



澳門博彩控股有限公司
SJM HOLDINGS LIMITED

incorporated in Hong Kong with limited liability Stock Code : 880

Press release

SJM Holdings Limited Announces Two Strategic Acquisitions to Boost Culinary Excellence and Mass Market Appeal

(Hong Kong, 21 May 2024) SJM Holdings Limited (“SJM Holdings” or “the Group”, HKSE: 880), a frontrunner in Macau’s hospitality and gastronomy scenes, is delighted to announce two strategic acquisitions aimed at enhancing its culinary leadership and strengthening its mass market presence. These acquisitions are part of SJM’s strategy to diversify its non-gaming offerings, to capitalise on its culinary expertise, and build a portfolio of best-in-class experiential restaurant concepts under the Lisboa umbrella, contributing to Macau’s status as a Creative City of Gastronomy.

The first transaction involves the acquisition of Kam Pek Community Centre from Sociedade de Turismo e Diversões de Macau, S.A. (“STDM”). The property is advantageously situated on the bustling Avenida de Almeida Ribeiro (San Ma Lo), a focal point of the main tourist district on the Macau Peninsula and in close proximity to “The Historic Centre of Macao” UNESCO World Heritage Site. This three-storey building is expected to be refurbished and redeveloped into a mass food and beverage hotspot, serving as a culinary anchor at one end of the San Ma Lo avenue, with Grand Lisboa and Hotel Lisboa at the opposite end. This acquisition not only fulfils the Group’s commitment to non-gaming investments as stipulated in the gaming concession contract but is also a strategic initiative designed to develop a vibrant culinary hub in the heart of the historic city and enhance Macau’s appeal as a top international destination. It is expected to create synergies with SJM’s hospitality portfolio in the Peninsula, attracting foot traffic and a wider customer base, as well as encouraging recurrent visitation to drive broad-based growth. The property was acquired for a total consideration of HK\$166 million, with payments structured in three stages, all funded through internal resources.

In a separate but equally strategic move, the Group has acquired the entire equity interests in, and related shareholder’s loan to NYH European and NYH Italian, both being indirect subsidiaries of STDM, which are currently developing two distinctive western dining establishments within the Grand Lisboa Palace Resort Macau, for a total consideration of approximately HK\$31.5 million. This transaction is primarily financed through a set-off mechanism against trade receivables from NYH to the Group, with a minor portion to be settled in cash. The two venues include the London-based social media sensational cafe “EL&N” and the self-branded Italian restaurant “Mamma Pizza”. These additions are part of a broader initiative to optimise our food and beverage portfolio at Grand Lisboa Palace, aligning with SJM’s strategy to attract the mass market with a diversified range of international restaurants and cafes. The acquisition will also allow the Group to consolidate control over the operation and achieve greater efficiencies in cost management, pricing strategies, and service quality, which are expected to boost visitor traffic to both gaming and other non-gaming facilities at the resort.

Ms. Daisy Ho, Chairman of SJM Holdings Limited and Managing Director of SJM Resorts, S.A., commented, “SJM is a forerunner in Macau’s gastronomy scene, and we are looking to apply our competitive advantage in fine-dining to bring about a wider spectrum of culinary experiences for our consistently growing mass market segment.” She added, “The two acquisitions represent ideal opportunities due to the prime locations of the properties and their complementary nature to our existing operations. We are committed to enhancing shareholder value and advancing our long-term vision of bolstering Macau’s status as a World Centre of Tourism and Leisure.”