

主動求助 贏得未來
SEEKING HELP FOR WINNING THE FUTURE



由高層親自領導

作為負責任的企業，新濠承諾於營運所在的各司法管轄區發展並維持負責任博彩文化，定期舉辦超出法定要求及領先技術的負責任博彩活動計劃。環球負責任博彩督導委員會由公司高層親自領，配合澳門特區政府推廣「主動求助，贏得未來」主題的負責任博彩舉措下制定及推行全年負責任博彩策略。

LEADERSHIP FROM THE TOP

As a responsible organization, Melco is committed to developing and maintaining a culture of Responsible Gaming (RG) in every jurisdiction we operate in, our approach includes initiatives that go above and beyond mandated regulatory requirements and industry-leading technology. The Company's Global Responsible Gaming Steering Committee is led from the top. The Committee provides strategic direction for all annual RG initiatives which are based around the Macau SAR Government's "Seeking Help for Winning the Future" promotional campaign.



負責任博彩 · 智者能自控
RESPONSIBLE GAMING · STAY IN CONTROL



行之有效的負責任博彩系統

EFFECTIVE RESPONSIBLE GAMING SYSTEM

技術與流程

- 亞洲首間在其澳門娛樂場各入口安裝實時面部識別保安系統的博彩營運商，而位於澳門、馬尼拉及塞浦路斯的所有博彩設施中，實時容貌識別保安系統亦有助於自我隔離措施
- 七天廿四小時駐場負責任博彩大使支援

Technology and Process:

- Asia's first operator to deploy real time facial recognition security systems at entrance of gaming areas in Macau. The system also forms an integral part of supporting self-exclusion in Macau, Manila and Cyprus
- 7-24 Responsible Gaming Ambassador support

為同事進行負責任博彩教育

- 投資於負責任博彩培訓上，培育同事識別潛在賭博失調和了解負責任博彩認知行為
- 推出進階負責任博彩培訓課程的網上學習版本及派員參與由澳門博彩監察協調局及澳門大學設計的「澳門負責任博彩指導員證書課程」
- 推出為持續提升負責任博彩大使知識水平的「負責任博彩大使進階系列」課程
- 定期於澳門及馬尼拉「員工心臟地帶」設置負責任博彩教育活動
- 定期舉辦負責任博彩推廣月

Educating colleagues on Responsible Gaming:

- Investment in training to help colleagues identifying potential gambling disorder and understand the cognitive behaviors of Responsible Gaming
- Launch of e-learning version of advance RG course and assign colleagues to attend the "Macao Responsible Gaming Advisor Certificate Program" designed by Gaming Inspection and Coordination Bureau and the University of Macau
- Launch of "Responsible Gaming Ambassador Advanced Series" Program to continuously enhance the knowledge of Responsible Gaming Ambassador
- Hosting experiential RG awareness-raising activities regularly
- Set up of RG educational space at the Heart-of-House in Macau and Manila

普及社區負責任博彩文化

- 負責任博彩大使為賓客提供負責任博彩相關資訊和自我隔離的協助
- 提倡「負責任博彩·智者能自控」支持並投資澳門博彩研究
- 推出負責任博彩「生活的藝術」女性工作坊
- 與社服機構合作向社區推廣負責任博彩

Spreading RG culture to a wider community:

- Trained RG ambassadors to provide assistance on providing RG information and self-exclusion to patrons;
- Promoting "Responsible Gaming · Stay In Control"
- Introduced The Art of Living series with information on RG for women.
- Collaborated with NGOs to promote responsible gaming in the community



2025年度新濠博亞娛樂負責任博彩計劃

MELCO RESORTS & ENTERTAINMENT RESPONSIBLE GAMING ANNUAL PLAN 2025

| 活動計劃 INITIATIVE | 活動計劃 INITIATIVE |
|--|---|
| 環球負責任博彩督導委員會會議(最高管理層) Global RG Steering Committee meeting (Top management) | 年度負責任博彩重溫課程 Annual RG refresher training |
| 負責任博彩執行委員會定期會議 RG Implementation Committee meeting | 負責任博彩推廣月活動 RG Awareness Month activity |
| 負責任博彩工作委員會定期會議 RG Working Committee regular meeting | 負責任博彩「主動求助 贏得未來」遊戲攤位 RG "Seeking Help for Winning the Future" Game Booth |
| 負責任博彩季報 RG Quarterly Bulletin | 負責任博彩大使重溫課程 RG Ambassador refresher training |
| 與博彩業職工之家合辦季度負責任博彩路演及諮詢服務 Gaming Employees Home Roadshow and Counseling Services | 負責任博彩大使進階系列 RG Ambassador Advanced Series |
| 與澳門義務青年會合辦路演推廣 AJVM Roadshow | 負責任博彩大使講座 RG Ambassador Seminar |
| 負責任博彩每月焦點海報 (於新濠通亦設有電子海報) RG monthly focus poster/ e-poster in Melco Apps | 負責任博彩知識深化課程 RG Ambassador Knowledge Enhancement Program |
| 「生活的藝術」系列負責任博彩女性工作坊 Women workshop | 負責任博彩資訊亭操作實務課程 RG Kiosk Usage Advanced Program |
| 負責任博彩社區推廣 Responsible Gaming Community Promotion | 負責任博彩桌遊導師課程 RG Boardgame TTT |
| 協辦2025年度負責任博彩推廣開幕禮 Co-host 2025 Responsible Gaming Promotion Operation Ceremony | 負責任博彩社區推廣技巧與實習 RG Community Promotion Technique |
| | 負責任博彩執行指標評估 RG Implementation Index |
| | 負責任博彩你我有責網上測試 Responsible Gaming, Everyone's Job Online Quiz |