



“Galaxy Macau • CEC 2017 China E-sports Carnival” to be Held at Broadway Theatre Friday

August 21, 2017 – To facilitate Macau’s economic diversification, Galaxy Entertainment Group (“GEG”) announces its exclusive title sponsorship of “Galaxy Macau • CEC 2017 China E-sports Carnival”, the city’s first large-scale premium e-sports event. Hosted by the General Administration of Sport of China and the Macau Electronic Competition Association, the event will be held August 25 to 27 at the Broadway Theatre at Broadway Macau™. The event will feature state-authorized tournaments in the two smash-hit e-sports games “Wang Zhe Rong Yao” and “Hearthstone”. The event has received tremendous support from the Macao Government Tourism Office and the Macao Trade and Investment Promotion Institute. It is co-hosted by China United Travel Co., Ltd and Shanghai Xiaocong Network Limited; organized by SeerTV; and co-organized by Nam Kwong Industry Limited and the Macau University of Science and Technology.

Themed “Side by Side with the Champion,” the event highlights a “Wang Zhe Rong Yao” tournament, in which the champion team and the first runner-up team from the Spring Tournament of King Pro League, QGhappy and AG, come up against eight other professional teams for RMB1 million in prizes. During the event, a number of cosplayers will represent various characters from the games, and booths featuring virtual reality (VR) and robotics technology will be set up for audiences to enjoy. Educational booths themed “Healthy E-sports” will introduce more information about the industry to the public.

GEG attaches great importance to the interests of millennials. Over the past decade, e-sports has been taking over the regional and international markets. The General Administration of Sport of China even mentioned in its 13th Five-Year Plan for Sports Development its plan to speed up the industry. It is also listed as an official game in the 2022 Asian Games. GEG is pleased to support the development of emerging industries in Macau. It is believed this event will enhance the understanding and interests of local residents in e-sports and boost the city’s diversification. To demonstrate GEG’s philosophy of “What is taken from the community is to be used for the good of the community,” all revenues from F&B coupons at the event will be donated to the Macau Tung Sin Tong Charitable Society. To share the excitement of the e-sports competitions, free tickets were offered via the official Wechat account of Galaxy Macau™.

GEG proactively supports the Macau SAR Government’s goal of facilitating the economic development of Macau and developing the city into an international hub of

tourism and entertainment. Underpinned by a “World Class, Asian Heart” service philosophy, GEG is well positioned to capture future growth opportunities. It will continue to study the introduction of new diversified products and assist the Government in transforming the city into a World Centre of Tourism and Leisure.

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Photo captions:



P001: GEG is the exclusive title sponsor of “Galaxy Macau • CEC 2017 China E-sports Carnival”, which will be held August 25 to 27 at the Broadway Theatre at Broadway Macau.



P002: The three-day event will present state-authorized tournaments of two smash-hit e-sports games, “Wang Zhe Rong Yao” and “Hearthstone”.