



銀娛GEG

Broadway Macau Cooperating Brands and Partnering SMEs Launching Ceremony

Macau, Special Administrative Region of the People's Republic of China, (March 30, 2015) – For enhancing the partnership with small-and medium-sized enterprises (“SMEs”), Galaxy Entertainment Group (“GEG”) has invited local SMEs in the sectors of retail and food and beverage to open outlets in Broadway Macau. The new project will have a grand opening on May 27, following over HK\$5 billion in investment. Owners and representatives of more than 20 cooperating brands attended the launching ceremony, marking a new milestone of the cooperation between gaming operators and local SMEs.

Broadway Macau Cooperating Brands and Partnering SMEs Launching Ceremony was held at the ballroom of Banyan Tree Macau on Monday, officiated by Mr. Francis Lui, Vice Chairman of GEG, Mr. Michael Mecca, President and Chief Operating Officer of GEG and Mr. John Au, Business Development Senior Director and Operations, Broadway Macau & City Clubs Director of GEG. Other officiating guests include the owners and representatives of 22 time-honored local eateries and retail brands, which will open outlets in Broadway Macau.

Ms. Maria Helena de Senna Fernandes, Director of Macau Government Tourist Office, Mr. Kou Ming, Deputy Director of the Economic Affairs Department of Macao's Liaison Office of China, Mr. U Kin Cho, Vice-President of Macao Chamber of Commerce, Mr. Lam Cheok Wa, Director of Macau Small and Medium Enterprises Chamber of Commerce and Mr. Long Ieng Chun, Vice President of The Macao Small and Medium Enterprises Association also attended the ceremony, witnessing one of the large-scale collaborations in Macau between big companies and SMEs.

Mr. Francis Lui, Vice Chairman of GEG, said, “Looking back at Macau ten, twenty years ago, there were many distinctive small stores full of character. Striving to retain these traditional characteristics of Macau, we hope to spur the growth of small and medium-sized enterprises and share the fruits of economic success through the healthy



銀娛 GEG

diversification of the gaming industry.” He added GEG would give its utmost to assist each SME it collaborated with in this partnership. “In daily operations, GEG will also provide support in areas such as management, maintenance, security, cleaning, finance, team member training and marketing, to ensure SMEs’ smooth operations and to jointly promote local brands.”

Ms. Maria Helena de Senna Fernandes, Director of Macau Government Tourist Office believed these projects with diverse facilities and services will attract different types of visitors around the globe and provide them with an array of leisure and entertainment options. She said, “I am pleased to see a group of small and medium-sized enterprises set foot in Cotai area. Macau residents and visitors will then be able to easily enjoy the local delicacies of Macau, Hong Kong and other Asian regions as well as purchasing souvenirs at The Broadway. With F&B, retail, performance and entertainment all rolled into one, I believe Broadway Macau will help to establish and promote the brands of the SMEs, to further leverage the attractiveness of Cotai area, and to balance visitor trends around Macau.” Afterwards, all the officiating guests hosted a lighting ceremony, which signifies that GEG and the SMEs will take their businesses to a new level.

In order to have the attending guests and reporters get the first taste of the local, time-honored delicacies that will be served in Broadway Macau, numerous dishes and drinks were specially arranged during the ceremony. They include local snacks, desserts, congees, noodles, dim sums, Cantonese cuisine, Portuguese cuisine and beers.

At present, there are 30 SMEs in the food and beverage sector that cooperate with Broadway Macau, and nearly 60% of them are renowned, time-honored local brands like I Son, Xie Cheng Seafood & Hotpot Restaurant, Hou Choi Seafood And Chinese Fondue Restaurant, Fong Seng Lai Kei Restaurant, Hang Heong Un, Wong Kun Sio Kung, Chi Kei Ngao Chap, Ving Kei Tao Fu Min Sek, San Ma Lo Seng Kei Chok Pan, Dragon Portuguese Cuisine, Wa Sang Hong, Ngau Ngau, Lei Ka Choi, Chi Sasa Japanese Cuisine and The Roadhouse Macau.



銀娛GEG

With an aim to further diversify the local food and beverage sector, GEG will also introduce well-known, overseas SMEs to Broadway Macau, including Du Hsiao Yueh, Nan Xiang Steamed Bun Restaurant, Xin Dau Ji, TW Tsui Wah Restaurant, TW Tsui Wah Restaurant, Hung's Delicacies, Thai Chiu, Katong Corner, Pepper Lunch and KFoodExpress, complementing the delicacies offered by the local eateries. In the retail sector, there are brands like Koi Kei Bakery, Macau Yeng Kee Bakery, Pacific Coffee Company, Fargo Party Shop, Digital Pro by Lei Kei Telecom, Optica, Kin Hing Lee and Challenger. Among the retail and food and beverage brands joining this partnership, 80% of them cooperate with a large-scale gaming operator for the first time and quite many of them also open outlets in Macau for the first time. GEG is grateful for their trust and have confidence in this model of cooperation to achieve a “win-win” outcome.

As a patriotic, Chinese-owned enterprise, GEG is greatly concerned about the development of local SMEs while running its operation. It has given priority to local SMEs over the years when looking for suppliers in areas of food products, facilities, renovation and maintenance works, supporting the development of SMEs.

- End -



銀娛GEG

Cooperating Brands (Listed in no particular order)

Logo	F&B Brands	Specialties
	I Son	Traditional milk custard expert with over 100 years of experience
	Xie Cheng Seafood & Hotpot Restaurant	First class Cantonese cuisine chain store
	Hou Choi Seafood And Chinese Fondue Restaurant	King of seafood
	Fong Seng Lai Kei Restaurant	Authentic Shunde cuisine with 70 years of history in Macau
	Hang Heong Un	Dessert expert with over 70 years of traditional Recipes
	Wong Kun Sio Kung	Michelin recommended crab congee and shrimp roe noodles
	Chi Kei Ngao Chap	Beef offals experts for over 70 years
	Ving Kei Tao Fu Min Sek	Renowned soy bean menu expert for over half century
	San Ma Lo Seng Kei Chok Pan	Congee expert for over 60 years



銀娛GEG

	Dragon Portuguese Cuisine	Most authentic Macanese cuisine
	Wa Sang Hong	Traditional healthy Chinese herbal tea & soups expert
	Ngau Ngau	Myanmar noodles expert
	Lei Ka Choi	Macau's favorite casserole recipes
	Chi Sasa Japanese Cuisine	Fresh ingredients from Japan everyday
	The Roadhouse Macau	Taste a sip of blues passion of Macau
	Du Hsiao Yueh	Danzih Noodles with over 100-year of history in Tainan
	Nan Xiang Steamed Bun Restaurant	Renowned Shanghai Dim-Sum towering over a century
	Xin Dau Ji	Well-known luxurious Cantonese Cuisine in HK & China



銀娛GEG

 翠華餐廳® Tsui Wah Restaurant	TW Tsui Wah Restaurant	The best known authentic Hong Kong-style restaurant
 TimHoWan 添好運	Tim Ho Wan, The Dim-Sum Specialists	Michelin-starred freshly prepared Dim-Sum
 阿鴻小吃 HUNG'S DELICACIES	Hung's Delicacies	Gourmet's choice of marinated cuisine
 泰潮 THAI CHIU	Thai Chiu	Michelin Bib Gourmand recommended Hainanese chicken rice
 Katong corner	Katong Corner	Singapore street stall styled deluxe food
 Pepper Lunch	Pepper Lunch	Japanese dynamic D-I-Y sizzling dishes
 韩餐快线 KFood Express	KFoodExpress	Korean Street Style Fast Food



銀娛 GEG

Logo	Retail Brands	Specialties
	Digital Pro by Lei Kei Telecom	Extraordinary sales journey in our store
	Challenger	Leading brand in auto servicing
	Koi Kei Bakery	Most popular food souvenir in Macau
	Macau Yeng Kee Bakery	Traditional, Special and Delicious food souvenirs since 1928
	Pacific Coffee Company	The perfect cup, any time, any where
	Fargo Party Shop	Souvenir from Taiwan
	Kin Hing Lee	First Jade in China
	Optica	Exclusive, elegant eyewear collections

Photo Captions:



P001: Vice Chairman Mr. Francis Lui said GEG would work with partnering SMEs to promote local brands.



銀娛 GEG



P002: Ms. Maria Helena de Senna Fernandes, Director of MGTO said she's pleased to see a group of SMEs set foot in Cotai area and believed Broadway Macau would help to establish and promote the brands of the SMEs, to further leverage the attractiveness of Cotai area, and to balance visitor trends around Macau.



銀娛GEG



P003: GEG and participating SMEs will bring a new landmark for both locals and visitors gather in celebration of family, food and fun.



銀娛 GEG



P004: Mr. Lei of Lei Ka Choi (Second from left) and Mr. Chou of Hou Choi Seafood and Chinese Fondue Restaurant (Second from right) shared the reason for cooperation with Broadway Macau at the Launching Ceremony.



銀娛 GEG



P005: Guests get the first taste of the local, time-honored delicacies which will be served in Broadway Macau.