

# SANDS RESPONSIBLE GAMING ACADEMY

## INTRODUCTION

Sands China has long been committed to promoting responsible gaming within the Macao community. As early as 2004, it became the first integrated resort operator in Macao to launch a self-exclusion programme.

In 2007, Sands China also became the first to introduce responsible gaming training for all newly hired Team Members. Through these efforts, the company fulfils its corporate responsibility in addressing social issues and developing an environment and a culture of responsible gaming, contributing to the sustainable development of the Macao community. Between 2022 and 2024, all casinos under Sands China achieved certification for the Responsible Gaming Indicators through the implementation of a comprehensive responsible gaming strategy. In recognition of these efforts, the Macao SAR Government designated Sands China as a Responsible Gaming Implementation Model Unit, underscoring the company's effective initiatives in responsible gaming. To further raise awareness among guests and Team Members, Sands China launched the Sands Responsible Gaming Academy, offering structured training tailored to industry professionals and the local community. This initiative supports the sustainable development of Macao's gaming sector.



# 金沙負責任博彩學院啟動禮

RESPONSIBLE GAMING ACADEMY KICK-OFF CEREMONY

17/11/2025



## HIGHLIGHTS

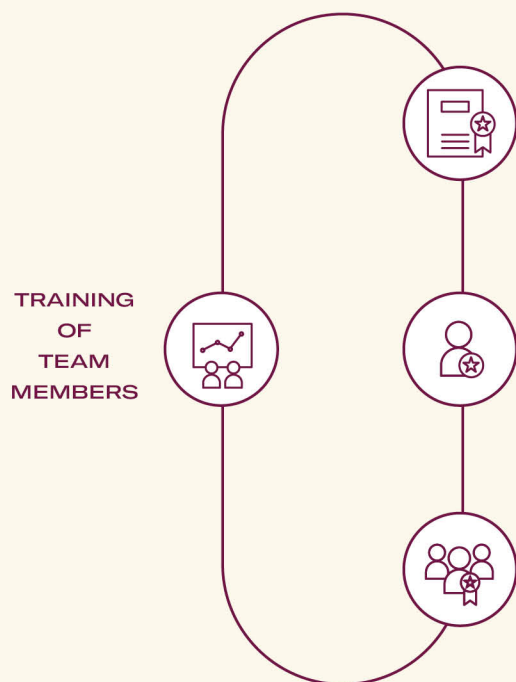
In Macao, responsible gaming focuses on three key areas: protecting customers, safeguarding Team Members, and delivering responsible gaming services that support the industry's sustainable growth. The Sands Responsible Gaming Academy stays ahead of global trends by conducting research, implementing innovative training programmes, and promoting cross-sector collaboration. Through these efforts, the Academy enhances industry standards and cultivates a responsible gaming culture.



# SANDS RESPONSIBLE GAMING ACADEMY

## TRAINING OF TEAM MEMBERS

The Academy provides structured training to ensure Team Members understand and apply responsible gaming principles in their daily work, offering support to guests when needed.



### International Certification Courses

In partnership with the University of Nevada, Las Vegas (UNLV), the Academy offers the Responsible Gaming Ambassador Advanced Training. Since its launch, the programme has held nine sessions, training over 650 participants.

### Localised Training for Macao

Working alongside the University of Macau's Institute for the Study of Commercial Gaming, the Academy co-hosts the RG 360 – Macao Responsible Gaming Specialist Ambassador Course. Tailored to the Macao gaming market, this course delivers targeted training for industry professionals.

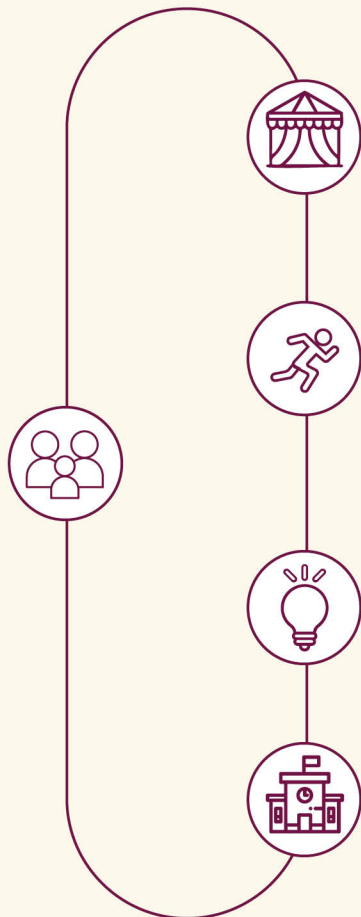
### Training Visits to Hong Kong

The Academy organises visits for Responsible Gaming Ambassadors to Hong Kong, building connections with organisations that promote responsible gaming. This initiative enhances resource sharing between Macao and Hong Kong, improving support for people with gambling disorders.



## COMMUNITY & FAMILY ENGAGEMENT

COMMUNITY  
&  
FAMILY  
ENGAGEMENT



### The Responsible Gaming Parent-Child Happy Carnival

To promote responsible gaming within the wider community, the Academy partners with local social service organisations to host events such as the Responsible Gaming Parent-Child Happy Carnival every year. Through games and educational activities, these events encourage smart financial management, strengthen family communication, and raise community awareness of responsible gaming.

### Responsible Gaming Runners Team

As the first leisure resort company to establish a Responsible Gaming Runners team, the Academy promotes work-life balance through wellness activities that support Team Members' physical and mental well-being while raising awareness of responsible gaming in the Macao community.

### Monthly Responsible Gaming Roadshows

The Academy is also the first integrated resort company in Macao to host monthly Responsible Gaming Roadshows, ensuring Team Members continually deepen their understanding of responsible gaming practices.

### Collaboration with Educational Institutions

Working with local higher education institutions, the Academy conducts research, promotes responsible gaming initiatives, and provides industry-specific training. By offering localised courses aligned with Macao's regulations and gaming culture, our Team Members gain knowledge that enhances their professional expertise and service standards.