



## **GEG Sponsors the “GEG Community Care Program” for the 9th Consecutive Year; Leveraging Technology to Promote the Spirit of Mutual Support in the Community**

**February 15, 2025** – Upholding its philosophy of “What is taken from community is to be used for the good of the community”, Galaxy Entertainment Group (“GEG”) has actively supported and participated in various community activities through multi-pronged approaches, and collaborated with different local organizations to promote the virtues of mutual support and social harmony. For nine consecutive years since 2016, GEG has been the title sponsor of the “GEG Community Care Program”, organized by the Peng On Tung Tele-assistance Service (“Peng On Tung”). In 2024, under the theme of “Technology Care”, the program was carried out over a six-month period. Featuring a series of activities, including a “Technology Care Innovation Design Competition”, home visits to elderly singletons, and specialized training on the practical applications of assistive technologies for participating students, the program aimed to inspire young peoples’ use of advanced technology to design innovative assistive tools that can improve the quality of life for the elderly. Since 2010, GEG has supported the Peng On Tung for 15 consecutive years, making multiple donations to the Peng On Tung Charity Foundation of the General Union of Neighborhood Associations of Macau (“UGAMM”). Last year, GEG again donated MOP200,000 to subsidize financially disadvantaged users of Peng On Tung, embodying the spirit of mutual support.

Recently, the “2024 GEG Community Caring Program – Technology Care Innovation Design Competition” successfully concluded with the hosting of an award ceremony. The ceremony was attended by distinguished guests, including Ms. Lam Mi Chi, Vice President and Social Service Director of UGAMM; Ms. Annie Loi, Assistant Vice President of Corporate Social Responsibility of Public Relations of GEG; Mr. Tam Sik Chung, Acting College Master of Shiu Pong College and Professor at the Faculty of Science and Technology at the University of Macau; and Mr. Alan Pun, Manager of Peng On Tung. In his speech, Mr. Alan Pun said, “GEG is the first integrated resort operator to introduce ‘Technology’ as a theme to encourage young people to engage with the community and support elderly in need. By launching the ‘Technology Care Innovation Design Competition’ for the first time, we aim to integrate technology with social services to improve the quality of life of seniors while fostering greater awareness and compassion among youth. We firmly believe that technology is not just a tool for convenience, but a bridge to convey love and care, and to inject new vitality into society.”

The competition attracted nearly 70 local students, with the champion, first runner-up and second runner-up titles awarded to students from Sacred Heart Canossian College (Chinese Section) Macau, Our Lady of Fatima Girls’ School, and participants from the “Youth Science and Technology Village”, jointly organized by the Education



and Youth Development Bureau, the Macao Science Center, and GEG. During the competition, GEG supported participants by organizing relevant training and arranging visits to the community's elderly. A total of 100 participants, including participating students and GEG Volunteers, took part in the "Technological Support for Seniors Living Alone" initiative, where they received practical training on designing assistive technology devices and conducted visits to 60 elderly households to better understand their daily living conditions and needs, helping them create more innovative and practical tools.

Since its launch, the "GEG Community Caring Program" has successfully mobilized over 1,350 enterprises, merchants, and buildings to form a "Care Alliance", which has engaged more than 3,300 volunteers to participate in community care activities that benefited over 60,000 residents, and identified and supported nearly 300 "hidden elderlies" and individuals in need of assistance. Furthermore, GEG regularly organizes team member visits to elderly beneficiaries of the Peng On Tung, distributing holiday gift bags and supplies. Moving forward, GEG will continue to uphold its corporate social responsibility commitment of "Community at Heart, Empathy in Action", and proactively foster a more comprehensive community care network to fulfill its commitments to society.

**– End –**

## Photo Captions



P001: Ms. Linda Wong, Assistant Senior Vice President of Public Relations of GEG (right), presented a MOP200,000 cheque to Ms. Ng Siu Lai (left), the Chairman of UGAMM.



P002: The “2024 GEG Community Caring Program – Technology Care Innovation Design Competition” was successfully concluded with an award ceremony.





銀娛 GEG



P003: A total of 100 participants, including participating students and GEG Volunteers took part in the “Technological Support for Seniors Living Alone” initiative, where they conducted on-site visits to 60 elderly households to better understand their daily living conditions and needs, thereby supporting participants to produce more innovative and practical tools.



P004: Ms. Lam Mi Chi, Vice President and Social Service Director of UGAMM, presented awards to the champion of the competition.





P005: Ms. Annie Loi, Assistant Vice President of Corporate Social Responsibility of Public Relations of GEG, presented the awards to first runner up of the competition.



P006: Mr. Tam Sik Chung, Acting College Master of Shiu Pong College and Professor at the Faculty of Science and Technology at the University of Macau, presented the awards to second runner up of the competition.