



**For Immediate Release**

## **Melco doubles its project beneficiaries to 50,000 and supports around 40 youth programs in 2012**

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### **First Melco CSR Report to comply with GRI Guidelines**

**(Hong Kong, April 25, 2013)** – Melco International Development Limited (“Melco” or the “Group,” HKEx Code: 200), a keen supporter of charity events and youth services, issued its sixth Corporate Social Responsibility (“CSR”) Report (“the Report”) with the Application Level C+<sup>[1]</sup> checked by the Global Reporting Initiative (“GRI”)<sup>[2]</sup>. In 2012, Melco sponsored and organized nearly 40 youth development programs which doubled its project beneficiaries to around 50,000 children, youths, their families and the physically challenged, compared with 2011.

This year’s Report marks a milestone for Melco, as its first in accordance with the GRI G3.1 Guidelines that provide a reporting framework used by companies around the world to measure their sustainability performance. The Report covers a broader spectrum of economic, environmental and social impacts of Melco activities and earned the Application Level C+ from GRI to verify its content integrity, clarity and quality.

In order to understand the interest of Report’s content to stakeholders and gain stakeholder feedback on Melco’s CSR initiatives, the Group conducted its first formalized stakeholder engagement exercise through a series of engagement activities such as focus groups prior to the Report’s preparation. This enables Melco to solicit stakeholders’ opinions on the Group’s CSR performance and present them in the Report. This initiative will ultimately help the Group to refine and formulate its long-term CSR strategies.

**Mr. Lawrence Ho, Group Chairman and Chief Executive Officer of Melco** said, “In 2013, Youth Development continues to be our CSR focus. In the past year, we once again made tremendous progress in CSR development, supporting different youth programs and reaching more people in need. We also made a breakthrough in the way we manage our environmental impacts when our affiliate Melco Crown Entertainment became the first and only resort hotel operator in Macau to achieve an ISO 14001 Environmental Management Certificate. We are also honored to receive awards for our CSR performance, including, for the first time, the Hong Kong Corporate Citizenship Label by the Hong Kong Productivity Council and the Corporate Social Responsibility Award 2012 by Capital and Capital Weekly. I would like to take this opportunity to thank everyone who contributed to making Melco a more socially and environmentally-responsible organization during the year.”

<sup>[1]</sup> Application Level C is intended for entry-level reporting organizations. For this level, the organization needs to report on a set of the Profile Disclosures and should report fully on at least 10 Performance Indicators set by GRI. The status of Plus - “+” - can be added to an Application Level when the sustainability reporting has been externally assured.

<sup>[2]</sup> The GRI is a non-profit organization that promotes economic, environmental and social sustainability. GRI provides all companies and organizations with a comprehensive sustainability reporting framework that is widely used around the world. GRI website: [www.globalreporting.org](http://www.globalreporting.org)



The theme of this year's CSR Report - "Unfolding opportunities for today's youth" - expresses Melco's on-going commitment to youth and its desire to help them develop into mature adults contributing to society. The support Melco provides extends to young people from all socioeconomic backgrounds, including those with physical disabilities. During the year, the Group sponsored and organized nearly 40 youth development programs that help young people appreciate nature, turn away from drugs and instill self-confidence.

**Sir Roger Lobo, Chairman of Melco CSR Committee** highlighted one of the sponsored programs, "We have provided support to The Society for The Aid and Rehabilitation of Drug Abusers. I believe this program is doing a tremendous job helping youths with drug problems by teaching them new skills. For 2013, we are continuing to support remedial programs that help young people with drug abuse and addiction problems."

Together with the Report, the Group has embarked on a paper folding activity for stakeholders, entitled "Make a Crane, Make a Wish Come True", in which for every paper crane a participant fashions, with the use of special papers provided in the Report, and sends to the Corporate Office, Melco pledges to donate HK\$6 to a charitable organization that provides youth services in Hong Kong. Melco volunteers are to present the paper cranes to hospitalized children, orphans, disabled youngsters or rehabilitated youths.

Details of Melco's 2012 CSR accomplishments and 2013 CSR goals are available at [www.melco-group.com](http://www.melco-group.com).

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### **Fast Facts of the CSR Report 2012:**

**GRI Guidelines** – The first report to comply with the GRI G3.1 Guidelines, which covers more significant economic, environmental and social impact arising from the activities of Melco has received the Application Level C+ from GRI to verify its content integrity, clarity and quality.

**Hong Kong Quality Assurance Agency (HKQAA) Verification** – HKQAA has acknowledged that the Melco CSR Report 2012 is accurate and reliable, and is a fair and honest representation of the Group's CSR initiatives, goals, progress and achievements.

**Business Environment Council (BEC) Assessment** – The content of the Report is based on the stakeholder engagement exercise and material assessment conducted by BEC.

**Green Printing** – Printed with soy ink on FSC-certified paper from forests under sustainable environmental management.

**CSR Awards** – Recognition for Melco's CSR achievements received in 2012:

- 7th Consecutive Year Corporate Governance Asia Annual Recognition Award, 2nd Consecutive Year Best Investor Relations by a Hong Kong Company, Asian Corporate Director Recognition Award, Corporate Governance Asia
- 8th Consecutive Year Caring Company Award, The Hong Kong Council of Social Service (since 2005)
- Award Label of 3rd Hong Kong Corporate Citizenship Awards, Hong Kong Productivity Council
- Corporate Social Responsibility Award 2012, Capital and Capital Weekly
- President's Award, The Community Chest (since 2006)
- Platinum Award for Corporate & Employee Contribution Program Donors, The Community Chest (since 2009)
- Silver Award for Corporate Volunteer Service, Volunteer Movement
- Gold Label, WWF's Low-carbon Office Operation Program (since 2011)
- "Class of Excellence" in Wastewi\$e Label, The Hong Kong Awards for Environmental Excellence (HKAEE) (since 2009)
- Crown Towers and Hard Rock Hotel, Gold Award of Macao Green Hotel Award; Grand Hyatt Macau, Silver Award of Macao Green Hotel Award
- ISO 14001 Environmental Management Certification for Melco Crown Entertainment's Environmental Management System

Photo: Corporate Social Responsibility Report 2012 of Melco International Development Limited with charitable paper cranes made of special papers provided in the Report



### **About Melco International Development Limited:**

Founded in 1910 and listed on the Hong Kong Stock Exchange (HKEx) in 1927, Melco International Development Limited ("Melco International") is one of the first 100 corporations in Hong Kong. Today, under the leadership of Chairman and CEO Mr. Lawrence Ho, Melco International has found new energy and direction as a dynamic company that leads the field in the leisure and entertainment sector in Asia, and regards corporate social responsibility (CSR) as a core value of the Group. Last year, the Group received the Caring Company Award from the Hong Kong Council of Social Service for the 8th Consecutive Year, and also received the Hong Kong Corporate Citizenship Label by the Hong Kong Productivity Council. For more of our 2012 CSR achievements and objectives in 2013, please refer to the CSR Report on our website

[www.melco-group.com](http://www.melco-group.com).

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