



Press Release

Sands Retail Academy Holds Second Graduation Ceremony *Over 220 graduates complete programme to offer enhanced experience and service to Sands China's Shoppes customers*

(Macao, Sept. 17, 2014) – Sands Retail Academy, a joint initiative by Sands Retail and Sands China Ltd.'s Human Resources department, held its second graduation ceremony Wednesday at Sands® Cotai Central, which saw more than 220 retail front line employees accept their certificates for successfully completing the training programme aimed at enhancing customer satisfaction and shopping experience by improving the quality of service at Shoppes at Four Seasons, Shoppes at Venetian and Shoppes at Cotai Central. Over 430 participants have graduated from the Academy since it was launched in November 2013.

Nearly 70 retailers delegated their staff to attend Sands Retail Academy's training courses between mid-March and early September, including Breguet, Blancpain, Calvin Klein, Folli Follie, Gucci and Tiffany & Co., once again showing retailers' support of the training programme. The number of students increased 8 per cent compared to the first term, and more retailers took part in the second term of the training programme, including Armani Junior, Aquascutum Junior, Chopard, Damiani, Moschino, Omega, Rolex, Tommy Hilfiger and Vivienne Westwood, thanks to the positive feedback given by attendees of the first term.

"The course reminds us of the passion and attitude that working in the retail industry should always uphold, including demands for ourselves and our own professionalism, so as to allow our customers to be able to enjoy a more professional service," said one of the participants from Folli Follie. "We thank Sands Retail Academy for giving front line employees opportunities to learn and we will surely join the training again if the Academy can introduce new courses in the future."

"We're delighted to be honouring our second graduating class from the Sands Retail Academy," said Timothy Jones, Vice President of Retail Development, Venetian Macau Limited, at the graduation ceremony Wednesday. "Today's graduation of 227 graduates

demonstrates our mutual commitment in offering training that assists further developing front line employees, thereby enhancing Shoppes' position as a world-class shopping destination.”

Antonio Ramirez, Senior Vice President of Human Resources for Sands China Ltd. also commented on the programme at Wednesday's graduation: “227 of you participated in this programme. Today you are better prepared and I sincerely hope that this programme brings more joy to your work and will be one more step forward in your career. You come from nearly 70 different retailers, and you are not our direct employees. We have this academy because we believe in Macao. We believe in people development and growth. We believe in your future. We believe that people who visit Macao should go home with great memories. Your interaction will be part of their memories of Macao.”

The programme has been enhanced by adding more role-playing games, activities and discussions so as to better support the students' learning process. It currently contains three modules: Put Your Best Face Forward: Improving Your Image; Service and Selling Skills; and Handling Complaints and Difficult Situations. Once participants finish the three training modules, they receive certificates signifying their successful completion. The goal of the Academy is to provide thoughtful and high-end service, thereby ensuring that customers at Shoppes will always have an enjoyable and memorable shopping experience. It is also in line with Sands China's ongoing commitment to help develop local talent in Macao.

Photo Caption: Timothy Jones, Vice President of Retail Development, Venetian Macau Limited, speaks at Sands Retail Academy's second graduation ceremony Wednesday. The programme launched by Sands Retail and Sands China Ltd.'s Human Resources department is aimed at enhancing customer experience and satisfaction throughout the company's Shoppes retail malls.

Photo Caption: Antonio Ramirez, Senior Vice President of Human Resources, Sands China Ltd., addresses the audience at Sands Retail Academy's second graduation ceremony Wednesday. The programme launched by Sands Retail and Sands China Ltd.'s Human Resources department is aimed at enhancing customer experience and satisfaction at the company's Shoppes retail malls.

Photo Caption: Graduates at Sands Retail Academy's second graduation ceremony accept their certificates for having completed a three-module programme aimed at enhancing customer experience and satisfaction throughout Sands China's Shoppes retail malls.

For high resolution photos, please access one of the following:

Online access:

www.tinyurl.com/sands-retail-academy

Via FTPS software:

FTPS location: [vmftp.venetian.com.mo](ftp://vmftp.venetian.com.mo)
Port: 990
User name: VEN-PRMedia
Password: PR-Media
(case sensitive)
Folder: PR-Media/Events/Sands Retail Academy/

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About Shoppes

Shoppes is the largest duty-free luxury shopping experience in Macao, with over 600 retailers to choose from, featuring the world's best boutiques. Consisting of, Shoppes at Four Seasons, Shoppes at Venetian and Shoppes at Cotai Central, the indoor mega-mall is part of Sands China Ltd.'s Cotai Strip Resorts Macao, a fully integrated resort city spanning across The Venetian® Macao-Resort-Hotel, The Plaza™ Macao (featuring Four Seasons) and Sands® Cotai Central (featuring Conrad, Sheraton and Holiday Inn). Shoppes features some of Macao's first-to-market luxury brands, and with its unique design themes and live street-level entertainment featuring singing gondoliers, jugglers, living statues, magicians, musicians and more, Shoppes is one of Macao's must-have experiences for visitors. Shoppes also delivers a wide array of delectable international cuisine, from Michelin-rated high-end gourmet to expansive food court options.

For more information, please visit www.venetianmacao.com/shopping.html.

Media contacts:

Public Relations, Venetian Macau Limited
Lily Cheng
Tel: +853 8118 2013
Email: lily.sw.cheng@sands.com.mo

Sophia Mok
Tel: +853 8118 2105
Email: sophia.mok@sands.com.mo