



# Press Release

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## **Broadcasts of Cotai Strip Resorts Macao Mega Events Giving a Huge Boost to Macao's Profile**

*Events reached China audience of estimated 900 million in 12 months*

**(Macao, Feb. 24, 2014)** – With a non-stop presentation of world-class events coming at a sprinter's pace at Cotai Strip Resorts Macao, Sands China has been heading an unprecedented effort to raise the global profile of a city positioning itself as a world centre of tourism and leisure.

In 2013 alone, broadcasts (both television and online) of events held at or sponsored by Cotai Strip Resorts Macao reached an estimated audience of over 900 million viewers in mainland China. Taking into consideration global broadcasting, including on international channels such as HBO and STAR TV, the impact spreads further still, pushing viewership to well over 1 billion.

From events like March and September's "The Voice of China" concerts to February's *Race with the Stars* and December's Asia-Pacific Film Festival, and heavy-hitting boxing excitement in April, July and November with *Fists of Gold*, *Fists of Gold II* and *The Clash in Cotai*, it was a landmark year for Sands China's integrated resort city on Cotai – the one-stop entertainment, leisure and business destination comprising the three interconnected integrated resorts of The Venetian® Macao, The Plaza™ Macao featuring the Four Seasons Hotel, and Sands® Cotai Central, featuring Conrad, Sheraton and Holiday Inn hotels.

"The year 2013 was truly outstanding for Sands China," said Edward Tracy, President and Chief Executive Officer of Sands China Ltd. "In addition to our financial success, the extremely high level of quality entertainment events that were brought to Macao, the frequency and the public response were all extraordinary. In selecting our events, we always aim to find those that will raise the global visibility of Macao and of our brand, while being commercially successful. This focus by our company on superstar entertainment is doing wonderful things for Macao, and raising its profile around the world, as our city continues to

increase the critical mass of offerings of an ever-growing and rapidly diversifying tourism product.”

Besides generating massive television and online viewership numbers, Sands China’s superstar events have been popular with the live audiences in attendance as well, with both locals and visitors filling up the Cotai Arena and Venetian Theatre for packed shows.

January and February saw performances like the talented cast of the hugely successful show “The Voice of China” returning for another electrifying concert, Macao’s first standalone concert by K-pop super group Girls’ Generation, and the star-studded red carpet premiere of Chow Yun-Fat’s latest film “From Vegas to Macau,” which features scenes shot at The Venetian Macao. And led by China national hero Zou Shiming, the unprecedented triple-Olympic-star lineup of *Ring of Gold* delivered knock-out thrills to boxing fans this past Saturday.

A spectacular entertainment lineup awaits in March. The high-octane *UFC Fight Night Macao & The Ultimate Fighter Finale* features fighters of the hit reality TV series on March 1, and the phenomenally popular Eason Chan will play to ecstatic audiences at two sold-out concert nights at the Cotai Arena March 14-15. But the undisputed heavy-hitter of the month is the Rolling Stones on March 9. The legendary rockers will make history as they perform in Macao for the first time, certain to give the sold-out audience of screaming fans the “Satisfaction” they crave.

The colossal entertainment provided by Sands China’s broad portfolio of shows and events continues to give Macao an ever-widening and diverse spectrum of performances to enjoy, while increasing the city’s visibility on the global stage.

Never content to rest on its laurels, Sands China is already showing that 2014 is going to be another mammoth year of entertainment events in Macao.



**Photo caption:** Cotai Strip Resorts Macao events reached a mainland China audience of an estimated 900 million viewers in 2013, with events like (clockwise from top-left) *The Clash in Cotai*, “The Voice of China” concerts, the Asia-Pacific Film Festival, and *Fists of Gold II*.

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**About Sands China Ltd.**

Sands China Ltd. (HKEx: 1928, Sands China or the Company) is a Cayman Islands registered company and is listed on The Stock Exchange of Hong Kong Limited. Sands China is the largest operator of integrated resorts in Macao. The Company’s Cotai Strip Resorts Macao is comprised of The Venetian® Macao-Resort-Hotel, The Plaza™ Macao and Sands® Cotai Central. The Company also owns and operates Sands® Macao on the Macao peninsula. The Company’s integrated resorts contain a diversified mix of leisure and business attractions and transportation operations, including large meeting and convention facilities, a wide range of restaurants, shopping malls, world-class entertainment at the Cotai Arena and the Venetian Theatre, and a high-speed Cotai Water Jet ferry service between Hong Kong and Macao. The Company’s property development projects on Cotai have the goal of transforming it into Asia’s premier entertainment and business destination. Sands China is a subsidiary of global resort developer Las Vegas Sands Corp. (NYSE: LVS).

For more information, please visit [www.sandschinaltd.com](http://www.sandschinaltd.com).

**About Cotai Strip Resorts Macao – Macao’s Integrated Resort City**

Sands China Ltd. is the leading developer, owner and operator of integrated resorts in Macao. The befittingly named Cotai Strip Resorts Macao, situated on reclaimed land between the islands of Coloane and Taipa, is the one destination that provides a stunning array of experiences at the heart of Cotai. Cotai Strip Resorts Macao has transformed a gaming-centric day-trip market into an integrated resort city and international hub for business and leisure travellers.

Pulsating with life, both night and day, Cotai Strip Resorts Macao features an expansive offering of affordable luxury available nowhere else in Macao, with approximately 9,000 hotel rooms and suites, international superstar live entertainment, duty-free shopping with 600 retailers offering an unparalleled array of name brands, 1.3 million square feet (120,000 square metres) of meeting and exhibition space for Asia’s leading conferences and exhibitions, gaming excitement, transportation offerings and well over 100 dining options, including international restaurants, bars and lounges. Cotai

Strip Resorts Macao is a must-see destination providing every guest with an unforgettable experience and unparalleled excitement.

Comprised of The Venetian® Macao-Resort-Hotel; The Plaza™ Macao, featuring the Four Seasons Hotel Macao; and Sands® Cotai Central, featuring the world's largest Conrad, Sheraton, and Holiday Inn hotels, Cotai Strip Resorts Macao is where Asia's ultimate destination is all within reach.

Cotai Strip Resorts Macao....Macao Starts Here. For more information, please visit <http://en.cotaistrip.com/>.