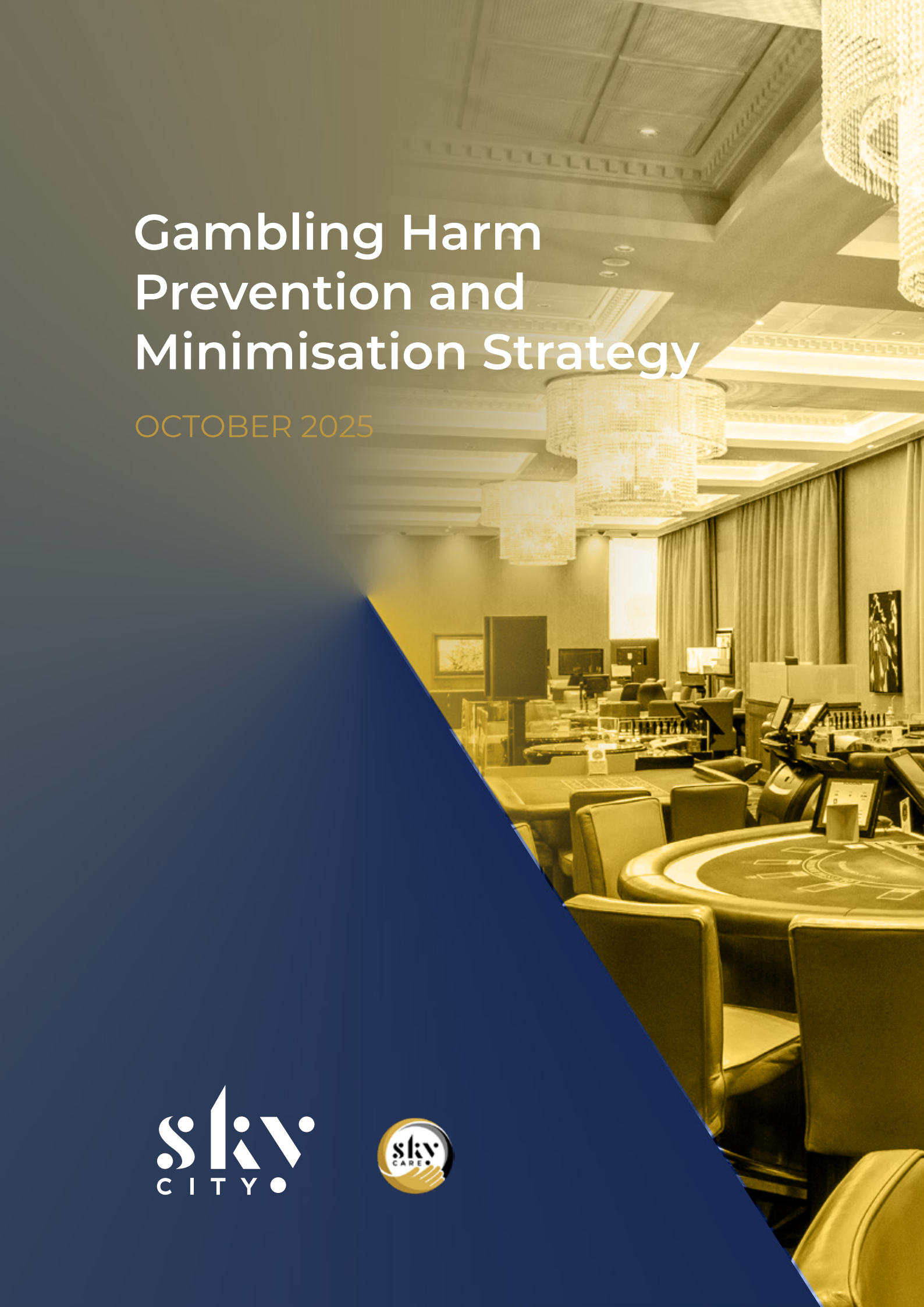
Gambling Harm Prevention and Minimisation Strategy

OCTOBER 2025



Gambling can be a fun and enjoyable entertainment activity. However, it can also have harmful effects on some individuals, their families, and their communities.

At SkyCity, we place great importance on gambling harm prevention and minimisation throughout every part of the organisation and we are committed to working collaboratively with our regulators and stakeholders to provide a positive and responsible experience for our customers.



Our gambling harm prevention and minimisation strategy is guided by a set of principles that underpin our approach.

1. Customer-centric

We have a culture of care for the wellbeing of our customers and their communities

2. Environment

We provide safe and responsible experiences and environments for our people and customers

3. Prevention and support

Our harm minimisation initiatives focus on prevention of harm while providing support to customers that may be experiencing gambling harm

4. Community

We openly and actively engage with treatment service providers, public health providers and Government agencies

5. Technology

We embrace technology-led solutions and seek to leverage industry best practice harm prevention and minimisation solutions

6. Continuous improvement

We will continue to focus on, and invest in, the ongoing improvement of our approach to gambling harm prevention and minimisation

Our SkyCity Purpose

We are trusted to create vibrant places for gaming, entertainment, and hospitality.

Together Our Purpose, Values and Behaviours – underpinned by our Code of Conduct and the principles and practices within the Code describe what it means to work and succeed at SkyCity. They define why we're here, how we will act and make decisions for each other, our customers, and communities as they relate to preventing and minimising gambling harm.

Our Goals

Rebuild Trust: SkyCity is resolute about restoring confidence with our stakeholders by strengthening our ethical conduct and compliance. Trust is earned, and we're going to earn it back.

Increase focus on harm prevention activities: SkyCity is committed to prioritising harm prevention activities that are focused on identifying risk indicators whilst continuing to ensure a rapid response to those customers showing early indicators of harm.

Our Board Risk Appetite

SkyCity has a low risk appetite for Host Responsibility and Conduct Risk, prioritising responsible gambling, responsible service of alcohol, customer care, and adherence to ethical standards, underpinned by the SkyCity Code of Conduct in all its operations. However, SkyCity recognises that despite robust systems and staff training, complete prevention of harm is not always achievable on occasions where individuals are determined to evade Host Responsibility systems and procedures. SkyCity seeks to safeguard and enhance its reputation and brand by advocating for and adhering to Host Responsibility standards, creating a safer environment for our customers to play. We respect individuals' rights to make their own decisions regarding gaming products and balance this with our obligation to promote responsible gambling practices.

To manage Host Responsibility and Conduct Risk, SkyCity: (i) has a Code of Conduct which guides integrity in decision-making, supported by underlying policies and regular employee training; (ii) maintains and continually enhances a Host Responsibility Programme for each site; (iii) Provides regular training for employees to identify gambling harm indicators and how to support customers, and on the responsible service of alcohol; (iv) has reporting in place to Senior Leadership and the Board to monitor compliance with Host Responsibility obligations; (v) has a whistleblowing channel for reporting of conduct-related concerns; and (vi) engages in transparent and timely reporting to regulatory authorities, including with respect to Host Responsibility-related matters.

Strategic Pillars

We take our responsibilities to minimise risk and harm from gambling very seriously and we are committed to embedding a culture where our customers' wellbeing is at the centre of our gambling harm related decision making. Our primary objective over the coming years is to ensure we have strongly performing risk management systems, a culture which prioritises both compliance with our obligations and customer care, and a business which is seen as a good corporate citizen, worthy of retaining its casino licences.

We will continue to invest in resources and technology to strengthen gambling harm prevention and minimisation practices throughout all parts of our business. We work closely with our regulators and stakeholders in designing and implementing our approach to responsible gambling and we will regularly communicate our progress for transparency, which holds us accountable.

Governance and accountabilities

All SkyCity employees have a role to play in preventing and minimising gambling harm. This responsibility is reflected in our Code of Conduct that describes our values, principles and practices that define how we will act for each other, our customers, and communities and ensuring that we always do the right thing.

The Board and Senior Management are responsible for leading and driving a positive culture of gambling harm prevention and minimisation across the organisation. A dedicated Host Responsibility Senior Management Group provide a forum for the discussion of strategic Host Responsibility initiatives and the monitoring of key risks associated with safer gambling in line with SkyCity's Enterprise Risk Management Framework and the Board Risk Appetite Statement.

Assurance and Audit

In addition to implementing the three lines of accountability, as part of SkyCity's assurance activities, independent audits and mystery shopping programmes are carried out to test the robustness of SkyCity's Host Responsibility practices.

Environment

SkyCity is committed to ensuring that our customers enjoy an environment that is safe, secure, and responsible. We also take our responsibility to protect our employees from gambling harm seriously. For any staff needing support, SkyCity provides professional assistance through our Employee Assistance Programme. Employees are provided with regular training to make sure that they are kept aware of gambling environment risks.

Customers must be 20 years or older to enter any gaming areas and we will continue to enforce the prevention of under-age gambling. All entry areas to the Casino are monitored and security staff may request proof of age from customers where required.

SkyCity will provide alcoholic beverages in a responsible manner, including monitoring and control of alcohol consumption. Intoxicated customers will not be permitted entry to SkyCity premises.

Parents or guardians who bring minors to SkyCity must not leave them unattended, including while staying at our hotels. SkyCity has established processes to support unattended minors and to refer matters to the Police where deemed necessary.

Our casinos have various signs, resources, and safer gambling support throughout the gambling and entertainment areas, including information on how to contact our specialist Host Responsibility team. Each casino has a quiet space where our customers can interact with our Host Responsibility team confidentially and have access to the latest advice and information to support safer gambling.

Skills and training

SkyCity continues to build management, leadership and critical functional capabilities to deliver on our organisational strategy and further shape SkyCity's culture. We have significantly invested in resourcing and capability across key areas, including Host Responsibility. We will continue to identify, attract, grow and retain the talent needed to deliver on our Gambling Harm Prevention and Minimisation Strategy in a focused and sustainable manner.

Our employees undergo probity and assurance assessment to ensure people who are involved with the ownership, management and operation of our casino meet our standards and expectations and the suitability requirements for their roles.

All SkyCity Board members and employees receive training in gambling harm awareness. Our formal Host Responsibility training courses are delivered in compliance with regulations and completion by eligible employees is strictly monitored and reported.



Stakeholder relationships

SkyCity values our relationships with our regulators, stakeholders and the wider community and we are committed to engaging in an open and transparent manner. Our focus is to improve information sharing and collaboration about gambling harm in order to advance SkyCity's harm prevention and minimisation approach.

As part of this collaborative approach, we will hold community stakeholder meetings. Representatives from treatment service providers, public health providers and government agencies are invited to attend to assist with an understanding of diverse perspectives and to work together on sustainable harm minimisation and prevention solutions as well as initiatives that promote the responsible service of alcohol.

We will also partner with local experts and support agencies to ensure we understand current research, and have up-to-date gambling harm minimisation and prevention resources in place to support our customers.

Technology

SkyCity believes that a robust and effective harm prevention and minimisation framework requires continuous improvement and an innovative culture.

SkyCity has made significant investment in technology solutions to bolster and assist our ongoing efforts to support safer gambling.

SkyCity operates facial recognition technology solutions across its land-based casinos to assist in identifying and preventing excluded customers from re-entering its casinos. Facial recognition technology is also utilised to identify customers who remain with the casino for extended periods without taking sufficient breaks.

As a harm prevention tool, SkyCity utilises facial recognition monitoring at its SkyCity Auckland, SkyCity Hamilton and SkyCity Queenstown ATMs to monitor repeat withdrawals and declined transactions for indicators of gambling harm.

SkyCity have implemented Focal Research's ALeRT BETTOR Protection System software to enhance and improve SkyCity's ability to identify potential at-risk gamblers. This software, which is subject to ongoing uplift and refinement to address site specific requirements, uses routinely stored customer data to create complex models for identifying and managing high-risk play that otherwise may not be outwardly visible to employees or customers.

Since July 2025, all customers require a SHOW by SkyCity card to play at any SkyCity NZ casino. Account Based Play (also known as Carded Play) is an important part of our SkyCare commitment, which will enable scheduled pauses in play to enable customers to enjoy a break from gambling activities.

SkyCity utilises analytics to detect patterns, modes and durations of play which may be indicators of gambling harm. These analytics will be expanded following the introduction of Account Based Play.

Gaming operations

At SkyCity, customer wellbeing is at the core of our gambling operations and it drives decisions on our casino layout, loyalty programmes and marketing approach. Customers are provided with sufficient information on the uncertainties associated with games of chance and the unpredictability of outcomes.

All SkyCity marketing must be delivered in a responsible manner, with consideration given to potential impacts on those individuals who may be adversely affected by gambling.

SkyCity has formal customer due diligence processes in place, including customer identification and source of wealth reporting that supports our AML/CFT compliance programmes and our harm prevention and minimisation.

Host Responsibility Programme

A key strategic focus for minimising gambling harm across the SkyCity Group is prevention. By adopting a prevention approach, SkyCity can increase our ability to identify and respond early to new or emerging concerns that may lead to harmful gambling- related issues for our customers. We continue to focus on ensuring that our culture of care is maintained and that we have an industry leading standard of host responsibility practices.

A robust Host Responsibility Programme is in place for each of our physical sites and within the SkyCity Online Casino to prevent and minimise harm from gambling. Where appropriate, the Host Responsibility practices outlined in the Programmes are aligned across the SkyCity Group, noting the Programmes do reflect market and customer differences, unique cultural distinctions and the different regulatory environments in which SkyCity operates.

Key elements of our Host Responsibility Programme include:

1. **Account Based Play (also known as Carded Play), which assists customers to keep track of play and visitation and ensure regular breaks from gambling are taken**
2. **Regular customer interactions to provide education on safer gambling and monitoring to identify potential gambling harm indicators**
3. **Voluntary exclusion programmes that are readily available to any customer who wants to stop or take a break from gambling**
4. **Involuntary exclusion programmes to protect customers against potential risk of harm because of their gambling behaviour**
5. **Programmes to re-enter customers safely following exclusion**

SkyCity has a dedicated team of experienced Host Responsibility specialists that work collaboratively with our Gaming Machine, Table Games, Security, Surveillance and VIP teams to deliver fair and ethical outcomes for our customers and community. We are committed to having sufficient Host Responsibility team members available in the casino to fulfil our Programme and we have a continued focus to strengthen our host responsibility team capabilities to ensure the team is up to date on the latest harm prevention and minimisation processes, practices and technology solutions.

SkyCity's Gambling Harm Prevention and Minimisation Strategy is not a static one; it is a living framework, constantly evolving to meet customer needs and industry developments, and exceeding regulatory expectations.

SkyCity has invested significantly in enhancing our processes, practices, and technologies that will continue to uplift SkyCity's approach to harm prevention and minimisation.

Alongside continuing to develop and refine our Host Responsibility processes and supporting technologies, SkyCity also continues to refine our operating model and make ongoing investment into our Host Responsibly team in order to maintain continuous improvement activities and operate a leading Host Responsibility Programme that is centered on customer engagement and supported by data.

