



Press Release

Fifth Cohort Graduates from Sands Retail Academy

More than 400 new graduates ready to offer enhanced customer service at Sands Shoppes

(Macao, Nov. 17, 2016) – The Sands Retail Academy recognised its fifth cohort of graduates Thursday at a graduation ceremony at Conrad Macao, Cotai Central, honouring the latest group of Sands Shoppes retail employees to complete the academy’s training programme.

Launched in November 2013, the Sands Retail Academy offers complimentary training to retail professionals at Sands Shoppes Cotai Strip Macao – comprised of Shoppes at Four Seasons, Shoppes at Venetian, Shoppes at Cotai Central, and Shoppes at Parisian, together featuring over 850 retailers.

A joint initiative of Sands Retail and Sands China Ltd.’s human resources department, the Sands Retail Academy is one of the initiatives of the Sands China Academy – a programme focused on the career development of both Sands China team members and local Macao talent, including those employed by Sands China’s retail partners.

By providing training to employees of Sands Shoppes’ retailers, the initiative is aimed at improving the service quality of the retail industry in Macao. The retail sector is crucial to Macao’s tourism industry, and retail employees play an important role in providing quality services to visitors as Macao develops into a world centre of tourism and leisure. The more than 850 retailers at Sands Shoppes are significant components in visitors’ shopping experiences, with over 68 million visits to Sands China properties in 2015.

In order to provide a world-class standard for Macao’s visitors, Sands China has been dedicated to helping retail employees improve themselves and the industry as a whole. Considering the importance of developing this segment of frontline employees, the Sands Retail Academy has delivered over 20,000 training hours to more than 5,000 employees of Sands Shoppes retailers to date.

Over 400 frontline retail team members received certificates at Thursday's ceremony, after successfully completing their training programmes. The training aims to improve the quality of service at Sands Shoppes in order to enhance customers' shopping experiences.

Since November 2013, more than 5,000 retail professionals have joined the Sands Retail Academy. Over 1,600 have graduated, having taken courses focused on areas such as service enhancement, leadership, the Sands Rewards, and many others customer service workshops.

"We are very pleased to be honouring our fifth group of graduates," said Antonio Ramirez, senior vice president of human resources for Sands China Ltd. "As the number of participants and graduates continues to increase each year, the Sands Retail Academy is proud to continue offering training and knowledge for the employees of our retail outlets. This programme was built to develop their careers, and to help them provide outstanding service to the customers of our retail malls. The Sands Retail Academy is an important part of Sands China's long-term commitment to developing local talent in Macao, by nurturing locals who are not direct employees of Sands China."

Over 80 retailers were represented in Thursday's graduation ceremony. More brands are anticipated to join the programme as it continues to gain popularity among Sands Shoppes retailers.

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Photo caption: Antonio Ramirez, senior vice president of human resources for Sands China Ltd., addresses the fifth cohort of graduates of the Sands Retail Academy Thursday at Conrad Macao, Cotai Central.

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Photo caption: Graduates pose with their certificates at Sands Retail Academy's fifth graduation ceremony, held Thursday at Conrad Macao, Cotai Central.

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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 portfolio is comprised of The Venetian® Macao, The Plaza™ Macao, Sands® Cotai Central and The Parisian Macao. 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, The Venetian Theatre, The Parisian Theatre and the upcoming Sands Cotai Theatre; and a high-speed Cotai Water Jet ferry service between Hong Kong and Macao. The Company's Cotai Strip portfolio has the goal of contributing to Macao's transformation into a world centre of tourism and leisure. Sands China is a subsidiary of global resort developer [Las Vegas Sands Corp.](#) (NYSE: LVS).

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