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澳門博彩控股有限公司 SJM HOLDINGS LIMITED

(incorporated in Hong Kong with limited liability)
(Stock Code: 880)

ANNOUNCEMENT

The board of directors (the “**Board**”) of SJM Holdings Limited (the “**Company**”) is pleased to announce selected unaudited key performance indicators of the Company and its subsidiaries (collectively the “**Group**”) for the three months ended 30 September 2012 (“**Q3 2012**”) to enable its shareholders, investors and the public to better appraise the position and business performance of the Group.

2012 THIRD QUARTER HIGHLIGHTS (UNAUDITED)

- Profit attributable to owners of the Company in Q3 2012 increased by 41.2% over Q3 2011 to HK\$1,657 million.
- Adjusted EBITDA¹ of the Group in Q3 2012 increased by 14.3% over Q3 2011 to HK\$1,891 million.
- Adjusted EBITDA Margin² of the Group in Q3 2012 increased to 9.9% from 8.6% in Q3 2011.
- Gaming revenue of the Group in Q3 2012 decreased by 0.9% from Q3 2011 to HK\$18,892 million.
- The Group’s flagship Casino Grand Lisboa continued to outperform the market, and increased its gaming revenue in Q3 2012 by 25.5% over Q3 2011 to HK\$7,315 million and its Adjusted EBITDA by 20.0% to HK\$1,148 million.
- The Group’s gaming revenues accounted for 26.1% of Macau’s casino gaming market during Q3 2012, as compared with 28.0% in Q3 2011.
- The Group maintained a strong and liquid financial position, with HK\$24,880 million of cash and HK\$3,695 million of debt as at 30 September 2012.

¹ Earnings after adjustment for non-controlling interest and before accounting for interest income and expense, tax, depreciation and amortisation, donations, loss on disposal of property and equipment and share-based payments

² Adjusted EBITDA divided by total revenue

Year-to-Date Comparison (unaudited)

	Nine months ended 30 September		Increase
	2012 <i>HK\$ million</i>	2011 <i>HK\$ million</i>	
Gaming Revenue	57,852	56,591	2.2%
Profit Attributable to Owners of the Company	5,068	3,839	32.0%
Adjusted EBITDA	5,715	5,149	11.0%
Adjusted EBITDA Margin	9.8%	9.0%	

During Q3 2012, the Group's VIP gaming revenue was HK\$12,482 million, a decrease of 6.3% from HK\$13,314 million in Q3 2011, mass market gaming revenue was HK\$6,040 million, an increase of 12.1% from HK\$5,389 million, and slot machine (and Tombola) revenue was HK\$370 million, an increase of 4.5% from HK\$354 million. The Group's total revenue during Q3 2012 of HK\$19,052 million included hotel, catering and related services revenue of HK\$160 million (Q3 2011: HK\$156 million).

During Q3 2012 the Group operated an average of 601 VIP gaming tables (Q3 2011: 613), 1,158 mass market gaming tables (Q3 2011: 1,145) and 3,812 slot machines (Q3 2011: 3,964) (average of three month-end counts).

Total VIP chips sales for the Group during Q3 2012 were HK\$409.1 billion (Q3 2011: HK\$463.0 billion), and the VIP gaming hold percentage (before commissions and discounts) was 3.05% (Q3 2011: 2.88%).

Key Results for the Group's Casinos – Q3 2012

	Gaming Revenue <i>HK\$ million</i>	Adjusted EBITDA <i>HK\$ million</i>
Casino Grand Lisboa	7,315	1,148
Other Self-promoted Casinos ¹	2,591	271
Satellite Casinos ²	8,986	371

¹ Casino Lisboa, Casino Jai Alai, Casino Oceanus at Jai Alai, three slot halls and one Tombola hall

² Fourteen third party-promoted casinos

The Group's Adjusted EBITDA margin was 9.9% in Q3 2012, as compared with 8.6% in Q3 2011. The increase in Adjusted EBITDA margin reflected the improvement of Adjusted EBITDA margin of Casino Grand Lisboa and Other Self-promoted Casinos, the revaluation of share price of a listed investment and the non-recurrence of share of loss of an associate.

To be more comparable to casino companies reporting in the United States, commissions and discounts paid to players and promoters would be deducted from revenue before calculating Adjusted EBITDA margin. Using this method, the Group's Adjusted EBITDA margin for Q3 2012 was 17.3%. If the Group's revenue is further adjusted to include the net revenue of self-promoted casinos plus the net revenue contribution (after reimbursed expenses) of the Group's Satellite Casinos, the Group's Adjusted EBITDA margin would be 29.4%. These alternative margin calculations are provided for the convenience of investors and other interested parties for the purpose of comparing the Group's results with other casino operating companies.

During Q3 2012, the Grand Lisboa Hotel achieved an average occupancy rate of 96.0% and average room rate of HK\$2,070 per night, as compared with average occupancy rate of 94.7% and average room rate of HK\$2,015 in Q3 2011.

Capital expenditure of the Group during Q3 2012 was HK\$233 million, which was primarily for furniture, fixtures and equipment, and chips. As at 30 September 2012, the Group had total cash of HK\$24,880 million and debt of HK\$3,695 million.

IMPORTANT NOTE

Shareholders and potential investors should be advised that the above financial data relates only to certain parts of the Group's operations and is based on the Group's internal records and management accounts. The above financial data has not been reviewed or audited by independent auditors and is not a forecast of the performance of the Group as a whole. The Board cautions shareholders and potential investors not to rely unduly on such data and to exercise caution when dealing in the securities of the Company.

By order of the Board
SJM Holdings Limited
So Shu Fai

Executive Director and Chief Executive Officer

Hong Kong, 15 November 2012

As at the date of this announcement, the executive directors of the Company are Dr. Ho Hung Sun, Stanley, Dr. So Shu Fai, Mr. Ng Chi Sing, Mr. Rui José da Cunha, Ms. Leong On Kei, Angela, Mr. Shum Hong Kuen, David and Mr. Fok Tsun Ting, Timothy, the non-executive director of the Company is Dato' Dr. Cheng Yu Tung and the independent non-executive directors of the Company are Mr. Chau Tak Hay, Mr. Lan Hong Tsung, David, Mr. Shek Lai Him, Abraham and Mr. Tse Hau Yin.