



Press Release

**SJM Rings In the Chinese New Year with Auspicious Lion Dance Parades**  
*Embracing a Prosperous Year of the Snake*

(Macau, 4 February 2025) On the seventh day of the Chinese New Year, SJM Resorts, S.A. (“SJM”), celebrated the Year of the Snake with a grand “SJM Lion Dance Parade” at its Grand Lisboa Palace Resort Macau. This vibrant performance followed earlier parades at the Grand Lisboa Macau and Jai Alai Oceanus, creating a joyous and festive atmosphere for residents and tourists alike.

In a festive ceremony, Dr. Rui Cunha, Secretary-General of SJM; Mr. Benjamin Toh, Chief Operating Officer of SJM; Mr. Daniel Shim, Chief Corporate Affairs Officer of SJM; Dr. Nuno Martins, Vice-Secretary General of SJM; and more members of the SJM management team, officiated at an eye-dotting ceremony to awaken the lions. Accompanied by the resonant beating of drums and auspicious celebratory firecrackers, the energetic lion dancers paraded around the Grand Lisboa Palace, extending New Year greetings and spreading festive joy and wishes to citizens, visitors and businesses.

Ms. Daisy Ho, Managing Director of SJM expressed, “As the mighty dragon takes its graceful leave and the golden snake heralds a new era of prosperity, SJM extends its heartfelt wishes for a year filled with smooth achievements and success. The snake, a timeless symbol of foresight and agility, mirrors Macau’s unique essence—a seamless blend of tradition and innovation, where the wisdom of the past meets the vision of the future, making this city truly remarkable.” She continued, “SJM remains steadfast in its commitment to supporting the government’s efforts in driving high-quality development and enhancing Macau’s distinctive allure as an international metropolis. We will advance ‘Tourism+’ synergistic initiatives, further elevate Macau’s standing as a ‘City of Performing Arts’ and a ‘City of Sports,’ and focus on revitalising the San Ma Lo district. Together with the people of Macau, we aim to reach new heights and celebrate the collective achievements of our shared journey.”

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The lion dance procession at the Grand Lisboa Palace, bestowed New Year blessings to the citizens, visitors and retailers.



Senior executives of SJM led the lion dance eye-dotting ceremony at Grand Lisboa.



The lion dance performances at Grand Lisboa attracted a large crowd.



Jai Alai Oceanus celebrates Chinese New Year with lion dance performances.