

Press release

**SJM actively participates in “Experience Macao Carnival”
Hong Kong Roadshow
Supporting Macau SAR Government's Pursuit of Tapping its Second
Top Source Market**

(Macao, 19 May 2024) The “Experience Macao Carnival,” hosted by the Macao Government Tourist Office (“MGTO”), concluded in success on 19 May. The event took place at the East Point City 1/F Atrium in Hong Kong from 17 to 19 May, where SJM Resorts, S.A. (“SJM”) showcased Macau’s multifaceted “Tourism +” elements to Hong Kong residents and tourists, inviting them to explore Macau, the “World Centre of Tourism and Leisure,” for their summer getaways.

Distinguished guests at the opening ceremony included Mr. Cheng Wai Tong, Deputy Director of MGTO; Mr. Vic Lam, Head of Division of Culture, Tourism, MICE, Trade and Commerce of the Economic Development Bureau of the Guangdong-Macao In-Depth Cooperation Zone in Hengqin; and Mr. Joseph Liu, Senior Vice President of Marketing of SJM. Following the opening, guest of honor visited SJM booth, which highlighted Macau’s unique Sino-Portuguese influence, and joined SJM team for photo moments with SJM’s mascot “Sam the rooster.”

To highlight Macau’s distinctive charm as a “City of Sports,” SJM and the Wushu General Association of Macau presented a martial arts performance featuring Macau’s gold medalists. SJM is committed to enhancing Macau’s “Tourism + Sports” profile through diverse activities, including the launch of the “Martial Arts Arena.”

Visiting crowds were enthusiastic about the upcoming world-class events and activities fully supported by SJM, especially the “2024 SJM Macau International Dragon Boat Races,” scheduled for 8 to 10 June, and the “Moomin Wonderful Encounter - Joyous Adventure in Macau” interactive exhibition, running until 31 August.

Launched in March 2024, the “SJM x Macau Cruise” offers a unique maritime perspective of Macau’s unique allure. Visitors who enjoy immersive travel gathered at SJM booth to learn more about this new land and sea travel route, planning ahead for a delightful and memorable holiday.

Recognising the significance of “gastronomy” for Hong Kong and many international visitors, SJM showcased its diverse dining options, ranging from international cuisines at MICHELIN-Starred restaurants to authentic Macanese delicacies, at the roadshow, further supporting Macau government’s efforts to strengthen the development of “Tourism + Gastronomy” and reinforce Macau’s reputation as “Creative City of Gastronomy.”

Throughout the roadshow, SJM team engaged extensively with Hong Kong residents and tourists, showcasing the leisure, entertainment and dining facilities and activities of SJM’s resort and hotels. The “Experience Macao Carnival” has enhanced the

knowledge of Macau's tourism offerings among Hong Kong residents and international visitors, while also creating new opportunities for SJM. Committed to supporting the Macau SAR Government's strategy to enrich its "Tourism+" elements, SJM will continue to deliver exceptional travel experiences through innovative and diverse tourism products.

-End-



Distinguished guests at the opening ceremony of the roadshow event.



Deputy Director of MGTO Mr. Cheng Wai Tong visits the SJM booth.



SJM presents a martial arts performance featuring Macau's gold medalists during the event.



Visitors gather at SJM booth to learn about the offerings of SJM's resort and hotels.