

PROGRAM & PERFORMANCE 2021



SEMINOLE
GAMING

PLAYERS**EDGE**



Seminole Gaming & Hard Rock's responsible gambling program, PlayersEdge, integrates policies, procedures and program elements into business operations, including training and culture-building, player education, and the promotion of referral services.

STRATEGIC GOALS: To prevent and mitigate harmful gambling so that players can gamble in a healthy way over the long-term, providing a sustainable base of customers.

To *prevent harm*, we seek to increase gambling literacy and self-awareness by helping players understand games, avoid risks, and adopt strategies to manage play and maintain positive habits.

To *mitigate impacts for players experiencing risk and harm*, PlayersEdge inspires self-reflection, while normalizing and promoting access to gambling counseling, support services and self-exclusion.

PLAYERSEGE TRAINING & CULTURE-BUILDING

Conversations between employees and guests are critical service touch-points with players, and PlayersEdge will become an integral part of customer experience and service. PlayersEdge culture embeds RG into customer service, which starts by training all guest-facing team members with two related training programs to build the skills and knowledge of our employees.

Training and on-going culture-building define and clarify employees' roles, while building skills and knowledge to effectively provide information and supports. Training is co-designed and is co-delivered with the Florida Council for Compulsive Gambling and with Dr. Rory Reid, Department of Psychiatry—UCLA.

"Frontline Fundamentals" 30-minute online module: All guest-facing employees learn the basics of problem gambling behavior signs observed on the gaming floor, player risk segmentation, actions they can take, and when to escalate to more senior managers.

"Supervisor Support" 2-hour classroom training: Managers and supervisors complete Frontline Fundamentals before attending classroom instruction. This class setting offers interactive learning, role-playing and scenario-driven discussions to enhance skills for intervening with guests who demonstrate riskier behavior and present challenging situations. The coaching on 'difficult conversations' shows supervisors how to frame outcomes for guests experiencing harm, while expressing care, empathy, and compassion. A critical step in the training is telling employees that they should always "ask permission" before providing a player with information. If someone does not want help, do not force it on them.



PLAYERSEGE



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TRAINING REINFORCEMENT

Every year, training is reinforced through short online segments that build upon Frontline Fundamentals and Supervisor Support. Every three years employees will re-attend these two core programs again, after their content is refreshed.

TRAINING RESULTS TO DATE

- 18,234 team members trained online
- 1,454 supervisors trained in classroom
- 92% evaluation scores from surveys of team members who assess the value of training

At each property, Responsible Gaming Leads and Teams execute policies, practices and program elements, seeking to increase employee engagement, and improving organizational knowledge of RG and problem gambling. The teams seek input from employees to plan, execute and assess the program's success. Targeted initiatives include regular communications through multiple channels, forums, and engagements with service providers. Each team's activities are based on a quarterly action plan coordinated with corporate leaders, and reported on through a scorecard of metrics.

Back-of-house activations reinforce key areas of knowledge and skills. For example, in September 2021, all Seminole & Hard Rock casinos invited local and state problem gambling agencies to educate team members on "what happens when someone calls a 1-800 problem gambling support line?"

REINFORCEMENT RESULTS TO DATE:

- 18,740 team members reached through direct apps & pre-shift meetings
- 4,139 team members participated in an educational quiz
- 2,000+ helpline information gift bags distributed
- 53 Hours of in-person education, including booths supported by helpline staff, executive committee meetings, and refreshment supervisor training



"SUPERVISOR SUPPORT" CLASSROOM TRAINING FOR SUPERVISORS AND MANAGERS



EMPLOYEE FEEDBACK

To date Seminole & Hard Rock has received excellent employee feedback, with 99% of comments positive. This includes employee ranging from recently hired to employees with multiple decades of experience in the casino industry:

- “I am happy to hear the company will back us up when we see a player who needs help.”
- “The examples worked perfectly with real life.”
- “It’s important that these tools translate to day-to-day operations and mold the culture.”
- “... helped us understand fundamentals, and how to handle tough situations.”
- “Team learning is the right approach for responsible gaming.”
- “Loved the activities, classroom sessions. This was so amazing. Great job getting the team engaged.”
- “Gave me an idea on how to approach difficult situations on the casino floor.”
- “Excellent approach to problem gambling!”
- “Great information to help clients.”
- “I believe this class was very informative and will be very helpful and useful.”
- “Very good training. Learned more about different habits.”
- “Thank you! Excellent presentation. More than I anticipated. Engaging, informative, and interesting”
- “I have a better understanding that all aspects of customer service are part of my job.”

We will continuously improve and leverage this program based on evidence, experience, and input from expert third-party partners, including local and state agencies, as well as medical professionals, researchers, local social services, government and regulators.



Team member education activation at Hard Rock Tampa



Hard Rock Cincinnati

PLAYER & PUBLIC EDUCATION

In 2019, Seminole & Hard Rock unveiled its groundbreaking PlayersEdge Program, the first comprehensive gambling literacy and education program designed by a US-based gaming company for North American and international markets.

PlayersEdge is a branded education program designed to meet the needs of all gamblers — from new and casual players — to seasoned regulars and anyone at-risk for or experiencing problems. Please see <https://playersedge.org>.

Starting with game facts and casino etiquette, PlayersEdge also helps players understand their own behavior, identify risks of gambling, and develop positive play habits. For those whose gambling has gone too far, PlayersEdge offers the assistance of voluntary self-exclusion and referrals to professional help and counseling services. The program is implemented across all casino properties.

PlayersEdge is designed to feel and sound like it belongs in a casino environment, so that gamblers will notice and absorb its information. The tone of most messages is positive, fun and entertaining. For people seeking help, the tone is supportive and non-judgmental. PlayersEdge works to increase gambling literacy while inspiring honest conversations about slot machines, table games, and other gaming experiences. Educational messages reach players using a mix of media, including print, digital, web, social and live activations, will provide a regular stream of fresh information.

Strategic goals: To prevent and mitigate harmful gambling so that players can gamble in a healthy way over the long-term, providing a sustainable base of customers.


How does it work? PlayersEdge promotes informed choices, positive play, self-identification of risks, and maintaining control. It does so by explaining facts and tips about gambling, providing strategies to manage play, inspiring self-reflection, and providing assistance and referrals for those who have gambled too much.

How is it different? Three ways: player segmentation, program voice, integration into player and employee experience.



2020 CORPORATE SOCIAL RESPONSIBILITY AWARD
LEADERSHIP IN RESPONSIBLE GAMING
from U.S. National Council On Problem Gambling

The National Council on Problem Gambling (NCPG) conferred its 2020 Corporate Social Responsibility Award on the PlayersEdge program for its innovative integration of player education and employee training.



PLAYERS**EDGE**
FIND YOUR EDGE

LEARN THE ANGLES.

WHY
ARE SOME SLOT MACHINES
'HOTTER' THAN OTHERS?

No slot machine is ever 'hot', because wins and losses are determined randomly. Slot machines use a random number generator to generate all outcomes. No machine is ever 'due' to win, or will pay according to any kind of pattern.

**FEEL LIKE
YOU CAN'T
LEAVE?**

**WANT OTHER OPTIONS?
WE ARE HERE TO HELP**

1-888-ADMIT-IT (236-4848)
24-HOUR HELPLINE:
**CONFIDENTIAL AND
MULTILINGUAL**

ASK AN EMPLOYEE
ABOUT SELF-EXCLUDING
FROM THE CASINO



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Must be at least 21 years old to play slots. Void where prohibited. ©2019 Seminole Hard Rock. All rights reserved. This is not an offer to sell, nor a solicitation of an offer to buy, nor a recommendation or endorsement of any product or service by the issuer. The issuer is not responsible for any loss or damage resulting from the use of this information. Please play responsibly. Gambling is a game of chance. Please play responsibly. ©2019 Seminole Hard Rock. All rights reserved.

Results to date:

- 2 million+ impressions of PlayersEdge education
- 10% increase in casino players seek treatment based on PlayersEdge messages

PUBLIC EDUCATION

In 2019-20 Seminole & Hard Rock partnered with education experts EduNetwork Partners and the Florida Council on Compulsive Gambling to launch The Game Plan Challenge to educate teens on healthy video gaming habits, and to challenge them to create a fun campaign that inspires their friends.

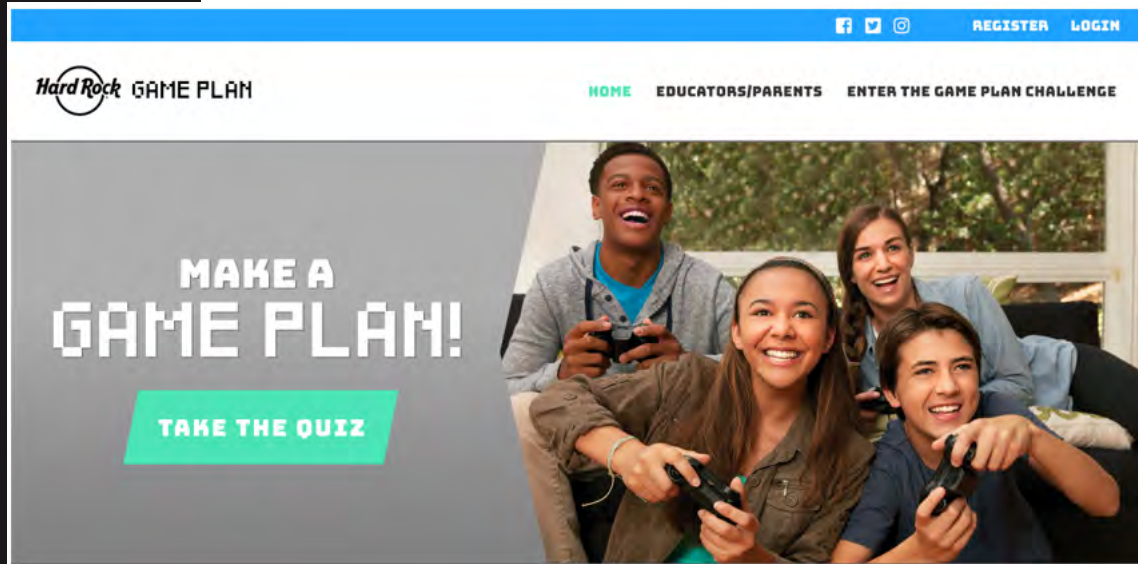
Over 90% of kids in the U.S. play some kind of video game and many participate on a regular basis. This kind of social gaming can be a healthy part of teenage life, but it also generates concerns, like the time and mental energy kids spend immersed in digital play. The risks of online, console and social games are also very similar to the risks of problem gambling.

To help teens, parents and educators navigate digital, social gaming our public education program offered fun activities and expert-informed content (GamePlanChallenge.com) to explore the positive aspects of gaming, to cultivate safe habits, while also learning about potential risks.



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Teens applied their learning by developing creative video campaign pieces to motivate other teens to balance their social gaming with school, activities, and home life.

Results:

- 74 million media impressions
- 848,250 students exposed to content
- 56,550 educators/youth leaders exposed to content
- 14,830 students completed curriculum
- 47 states in US

COLLABORATION & FUNDING

The development and operations of the PlayersEdge responsible gambling program are entirely funded by Seminole Gaming & Hard Rock.

We have a long-standing history of collaborating with regulators and agencies that support problem gamblers. In our home state of Florida, we have provided \$22 million to the Florida Council on Compulsive Gambling (FCCG) since 1994. We work with local and state treatment resources and problem gambling agencies, and look for opportunities to enhance services. For example, we contributed to the development of FCCG's recently announced Online Program for Problem Gamblers, an online interactive, on-demand resource that is completely free.

Seminole Gaming & Hard Rock are: funding partners of the International Center for Responsible Gaming, including the 2019 initiative for sports wagering; direct collaborators into a study examining the efficacy of pre-commitment tools with Carleton University and the Ottawa Gambling Harms Prevention Network in Ottawa; Gold Members of the National Council on Problem Gambling; annual sponsors of regional events such as the Ohio Problem Gambling Conference.



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Ongoing collaborations inform the development and evolution of the PlayersEdge program. Knowledge is derived from active participation in, dialogue with, and tracking of research and leading practice development globally, including the work of:

INDEPENDENT BODIES

- Florida Council for Compulsive Gambling
- International Gaming Institute – UNLV
- International Center for RG (USA)
- Gamble Aware (UK)
- GamCare (UK)
- UK Gambling Commission
- Gambling Research Exchange (UK/Canada)
- Alcohol & Gaming Commission of Ontario
- National Council for Problem Gambling (USA)
- Responsible Gambling Council (Canada)
- Japan Sustainable Responsible Gaming
- New South Wales Office of Responsible Gambling
- Problem Gambling Network of Ohio

INDUSTRY

- American Gaming Association
- North American Association of State and Provincial Lotteries
- Canadian Gaming Association
- Canadian Responsible Gambling Association
- Industry Group for Responsible Gambling (UK)
- World Lottery Association (Switzerland)
- Spel Institute (Sweden)

VOLUNTARY SELF-EXCLUSION

For those negatively affected by gambling, all Seminole & Hard Rock and offer self-exclusion. It is entirely voluntarily and the guest decides on the duration that they want to self-exclude. This step can help gamblers to regain control. While we always follow each state's requirements, and collaborate with regulators and designated agencies, the basic elements of self-exclusion are common across all jurisdictions.

Once self-excluded, an individual must not enter designated parts of the facility, and usually that includes hotels, restaurants, retail shops, parking, Hard Rock Live, or leased outlets at the casino location. If an excluded individual enters the property and is detected by casino personnel, wagers will be refused and they will be removed. Any excluded person who gambles and is detected is unable to collect any winnings or recover any losses. Nor can is the person eligible to receive complimentary goods, services, credit, check-cashing privileges, or offered any other casino amenities.



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To help promote self-exclusions there are 1-800 numbers throughout the casino that actively promote self-exclusion. When a guest decides to self-exclude, the process is undertaken with the security and surveillance team. A security officer will take a photo of the customer, and the customer then decides the length of time that they want to be self-excluded. The photo and information is then entered into databases and the customer's player's card and account is suspended from all marketing lists.

This step ensures that should the excluded person ever enters a casino, facial recognition software will notify security officers, who will then escort the customer out, and the self-excluded customer is not included on any query or list sent to outside vendors or included on any internal marketing or promotional materials. We use internal systems and experience to ensure that customers are actively aware of self-exclusion.

Facial Recognition: World-leading facial recognition software, artificial intelligence and long-tested algorithms are used to detect self-excluders who attempt to enter casinos. The technology converts two-dimensional images into three-dimensional head images, which are then rotated in all directions and scrutinized using different vantage points, lighting situations, facial expressions and changes to help guarantee over 99% face-recognition accuracy in real-world situations.

How it works: The system uses proprietary technology that scans every person's entire face as they approach the doors. The system picks up any customer who is on the self-exclusion list, along with known "bad" actors instantly. A notification is immediately sent to the security and surveillance teams.

The system can be programmed to house many different types of unwanted guests. This includes self-exclusion and can be programmed to work with local police departments to add known criminals or other "bad" actors to a list.



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