtually Versailles is a fascinating digital exploration into the world of Versailles, using state-of-the-art technology. Visitors can immerse themselves in the grandeur of Versailles through a variety of interactive and multisensory experiences.

SJM is proud to support the growth of Macau tourism, and attract more international visitors. In 2019, Macau welcomed more than 740,000 Korean visitors, ranking Korea as the largest international visitor source market to Macau. With the success of the recent mega roadshow in Korea, Macau is poised to welcome even more Korean visitors in the future. SJM remains committed in its efforts to work closely with Macau SAR Government and MGTO to further boost international arrivals from Korea and around the world, and promote diversified development of Macau's tourism industry.



Ms. Maria Helena de Senna Fernandes, Director of MGTO and South Korean officials visit the SJM booth.



Distinguished dignitaries Ms. Maria Helena de Senna Fernandes, Director of MGTO, Mr. Henry Oh, Chairman of Korea Association of Travel Agents and Mr. Joseph Liu, Senior Vice President of Marketing, SJM Resorts, S.A. presided over the opening ceremony of the “Experience Macao, Unlimited” mega roadshow in Seoul, Korea.



During the four-day mega roadshow, SJM aimed to promote Macau's world-class “tourism+” diverse image to Korean citizens and tourists.