

Press release

**SJM's Remarkable Presence at
MGTO "Experience Macao" Tokyo Roadshow**

Supporting the first roadshow of the year and expanding the Northeast Asian tourism market

(Macau, 10 March 2024) SJM Resorts, S.A. ("SJM") is pleased to support the Macao Government Tourism Office ("MGTO") in Tokyo, Japan by participating in the recent "Macao Tourism + MICE Product Updates Seminar and Travel Mart" at the Palace Hotel Tokyo on 6 March as well as MGTO's first roadshow of the year at COREDO Muromachi Terrace from 8 to 10 March. The travel mart and roadshow promoted all of Macau's "tourism+" experiences such as gastronomy, arts, sports, educational tourism and more to local Japanese travel professionals, residents and tourists. The events also highlighted Macau's status as a "World Centre of Tourism and Leisure" with the aim of attracting more international visitors to Macau.

Mr. Lei Wai Nong, Secretary for Economy and Finance of the Macao SAR Government; Ms. Takako Shimazu, Director General of Tokyo Office, Kyoto Prefectural Government; Ms. Ku Mei Leng, Chief of Office of the Secretary for Economy and Finance of the Macao SAR Government; Ms. Maria Helena de Senna Fernandes, Director of Macao Government Tourism Office; Mr. Shinji Nagasaki, Associate Director of Tokyo Office, Kyoto Prefectural Government; and Mr. Joseph Liu, Senior Vice President of Marketing of SJM attended the opening ceremony of the roadshow.

During the Product Updates Seminar and Travel Mart on the first day, SJM sales representatives introduced all the enriching tourism experiences on offer at SJM's flagship hotels and resort, while also promoting Macau as an exciting travel and MICE destination to members of the Japanese tourism industry. By directly liaising with the local travel sector, SJM gained much deeper insight into the expectations of Japanese travelers, paving the way for the creation of targeted tourism strategies to expand the Northeast Asian tourism market and boosting international visitation into Macau.

The design of the SJM booth at the roadshow beautifully showcased the famed Lisboa brand which is renowned the world over for its extraordinary blend of East-West cultures. The architectural designs of the Grand Lisboa Palace Resort Macau ("Grand Lisboa Palace") and the Grand Lisboa Hotel ("Grand Lisboa") celebrate the cross-cultural heritage of Macau, and the flooring of the booth was also paved with Macau's Portuguese-style cobblestones, illustrating the timeless elegance of the Hotel Lisboa Macau. For three consecutive days, SJM promoted the company's unique brand positioning of integrating Chinese and Western cultures through its luxurious accommodation, global cuisines, spa and wellness, shopping, event venues and other diverse facilities. SJM also offered limited-time only accommodation packages inclusive of the "Joyous Family Package" at Grand Lisboa Palace Macau and the "Family Vacation Package" at THE KARL LAGERFELD MACAU, designed for Japanese tourists seeking luxurious stays with fun experiences for their family.

Throughout the roadshow, SJM introduced its latest diversified tourism offerings including themed experiences, gastronomy, community tourism, cruise tours, sports events and other exciting activities. The two new themed experience zones located at Grand Lisboa Palace include the "Martial Arts Arena," where virtual reality technology

gives players the chance to learn and practice Shaolin Kung Fu moves with virtual martial arts masters; while the “AI Wonderland” brings together the most advanced AI interactive games and edutainment for children of all ages. The “Donald Duck 90 – The Fabulous Gallery,” a limited-time exhibit in celebration of Donald Duck’s 90th birthday, is currently showing at Grand Lisboa Palace.

SJM also highlighted its leading role in gastronomy during the roadshow. As the Official Partner of the most authoritative culinary guide in the world – the MICHELIN Guide Hong Kong and Macau – SJM will once again jointly host the high-profile MICHELIN Guide Ceremony Hong Kong and Macau and Gala Dinner on 14 March 2024. Beyond its role as a pioneer in culinary, SJM has also made efforts to boost community tourism by launching the “SJM x Macau Cruise” which offers a unique sightseeing experience with a new tourism route combining “Sea + Land.” SJM is also hosting a large-scale “Let’s Light Up Almeida Ribeiro” light show in the heart of the Macau peninsula, showcasing the cultural and artistic vitality of the historic area to tourists. In August this year, SJM also plans to join forces with the Macau Designers Association to co-organise the “Macau Design Award 2023 Winning Works Exhibition” in Tokyo. The exhibition aims to promote the exchange of knowledge in the design fields across Macau and Japan, while also encouraging more travel between both destinations in future.

At the roadshow, SJM supported MGTO’s lucky draw activities by giving away a series of shopping coupons and dining vouchers. Visitors to the SJM booth were also invited to register on-site to become instant SJM Supreme Card members to enjoy exclusive welcome benefits and members-only privileges to attract immediate visitation into Macau. SJM’s adorable mascot, Sam the Rooster, also made an appearance at the roadshow, attracting many Japanese residents and tourists to the booth, where they took selfies together and uploaded photos on social media platforms to spread even more awareness about Macau.



Distinguished guests attend the opening ceremony of the Tokyo roadshow.



Guests of honour and Matsumoto Momona from Japanese idol group “Takane No Nadeshiko” tour at the SJM booth and interacted with SJM’s Mascot “Sam the Rooster.”