

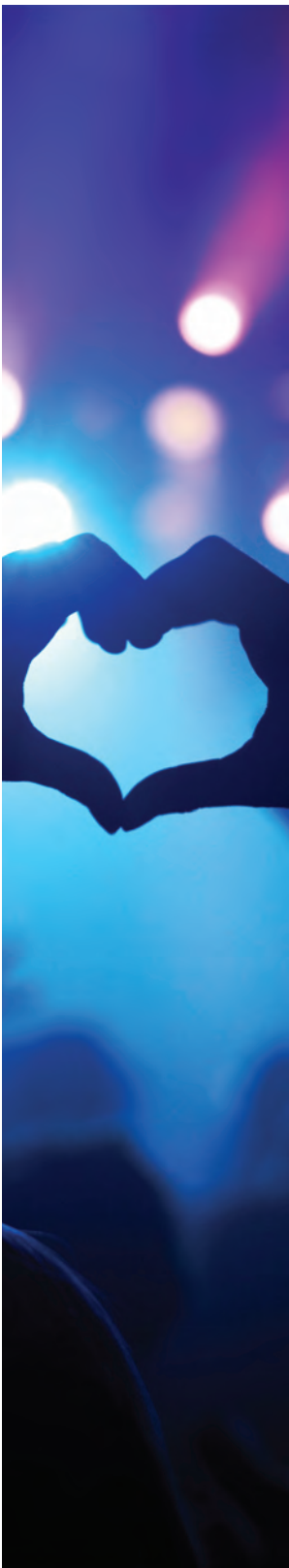




COME TOGETHER FOR PEOPLE & PLANET

SOCIAL RESPONSIBILITY REPORT



SEMINOLE
GAMING

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LOVE ALL
SERVE ALL

ALL IS ONE

SAVE THE
PLANET

TAKE TIME
TO BE KIND





70+ COUNTRIES

300+ BRANDED VENUES

34 HARD ROCK HOTELS

18 CASINOS

91% BRAND AWARENESS

25M SOCIAL REACH

14.7M MERCHANDISE SOLD

88,000 PRICELESS MEMORABILIA

65,000 WORLDWIDE TEAM MEMBERS

● CAFES ● CASINOS

● HOTELS ● HOTELS & CASINOS

The Seminole Tribe of Florida’s acquisition of Hard Rock International in March 2007 – the first transaction of its kind by a Native American tribe – fused its unconquered vision to drive unparalleled service across cafes, hotels and casinos in pursuit of an unlimited future for Hard Rock, one of the world’s fastest growing and best regarded consumer brands. Social purpose has propelled Hard Rock since 1971, when it was founded on the mottos

Love All-Serve All, All is One, Save The Planet and Take Time To Be Kind

We work to improve lives, help communities and sustain the Earth, infusing the power of music into all we do. Ever since Hard Rock’s founding, we have planted roots and thrived wherever we operate. Trust from the communities we serve is based on the substance of our actions, which we must grow and sustain every day.

FOUNDATION TO GROW

This social responsibility report tells the story of our mottos, which have shaped our history and will be our foundation for the future. Using the framework of the United Nations Sustainable Development Goals, this report frames our actions based on goals, measures, progress and plans for the future. Our approach to different program areas, including Diversity, Equity & Inclusion, responsible gambling and sustainability began with informal materiality analyses and assessments of current practices. In some areas we have defined concrete objectives and targets, while others are still a work in progress. This foundational work will help us benchmark, evaluate and plan future direction.



The Sustainable Development Goals (SDGs) are the United Nations’ call for action to promote prosperity while protecting the planet. They recognize that ending poverty must go hand-in-hand with strategies that build economic growth and address a range of social needs while tackling climate change and environmental protection.

Seminole Gaming and Hard Rock actions map to 8 goals and related indicators to measure and report contributions to the SDGs.



	ALL IS ONE	LOVE ALL SERVE ALL	UNCONQUERED VISION	TAKE TIME TO BE KIND	SAVE THE PLANET			
PURPOSE	Enhance communities	Building social equity	Grow sovereign paths to Tribal prosperity and well-being	Safeguarding the people we serve	Sustaining natural and human environments			
PRIORITY	Philanthropic giving Health and well-being	Diversity, Equity & Inclusion (DE&I)	Economic sustainability Health and well-being	Responsible gambling Anti-human trafficking	Improving practices: waste, water, energy, biodiversity			
PROGRESS	Sustained support for priority causes Protecting guests and supporting Team Members during COVID-19	DE&I people, culture and community Women In Leadership Tribal Career Development	Tribal economic development	Training and culture building Public and guest education	Data and analyses Goals and plans Culture			
UNSDG	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	10 REDUCED INEQUALITIES 	5 GENDER EQUALITY 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 	6 CLEAN WATER AND SANITATION 	7 AFFORDABLE AND CLEAN ENERGY 

UNCONQUERED VISION

THE SEMINOLE TRIBE OF FLORIDA

Building on its rich heritage of courageous and groundbreaking achievements, the Seminole Tribe of Florida acquired Hard Rock International in 2007 and continues to expand its horizon across all corners of the globe. In Florida, The Seminole Tribe owns and operates two Seminole Hard Rock Hotels & Casinos (Hollywood and Tampa), and four other Seminole Casinos in Coconut Creek, Classic (Hollywood), Immokalee and on the Brighton Seminole Reservation northwest of Lake Okeechobee.

The Seminole Tribe's history is one of perseverance and independence. As a sovereign government and community, its people continue many long-standing traditions and cultural practices, while adapting to changing social and business realities. But always, they remain the Unconquered Seminole Tribe of Florida.



Long recognized for innovation in its gaming and other businesses, the Seminole Tribe opened the first high-stakes bingo hall and casino in the United States. As the forerunner of the Indian Gaming movement across North America, its legal victories paved the way for the \$39 Billion Native American Gaming industry.

1979

The Seminole Tribe of Florida pioneered Indian Gaming with the opening of a high-stakes bingo hall on the Hollywood Seminole Reservation.

1988

Following a series of court challenges, the Seminoles and other Indian Tribes won the right to offer gaming, leading to the establishment of the Indian Gaming Regulatory Act, passed by Congress and signed into law.

1980s - 2000s

The Seminole Tribe expanded its gaming operations throughout Florida. In 2004, its Tampa casino was transformed into the Seminole Hard Rock Hotel & Casino Tampa, and the Seminole Hard Rock Hotel & Casino Hollywood was opened. The original high-stakes bingo hall is now the Seminole Classic Casino.

2007

The first Gaming Compact between the Seminole Tribe and the State of Florida is signed into law, after 20 years of work to reach an agreement. The compact expanded economic opportunity, tourism and recreation and bolstered the fiscal success of the State of Florida.


ECONOMIC DEVELOPMENT

The businesses owned by the Seminole Tribe are founded on improving life for its people, which includes the social impact of expanded and diversified Indigenous-owned businesses.

As Hard Rock and Seminole Gaming expand, our growth contributes to the wealth of communities worldwide. Since 2018, we have added over 20,000 jobs to communities hosting new hotels, casinos and casino-hotels around the world. Recent casino developments include: Bristol, Virginia; Atlantic City; Cincinnati; Northern Indiana; Sacramento; Rockford, Illinois and Ottawa, Ontario. Existing franchised and managed hotels in Asia and Europe include: Desaru Coast; Malaysia; Maldives; Dalian, China; Shenzhen, China; Marbella, Spain; Ibiza, Spain; Tenerife, Spain; Madrid, Spain and Hamburg, Germany's Reverb by Hard Rock.

Hotels in the USA include: Daytona Beach, Atlanta's Reverb by Hard Rock, and San Diego. Other properties can also be found in Guadalajara, Los Cabos, and Cancun in Mexico and Punta Cana in the Dominican Republic. New casino resort developments are underway in Bakersfield, California, a casino-hotel joint venture with the Tejon Indian Tribe of California, and an integrated casino resort in Athens, Greece. New hotel projects include London, Ontario, three hotels in Brazil: Ilha do Sol, Fortaleza and São Paulo, and a combined hotel and residential property in Lake Texoma, Oklahoma.

In 2022, Hard Rock International and Seminole Gaming announced wage increases for half its U.S. workforce. Starting wages for several job classifications, such as cooks, housekeepers, and security officers, increased by over 60 percent. Across the U.S. wages for entry, starting positions range between \$18 and \$21 an hour, more than 2.5 times the Federal minimum wage and exceeding each U.S. state's minimum wage.

	PROSPERITY
GOALS	Empower and promote the social, economic and political inclusion of the Seminole Tribe of Florida
MEASURES & PROGRESS	<ul style="list-style-type: none">• Since 2011, an average of over 28% of Seminole Gaming's annual purchases come from Tribal-owned or affiliated vendors• The value of goods and services purchased annually have grown from Tribal-owned or affiliated vendors
PLANS	Ongoing efforts to expand and deepen procurement opportunities for Tribal-owned and affiliated vendors
UNSDG	 10 REDUCED INEQUALITIES



COMMUNITY IMPACT



CORPORATE GIVING



The Seminole Tribe of Florida’s perspectives and history shape how we serve our communities. Wherever we operate, Hard Rock and Seminole Gaming invest locally, nationally and globally across causes that matter most to our 300+ locations. We also actively support our Team Members and their families.

\$23 million has been donated by Hard Rock properties around the world since 2019 to causes that matter most to our communities, guests, key stakeholders, Team Members and their families. Championing common priorities that impact the places where we operate, including hunger relief, cancer prevention, diversity, equity & inclusion, human trafficking prevention, children’s care & development, mental health awareness and research, socioeconomic conditions and inspiring people’s connection to music.



PINKTOBER
HARD ROCK HEALS FOUNDATION
STRONGER TOGETHER

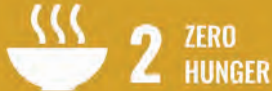

25
YEARS

During the month of October, Hard Rock Hotels, Cafes, Casinos, Rock Shops®, Bet and Games around the globe “go pink” by participating in fundraising

efforts supporting the Hard Rock Heals Foundation, with proceeds benefiting the American Cancer Society and local charities.

Since 1999, more than \$14 million has been raised to fight breast cancer by activating our global network. This annual Hard Rock branded campaign celebrates those who fight and survive breast cancer, along with their caregivers. We inspire guests at cafes, hotels and casinos worldwide to contribute to research and education, through a network of charity partners worldwide.

In 2023, our PINKTOBER campaign raised over \$1.4 million for breast cancer awareness and research – the largest single-year amount Hard Rock has ever raised. Hard Rock International and the Seminole Tribe of Florida also celebrated tribal member Nancy Frank’s 20th anniversary of breast cancer survival with a special, limited-edition pin designed by tribal member and Native American artist Victoria Billie Osceola. 100% of proceeds from the commemorative pin, which also marked Indigenous People’s Month in November, were donated to the American Cancer Society.

	ENHANCE COMMUNITIES	HEALTH & WELL-BEING
GOALS	Reduce hunger and poverty rates globally	Improve treatments, prevention and early intervention to reduce mortality rates from breast cancer
MEASURES & PROGRESS	9.8 million meals to 120,600 children and their families in 50 countries \$6.8 million raised through global campaigns	With \$23 million raised since 2019 for Global Campaigns: International Women's Month, Pride, Pinktober and others
PLANS	Sustain efforts to reduce hunger through partnerships with musical artists	Grow annual reach of Pinktober campaign
UNSDG	 2 ZERO HUNGER	 3 GOOD HEALTH AND WELL-BEING

DISASTER RELIEF:

\$3 million of healing has been extended to countries and local communities experiencing a range of crises and disasters since 2016.

The Hard Rock Heals Foundation and Brazil Foundation board member and President of Banco Master Daniel Vorcaro, donated \$250,000 USD for the reconstruction of houses in Rio Grande do Sul following the severe floods caused by heavy rains and storms that hit the Brazilian state from April 29, 2024, through May 2024. The disaster resulted in 181 fatalities, widespread landslides and a dam collapse, making it the country’s worst flooding in over 80 years.



\$1 million for Relief Efforts To Benefit Victims of Hurricanes Helene and Milton.

The Seminole Tribe of Florida and Hard Rock International committed \$1,000,000 in monetary donations to support the relief efforts for those impacted by Hurricanes Helene and Milton. Two world-renowned organizations — World Central Kitchen and the American Red Cross — received aid for immediate recovery and long-term rebuilding efforts across communities devastated by catastrophic storms from Florida to the Carolinas and Tennessee.

Beyond the financial contribution, Seminole Hard Rock Hotel & Casino Tampa provided a state-designated shelter at its Event Center, providing essential services, resources, meals and medical care for over 1,000 displaced people.

World Central Kitchen’s mobile kitchen prepared more than 700 meals, boosting the 1000+ meals provided by the Seminole Hard Rock Tampa team.



A special check presentation at Seminole Hard Rock Hotel & Casino Hollywood featuring Hard Rock executives, Lionel Messi, and representatives from World Central Kitchen and the American Red Cross.



The spirit of supporting the local communities where we operate led to immediate donations to charities helping people devastated by Hurricane Ian. Team Members from three property locations directly affected donated \$200,000 to support recovery and relief efforts.



\$3 million+ invested to support programs and partnerships around the world.

The Hard Rock Heals Foundation provides grants and assistance to individuals and organizations focused on healing during times of disaster, or those offering services that alleviate suffering.

In 2016, Hard Rock institutionalized its philanthropic purpose by creating the Hard Rock Heals Foundation, uniting all efforts, including global initiatives and local events, under one charity platform to benefit one common goal: making the world a better place by serving people and our planet.

<https://www.hardrock.com/heals-foundation.aspx>



GRANT WINNERS

2023/2024 HARD ROCK HEALS FOUNDATION \$250,000 GRANT PROGRAM

Hard Rock Heals Foundation annual grant program donates \$250,000 to 50 local charity recipients around the world as part of the brand's commitment to supporting community-run programs through grants, offering enhanced opportunities for those who share the values of philanthropy and giving. The funds provided by the Hard Rock Heals Foundation aim to bolster programs dedicated to mental health awareness and research, preventing human trafficking and ensuring children grow up healthy, educated and safe.



Hard Rock Cafe Chicago Role Model Movement Inc NFP



Hard Rock Hotel Orlando Pinktober

CASINOS/ HOTEL-CASINOS

Hard Rock Hotel & Casino Atlantic City
HR Recovery Initiative

Hard Rock Hotel & Casino Biloxi
Gulf Coast Center For Nonviolence Inc

Hard Rock Casino Bristol
Girls Incorporated Of Bristol

Hard Rock Casino Cincinnati
Best Point Education And Behavioral Health

Seminole Casino Coconut Creek
SOS Children's Villages Florida Inc

Seminole Classic Casino
Broward Partnership For The Homeless Inc

Seminole Hard Rock Hotel & Casino Hollywood, FL
Ann Storck Center Inc

Seminole Casino Hotel Immokalee
Pace Center For Girls Inc

Mirage Las Vegas
The Shade Tree Incorporated

Hard Rock Casino Rockford
Winnebago County Casa

Seminole Hard Rock Hotel & Casino Tampa
Redefining Refuge Inc

HOTELS

Reverb by Hard Rock, Downtown Atlanta
Make-A-Wish Foundation Of Georgia

Hard Rock Hotel Bali
Yayasan Bali Bersama Bisa

Hard Rock Hotel Dublin
Solas Project

Hard Rock Hotel Madrid
Fundación Musicoterapia Y Salud

Hard Rock Hotel Marbella
Cruz Roja Española

Hard Rock Hotel Orlando
National Christian Charitable Foundation Inc

Hard Rock Hotel Pattaya
The Shade Tree Incorporated

Hard Rock Hotel Vallarta
Mamás Unidas Por La Rehabilitación De Sus Hijos, A.C.

CAFES

Hard Rock Cafe Atlanta
Operation Hope Inc

Hard Rock Cafe Bali
Yellow Boat Of Hope Foundation, Inc.

Hard Rock Cafe Baltimore
Baltimore Children's Museum Inc

Hard Rock Cafe Barcelona
Fundació Roure

Hard Rock Cafe Bucharest
Asociatia Little People Romania

Hard Rock Cafe Chicago
Role Model Movement Inc NFP

Hard Rock Cafe Copenhagen
Kirkens Korshær

Hard Rock Cafe Dublin
Jigsaw - National Centre For Youth Mental Health Limited

Hard Rock Cafe Florence
Progetto Itaca Firenze

Hard Rock Cafe Glasgow
Nordoff Robbins

Hard Rock Cafe Hamburg
Rock Kids E.V.

Hard Rock Cafe Honolulu
Hoola Na Pua

Hard Rock Cafe Kathmandu
Nepal Childrens Organisation

Hard Rock Cafe Las Vegas
The Leukemia & Lymphoma Society (LLLS)

Hard Rock Cafe London
Old Park Lane
The National Foundation For Youth Music

Hard Rock Cafe Munich
Stiftung Ambulantes Kinderhospiz München

Hard Rock Cafe New Orleans
Son Of A Saint

Hard Rock Cafe New York
New York Edge

Hard Rock Cafe Niagara Falls (USA)
Roswell Park Alliance Foundation

Hard Rock Cafe Orlando
Lifeboat Project Inc

Hard Rock Cafe Philadelphia
Players Philanthropy Fund

Hard Rock Cafe Pigeon Forge
Community Coalition Against Human Trafficking

Hard Rock Cafe Ponce
Centros Sor Isolina Ferre Inc

Hard Rock Cafe Prague
Nadace Terezy Maxové Dětem

Hard Rock Cafe Rome
Fondazione Progetto Itaca Onlus

Hard Rock Cafe San Antonio
No Strings Attached Outreach

Hard Rock Cafe Venice
Progetto Itaca Padova Odv

Hard Rock Cafe Warsaw
Fundacja Dajemy Dzieciom Siłę

Hard Rock Cafe Washington DC
Homeless Childrens Playtime Project Inc

Hard Rock Cafe Wroclaw
Fundacja "Na Ratunek Dzieciom Z Chorobą Nowotworową"

AMBASSADOR OF KINDNESS

Hard Rock Hotels “Ambassador of Kindness” program fulfills the Hard Rock charitable mandate to address mental health awareness, children’s health and alleviate suffering by surprising and delighting fans with one-of-a-kind experiences.

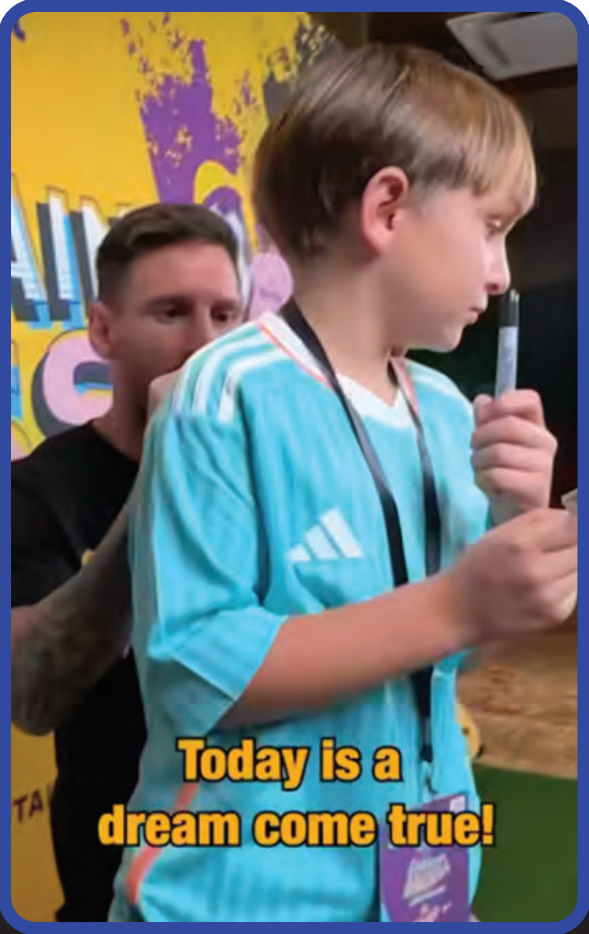
Partnering with social media influencer Zachery Dereniowski @MDMotivator, who reaches 30 million followers, three excited fans were selected to experience F1 Miami Hard Rock, Audacy’s We Can Survive concert series and Messi Kids 2.0 rollout.



Joe, also known as F1 Joe, attended F1 Miami Hard Rock Beach Club. Joe is a high-functioning adult with autism who recently lost his father, his main caretaker, and had to relocate to a center to assist with daily living.



Elyse is a 35-year-old who was born with spina bifida. An only child with parents that have both passed, Elyse also lives in an assisted living facility. As a major fan of NKOTB she was able to meet and greet all bandmembers.



Logan is a 9-year-old super fan of Messi and soccer who got to attend the Messi Kids 2.0 rollout. As a two-time cancer survivor he loves passing on random acts of kindness to other children in treatment.

CORPORATE SPONSORSHIPS: \$2.7 million from 2018-23 across a range of organizations.



- PACT
- Twentyfour-Seven Broward Inc.
- Magee Womens Institute
- WHYHunger
- Ocean Conservancy Inc
- Trevor Project
- ACS
- WCK
- Friends of Be an Angel
- Clean the World
- Hawaii Community Foundation
- Red Cross
- Playing For Change
- Delivering Good
- Music Will

LOCAL GIVING

Our fans know us best from their favorite cities, the places they visit and where they live, so we help every community where we operate. Whether it is collecting for food banks and toy drives, gathering supplies for disaster relief, improving local biodiversity or championing LGBTQ+ communities – our Team Members work to build a world where ALL IS ONE.

Through financial contributions, strategic partnerships, in-kind and team member support, our charitable efforts provide funds and assistance to locally-driven programs around the globe:

- \$23 million** donated by Hard Rock properties around the world since 2019
- \$4 million** to support disaster relief and neighborhood improvement
- \$1.8 million** since 2016 to promote wellness through the power of music across 70+ countries

Each of Hard Rock’s 300+ locations across the globe partner with community organizations. Notable highlights include:

- Hard Rock Hotel & Casino Atlantic City have donated **\$1 million** annually to 450 charities since 2018.
- Joining the Out of the Darkness Walk hosted by the American Foundation for Suicide Prevention (AFSP) every September, helping to raise awareness and support research for mental health and suicide prevention. To date, direct donations of more than \$33,000 have boosted \$65,000 of peer-to-peer fundraising by Hard Rock Atlantic City Team Members. With Hard Rock Atlantic City’s support, the AFSP has grown the results of their Jersey Shore Walk from \$2,480 in 2018 to \$300,000 in 2023, which included a \$25,000 donation from the Hard Rock Heals Foundation.
 - Boys & Girls Club of Atlantic City relationship includes sponsoring a curbside cafe window, and Hard Rock contributed to the training youth for work in the food and beverage industry, and teaching sales skills and social interaction.

Hard Rock Casino Cincinnati donated over **\$250,000** to local charities in 2023, including American Cancer Society, ArtsWave, Best Point, Cincinnati Black Music Walk of Fame, Cincinnati PRIDE and many more.

Hard Rock Casino Northern Indiana’s annual **\$500,000** donations come via cash and in-kind donations, along with employee volunteer hours to organizations such as Food Bank of NW Indiana, Gary Literacy Coalition, NW Indiana Urban League, Girls on the Run NW Indiana and Sojourner Truth House which supports homeless and at-risk women.

Seminole Hard Rock Hotel & Casino Tampa is one of the most prominent supporters of the Tampa Bay community. In 2024, **\$750,000** went across 75 charities to mark national philanthropy day. Each year the property is the title sponsor of St Pete Pride, the largest LGBTQ+ celebration in Florida. More notably, the property donated a total of hundreds of in-kind donations to also support partners’ events which include overnight hotel stays, concert tickets, spa & dining experiences.

Pride - Around the world, Hard Rock properties show their Pride for their LGBTQ+ team members and guests through events taking place in their communities. Team members from Hard Rock Hotel at Universal Orlando, Hard Rock Hotel Daytona and Seminole Hard Rock Support Services popped up at the Annual CommUNITY Rainbow Run & Festival in Orlando, while Seminole Hard Rock Hotel & Casino Tampa provided the title sponsor for the 2024 St Pete Pride Parade—the third largest Pride parade in the U.S. and biggest Pride parade in the state of Florida. Hard Rock Hotel New York team marched in NYC PRIDE and held a Pride rooftop party.

Hard Rock’s annual “LOVE OUT LOUD” campaign includes celebratory offerings and special events across its hotels, casinos, cafes and Rock Shops® around the world. Properties donate to LGBTQ+ organizations in their communities through Hard Rock Heals Foundation to commemorate this important moment of reflection, celebration and action for the LGBTQ+ community.

Participating hotels’ Sound Of Your Stay amenities let guests check out an in-room record player and albums from iconic LGBTQ+ artists, curated playlists and custom pride speakers. Select properties will feature LOVE OUT LOUD suites and packages in partnership with local LGBTQ+ artisans and designers.

Special events for guests included Hard Rock Hotel Riviera Maya’s LOVE OUT LOUD weekend pool parties, Hard Rock Hotel Cabo San Lucas’ Freddie Mercury tribute show, and sing-alongs at Hard Rock Hotel San Diego with both the local Gay Men’s Chorus and Women’s Chorus and so much more. Hard Rock cafes hosted activities throughout the month including bingo, karaoke and game nights.



INTERNATIONAL WOMEN’S MONTH



Eva Longoria in Hard Rock’s official International Women’s Month “WE ARE” T-shirt (Photo Credit: Hard Rock International)

To celebrate International Women’s Month, Hard Rock International announced a new “WE ARE” initiative honoring its ongoing commitment to championing women’s health and empowerment.

Through its “WE ARE” campaign, Hard Rock joined forces with Eva Longoria to encourage women around the world to share their personal stories, help uplift women’s narratives on critical issues and spotlight nearly 1,000 performances by talented female musicians in special events at its Cafe, Hotel and Casino locations throughout the month.

We also released a limited-edition t-shirt and exciting food and beverage menu items. Through the Hard Rock Heals Foundation, funds were raised throughout the month to benefit two organizations working to support women and women’s health: Global Gift Foundation and Magee-Womens Research Institute.

Other events and guest experiences included the Women Who Rock series of free and ticketed concerts featuring hundreds of all-female-led performances at Hard Rock cafes, and performances from bands to DJ sets and at participating Hard Rock Hotel locations across the globe.



At each Hard Rock cafe, hotel and casino, volunteer action is led by a Culture Club. Team Members activate our mottos locally, focusing on community level philanthropy and Save The Planet initiatives, along with organizing athletics and fitness activities.

Whether they are celebrating Team Member Appreciation Days, organizing Run Clubs or Yoga, leading a Toy Drive or Holiday Food Drive or cleaning up beaches, Culture Clubs provide the channels for local engagement.

Investing in our people is ongoing work. As we continue to grow our businesses around the world, we value external acknowledgement for progress we make as an employer in priority areas.





TEAM MEMBERS & CULTURE



HARD ROCK
INTERNATIONAL
& SEMINOLE GAMING
TEAM MEMBERS

65,000+ worldwide across:
Managed and franchise casinos and hotels
Managed and franchise cafes
Hard Rock Digital

DIVERSITY, EQUITY & INCLUSION

Fifty years after our founding, Seminole Hard Rock continues our tradition of inclusion with the Office of Diversity, Equity & Inclusion, which works to integrate our mottos into daily business operations and critical business decisions. These efforts are important in achieving our company aspirations to be the employer of choice for diverse talent, to cultivate a culture of inclusion and to be recognized for equitable and responsible practices within the industry.

Diversity is a recognition of differences while leveraging those differences to produce stellar results. **Equity** is a process of seeking fairness through deliberate and intentional actions. **Inclusion** occurs when everyone feels they have the freedom and comfort to express their thoughts, ideas and opinions in a safe, trusting and open environment.



To address the needs of all Team Members – including Native Americans, women, the LGBTQ+ community, people of color (BIPOC), people with disabilities and veterans – we work to build equitable policies, programs and practices based on a framework of people, culture and stakeholders.

	BUILDING SOCIAL EQUITY					
GOALS	PEOPLE: Be the employer of choice for diverse talent		CULTURE: Cultivate inclusion at work where Team Members feel safe and sound and where differences are sought and leveraged		STAKEHOLDERS: Be known and respected for equitable and socially responsible practices	
MEASURES & PROGRESS	30% of Team Members at all U.S. Properties attending The Look Workshop or another DE&I Education offering, including all Directors and above		Launched a total of Nine Team Member Resource Groups		Deploy Inclusion Sourcing Strategy to drive diverse talent pipelines with quantifiable measures for community impact	
	Develop and Continue to Advance Policies and Practices to be more Equitable and Inclusive		Enrolled 12% of the Global Team Member Population in one of our Team Member Resource Groups		Define the Diversity Value Proposition in the communities we serve	
	Leverage workforce dashboard to track and report results		Increased Tribal Career Development participation by 78% with a 30% graduation rate			
2024-25 PLANS	Launch mentorship platform through Team Member Resource Groups for access to develop for all affinity groups		Launch advanced educational offerings for leadership		Demonstrate positive social and economic impact within our markets by building strong relationships with community partners, including organizations supporting rehabilitation, human trafficking survivors, the unhoused population, veterans, domestic violence survivors and people with disabilities	
	Expand Tribal Career Development Program and Women in Leadership programs		Launch Diversity Councils at property locations as an extension of the Office of Diversity, Equity & Inclusion to ensure integration of DE&I initiatives at the property level		Advance participation of diverse vendors, including women, minorities, individuals with disabilities and veterans within our value chain	
	Institute Diverse Talent Action Plans to be used by business leaders to attract, develop and retain diverse talent		Continue to develop content shared throughout the organization targeting how to drive an inclusive culture		Continue to invest in philanthropic relationships, including Black Professionals Network, Human Rights Campaign and Outright International	
UNSDG	5 GENDER EQUALITY 10 REDUCED INEQUALITIES		5 GENDER EQUALITY 10 REDUCED INEQUALITIES		5 GENDER EQUALITY 10 REDUCED INEQUALITIES	

WOMEN IN LEADERSHIP

Since 2017, the Seminole & Hard Rock Women in Leadership program has been working to increase women’s representation within leadership roles. Founders Tracy Bradford and Meaghan Ryan have advanced education, mentorship and networking opportunities for women throughout the enterprise.

The gender breakdown of Hard Rock International is 47 percent women, and is in-line with the percentage of women in the gaming industry workforce. Through tailored programs women make up more than 38 percent of all manager, director and vice president roles combined. Additionally, more than 30 percent of the senior leadership committee for Hard Rock are women.



Tracy Bradford
President
Seminole Hard Rock Support Services



Meaghan Ryan
Head of Human Resources
Seminole Hard Rock Support Services



“ROCKIN’ WOMEN WORLDWIDE” TO HONOR INTERNATIONAL WOMEN’S MONTH

Participating Hard Rock properties honor International Women’s Month every March by generating charitable donations while presenting virtual, livestreamed concerts to showcase local women artists. By pairing these events with iconic memorabilia from Rock & Roll legends such as Lady Gaga, Beyoncé, Aretha Franklin and Geri Halliwell, these cafes motivate guests to “Turn It Up” by rounding up their bill totals to donate to each cafe’s charity of choice.



Tammy McMullen,
Mentor (Ottawa)
“I learned that every person has a different path and where the journey initially started from took a completely different (but good) direction. If the goal is to help future leaders identify their goals and support them, the final destination is less important than the achievement of the mentees personal description of success. I started off nervous I would not be able to assist to the level the mentee needed, I surprised myself.”



Susie McGee,
Mentor (HWHR)
“Being a mentor has been a rewarding experience for me. Being able to pass on knowledge and provide guidance and advice, knowing I am helping someone else achieve their goals and make a difference in their lives is an amazing feeling. I hope my mentee received everything she needed from me to help achieve her goals.”



Hien Nguyen,
Mentee (SHRSS)
“Kim has given me so much... courage, confidence, a confidant, advice, and friendship. She has introduced me to so many people within our organization that I normally would not talk to based on my work. I have learned so much about our company outside of my daily role.”



TRIBAL CAREER DEVELOPMENT

Seminole Tribal Members are invited to participate in a Tribal Career Development (TCD) Program designed to build business skills, develop leadership capabilities and give Tribal Members access to senior leaders. The aim is to increase tribal representation at all levels of the organization and provide the tools necessary for upward mobility.

Based on the concept that everyone can be a leader, Tribal Team Members (TTMs) are able to pursue a career path on three tracks: Career Track, Expert Track and Emerging Leader Track, along with the option for an Introductory Track for those who are new to the workforce.

Each track offers a performance management system, rewards for completion and a robust alumni network to continue learning and connections beyond program completion. This flagship leadership development program provides career growth for Tribal Team Members at all stages of their progress, from entry level to advanced leader.

All Tribal Team Members graduate from the program with extensive learning gained through modules that include Managing Difficult Conversations, Negotiations, Presentation Skills, Cultural Awareness and Impact. Every segment is designed to increase self-awareness, emotional intelligence and build on the skills that will elevate careers to the next level. By customizing their journey, supported by a dedicated TCD Team, participants are better able to realize long-term professional goals.



“The support and comradery from this experience continues to push me into the service of others and to my people of the Seminole Tribe of Florida.”

Edward Aguilar, General Manager, Seminole Classic Casino and Tribal Career Development Graduate



“I believe I can take the skillset I have gained from my training and apply it to any position in any industry.”

Brenna Walton, Social Media Specialist and Tribal Team Member

“Everyone in the warehouse, to the collections and design teams, all are enthusiastic about helping me understand both the complete picture and day-to-day operations.”

Kashane Tiger, Memorabilia Warehouse Specialist and Tribal Team Member

TEAM MEMBER RESOURCE GROUPS

CARING
CAREGIVERS

A.P.I.
ASIAN PACIFIC
ISLANDER

BELIEVE
INTERFAITH

R.E.A.C.H.
PEOPLE WITH DISABILITIES

UNCONQUERED
SEMINOLE NATIVE AMERICAN
INDIGENOUS

L.E.A.D.
LATINE

GENERATIONS N.O.W.
INTERGENERATIONAL

V.I.B.E.
BLACK &
AFRICAN AMERICAN

P.U.L.S.E.
LGBTQ+

INSPIRE
LEADERSHIP DEVELOPMENT

SALUTE
VETERANS-MILITARY, POLICE
& FIRST RESPONDERS

SEMINOLE & HARD ROCK
WOMEN IN LEADERSHIP

Cultivate a culture of inclusion.
Promote innovation and career development.
Access professional development opportunities.

YOU DON'T HAVE TO BE ONE OF, TO STAND WITH.



TMRGs foster a sense of belonging and inclusion that can spark innovation, accelerate employee development and align to each of these five pillars:

- Cultural Awareness:** Educating and raising awareness of different cultures within the workplace, encouraging a more **open and welcoming environment**

Community Outreach & Engagement: Investing in philanthropic endeavors that provide opportunities to **give back** to the communities in which we live and work

Professional Development: Providing employees with opportunities and experiences to **foster career growth** through training, mentoring opportunities, workshops and seminars
- Business Impact:** Cultivating **diversity as a business strength**, through our talented people, a diverse supplier base and a partner network of diverse businesses and professional associations

Recruiting: Supporting talent acquisition strategy and reputation as an inclusive work environment in order to **source, attract and recruit** diverse candidates

“As the daughter and granddaughter of Veterans, joining Salute is a way to honor my father and grandfather. The TMRGs are a huge part of the culture that we build not only at the property-level, but also as a company. I am excited to help introduce TMRGs to our new property and look forward collaborating with Team Members at other properties.”

Michele Fick, SALUTE TMRG Officer



“I wanted to join UNCONQUERED to educate, express, represent, and relate to other Native American, Indigenous, and Non-Indigenous TMs within the Company. To be a very small percentage in a Native American company, we have a vital role in sharing who we are. Every TMRG group offers a safe place for everyone to be open and free.”

Michael Cantu, UNCONQUERED TMRG Officer

“I joined, because I felt it was important to help advance the organization’s goals in making sure Seminole Hard Rock is an inclusive, welcoming environment for people to work. I also wanted to meet and connect with team members who may have a similar life experience such as myself. My goal is making sure everyone I meet and connect with feels seen and heard. No one should feel invisible and hopefully I am able to achieve that with the people in VIBE and other TMRG groups.”

Lewis Leveille, V.I.B.E. TMRG Officer



“I joined the TMRG to help the organization recognize, foster, mentor the unique attributes Latinos bring to our workforce, and to provide an experience that benefits the organization and the Team Members.”

Sasha Gutierrez, L.E.A.D. TMRG Officer

MINORITY AND WOMEN-OWNED BUSINESS ENTERPRISE

We partner to support local Minority and Women-Owned Business Enterprises (MWBE) and to help them grow knowledge and expertise, while further developing products and services. These enterprises include Minority Business Enterprise, Women Business Enterprise, Veteran Business Enterprise and Disabled Business Enterprise.

We meet or exceed procurement targets for set regulatory bodies in jurisdictions where we operate. We immerse ourselves in each community’s culture, values and priorities by exploring local restaurants, shops, museums and other venues. By collaborating and incorporating diverse voices, ideas and information into our purchasing decisions we have expanded DBE purchases across a wide range of products and services:

Bakery and Pastry	Fresh Seafood
Billboards	HVAC
Building Cleaning/Carpet Install	Landscaping Services
Building Maintenance & Roofing	Laundry Services
Contract Labor	Liquor/Wine/Beer
Custom Millwork	Local Media
Deli Meats & Cheese Purveyors	Locksmith Services
Electrical Services	Painting and Plumbing Supplies
Entertainment, Bands & DJs	Promotional Items
Equipment Supplies & Rentals	Safety & Fire Prevention Services
Fresh Beef, Pork & Chicken	Signs & Printing
Fresh Flowers/Plants	Upholstery Services
Fresh Produce	

MINORITY AND WOMEN-OWNED BUSINESS ENTERPRISES	
Total MWBE	\$143,564,368



ENVIRONMENTAL SUSTAINABILITY

Hard Rock and Seminole Gaming are growing efforts to sustainably address waste, energy and water by driving operational **improvements, engaging non-profit partners and pursuing best practice collaborations with vendors.**

To build corporate plans and goals, a benchmarking study and internal materiality analyses related to key sustainability areas across our operations were undertaken. Referencing the United Nations’ Sustainable Development Goals, we developed a framework that includes policies and practices to help guide standardization.



THESE STEPS INCLUDED:

- Collecting a data inventory on practices undertaken across cafe, hotel and casino properties to inform a corporate priority-setting exercise
- Identifying priority areas
- Establishing “Save The Planet” teams throughout operations
- Accelerating the adoption of good practices across our global portfolio
- Starting an annual planning process at the property level to inform corporate strategy and goal-setting Tribal-owned or affiliated vendors

Our practice data was drawn from a comprehensive survey of sustainability practices across energy, materials and waste, water, food management and community relations. Capturing a representative group of properties across cafes, hotels and casinos, the data has allowed us to set baselines, undertake analyses, categorize practices and recommend actions and planning. Updates are gathered annually, and each year, more and better data is reported.

Featured Partner

CLEAN THE WORLD FOUNDATION



Since 2018, Hard Rock and Seminole Gaming have joined Clean The World Foundation’s mission to deter hygiene-related illnesses, such as pneumonia and cholera, which kill almost 5,000 children every day. Based in Orlando, Florida, this global social enterprise saves millions of lives around the world while simultaneously diverting hotel waste from landfills, and addressing water, sanitation and hygiene.

Clean The World recycling centers, located in Orlando, Las Vegas, Hong Kong, Punta Cana and Amsterdam, take leftover soap and amenities and grind, sanitize, melt and reprocess them into new soap bars. Plastic bathroom bottles are sent to recycling or an energy-from-waste facility.

To date, Seminole and Hard Rock contributions to the Hospitality Recycling program have diverted 18,287 pounds of plastic waste, and distributed almost 102,396 bars/soap and 14,039 pounds of leftover soap through Clean the World Hygiene Kits used in shelters, food pantries and disaster recovery organizations in the United States.

In addition, this year, philanthropic efforts on property were able to raise \$72,868 to support our partners in additional hygiene kits and education.



MATERIALS & WATER MANAGEMENT


Waste management begins with procuring materials that consider sustainability, re-use or recycling, or diverting from landfill and disposal.

To date we have focused on managing recycling and waste for: building materials, cooking supplies, electronics, paper and uniforms. Recycling efforts extend to cardboard, paper products, bottles, disposable foam and plastics. To improve how we manage guest-facing waste items, we have expanded our use of earth-friendly cutlery and packaging. Since 2018, we have been working to eliminate plastic straws at properties worldwide.

Water efficiency efforts focus on conservation through monitoring water consumption, technological efficiencies and plumbing fixtures to reduce water consumption of groundwater aquifers and waste water treatment plants. For example, an action like separating the metering of swimming pools from other key building components allows for calibration of usage reduction and finding alternatives from potable water usage for landscape irrigation.



At the property and corporate level, a range of actions have targeted waste diversion and reduction, the management of sensitive waste and expanding eco-friendly options for items used by guests.

	WATER		
GOALS	Maximize water efficiency		
MEASURES & PROGRESS	Water management practices and systems improved across operations. Tracking and calculations of water usage, reduction and efficiencies have improved across operations. Amongst surveyed* properties:		
	2024 100%	2023 83%	Percentage of properties reporting efficiency technologies, such as auto-sensors, reduced flow faucets, two flow toilets and efficient laundry machines
	100%	67%	Percentage of properties that follow efficiency usage guidelines
PLANS	2024 • 59% • 69% • 55%		Percentage of properties that report: • Plans for improving water efficiency • Plans that set target reductions • Average efficiency savings of at least 10,000,000+ gallons per year
	Hotel and casino properties will: • Create action plan and roadmap to upgrade technology to automate water conservation by 2025 • Install water efficient technologies across 90% of fixture by 2030 • Report annual water usage based on occupancy and square footage		
UNSDG	 6 CLEAN WATER AND SANITATION		

*Data from survey of 38 hotels and casinos, with 63% reporting some data

SAVE THE PLANET TEAMS AT HARD ROCK AND SEMINOLE GAMING PROPERTIES

Each property creates a team to drive practices and engagement at a local level. Across the company, we use a participation index to evaluate each property’s progress and maturity, providing a way to benchmark across regions. Index criteria include annual data reporting, quality of reported data, practice sharing, sustainability event activations, contribution to corporate initiatives. With operations around the world, we draw upon and share collective knowledge of sustainability leaders across continents.



WHAT OUR SAVE THE PLANET CHAMPIONS SAY

In 2023, we surveyed 73 Team Members who actively belong to and/or champion our Save The Planet teams across hotel and casino properties. Seeking to understand how they view our progress with the program, the results indicate that:

62%

Believe our motto Save The Planet is “meaningful to Team Members and contributes to a positive company culture.”

96%


Said our commitment and actions to “Save The Planet are creating a positive impact for people and communities.”

35%

Said the motto is a “good concept that I like but we could do more to live up to it.”

91%

Believe that our “Save The Planet commitment will continue to grow in the future, because it’s important for who we need to be as a company.”

	WASTE & MATERIALS		
GOALS	Optimize materials usage, waste reduction and diversion		
MEASURES & PROGRESS	Waste practices and systems improved across operations, including supply chain purchases		
	Data to assess waste practices has been gathered. Amongst surveyed properties:		
	2024	2023	Properties that report:
	59%	-	• Plans to implement waste efficiency practices
	69%	-	• Plans include setting targets
	86%	83%	• Using eco-friendly waste items for guests
	73%	33%	• Tracking diverted waste
	94,600 lbs	-	• Average diverted waste per year per property
	73%	83%	• Program to repurpose amenities/soap
	64%	67%	• Separating food waste from other streams
	79%	-	• Track quantity of food waste
	2289 tons	-	• Total food waste diverted (all properties) to date
	40%	50%	• Donating food waste to charity
PLANS	Hotel and casino properties will: <ul style="list-style-type: none">• Meet minimum diversion offerings provided in their jurisdiction• Create action plan and roadmap to identify opportunities to reduce and divert waste, and improve earth-friendly materials		
UNSDG	 12 RESPONSIBLE CONSUMPTION AND PRODUCTION		

*Data from survey of 38 hotels and casinos, with 63% reporting some data

Featured Partner



Ocean Conservancy®

Ocean Conservancy is partnering with Hard Rock and Seminole Gaming to protect the ocean from today’s greatest global challenges. Working to create evidence-based solutions for a healthy ocean and the wildlife and communities that depend on it, this global non-profit organization has been at the forefront of ocean conservation for over 50 years.




Together, we are launching Global SoundWaves, A Save the Planet Waste Challenge, an activation series uniting global Team Members through common action to reduce and divert waste. Across communities where we operate around the world, we will clean our beaches and communities, while expanding and highlighting the company’s efforts to drive meaningful change related to waste.

Whether a Hard Rock and Seminole Gaming property is located in-land or on a body of water, all communities are touched by the ocean—the air we breathe, the water we drink, the food we eat. So caring for the places where we live and work is a way to heal our oceans and planet.

ENERGY & EMISSIONS

Hard Rock-managed casino-hotel properties are designed to meet or exceed energy codes, and have expanded energy efficient technologies as we continue working to systematize efficiency measurement. For new buildings we specify energy efficient systems based on a central heating and cooling system. Other systems address efficiency for: energy recovery, heating for pools and spas, building automation to provide ongoing monitoring, savings, measurement and verification.



	EMISSIONS & ENERGY		
GOALS	To improve efficiencies through actions that contribute to emissions reduction		
MEASURES & PROGRESS	Data-gathering to measure emissions and efficiency is improving year-over-year. Examples of common actions amongst surveyed properties:		
	2024	2023	Properties that report: <ul style="list-style-type: none">• Plans to reduce energy• Quantified savings to date from efficiencies with 42,000,000 Kwh in cumulative savings across reporting properties• Energy savings over previous year with 9,000,000 Kwh single-year savings across reporting properties• Various HVAC efficiencies• Temperature change technology in rooms
	64%	83%	
	68%	-	
	64%	-	
95%	83%		
86%	67%		
PLANS	Hotel and casino properties will: <ul style="list-style-type: none">• Set roadmap to install LED lighting for 90% of property lighting by 2030• Implement maintenance checklist for systems, as minimum reference• Engage local energy provider to explore audit offerings, possible savings• Apply environmental impact assessments to evaluate and procure major energy systems		
UNSDG	<div> 12 RESPONSIBLE CONSUMPTION AND PRODUCTION</div>		

*Data from survey of 38 hotels and casinos, with 63% reporting some data

SUPPLY CHAIN

Seminole Gaming and Hard Rock International's Supplier Code of Conduct outlines standards expected of suppliers, covering requirements for: animal welfare, fair business practices, labor conditions (including that employment must be freely chosen and child labor is prohibited), health and safety and respect for the environment and ethical and anti-corruption practices.

Merchandise suppliers are governed by the Ethical Code of Conduct within the Vendor Compliance Agreement, covering the following areas.

TREATMENT OF PEOPLE

Suppliers must:

- **Not engage in slavery** or human trafficking of employees, forced or prison labor, or use any form of coercion, fraud, deception or abuse of power to control or exploit people
- **Follow detailed** child labor provisions
- **Ensure employment** is freely chosen, and freedom of association and rights to collective bargaining respected
- **Provide working conditions** that meet health, safety and hygiene standards
- **Pay legal wages** and provide fair compensation and benefits
- **Provide regular employment** with working hours that are not excessive
- **Not permit discrimination**, abuse, harassment or inhumane treatment

NATURAL ENVIRONMENT

Suppliers must:

- **Achieve the highest ethical**, environmental standards and social responsibility in its business practices
- **Minimize and monitor** its impact on the environment where possible
- **Work to reduce** greenhouse gas emissions
- **Improve energy efficiency**, waste reduction and advance recycling of natural resources, including water, paper and packaging materials
- **Train and inform employees** about significant environmental impacts and management approach
- **Continuously strive** to improve environmental performance

ETHICAL PRACTICES

Suppliers must:

- **Follow written policies** that prohibit bribery, kickbacks, corruption and similar prohibited business practices
- **Not engage in collusive bidding**, price fixing, price discrimination or other unfair trade practices
- **Suppliers must also follow** Hard Rock's Code if it establishes a higher standard than required by applicable law
- **Allow Hard Rock the right to conduct** announced and unannounced on-site independent third-party audits of supplier's facilities, supplier-provided housing, operations, records and conduct confidential worker interviews in connection with such audits

EARTH HOUR



Hard Rock properties promote WWF’s Earth Hour and employee education programs. The global environmental event inspires millions of people, businesses and landmarks to host events, switch off lights and build awareness for climate change action.

Every year, participating Hard Rock properties “go dark” for one hour at 8:30 pm local time, making Earth Hour fun, entertaining and experiential for guests while cutting energy consumption and drawing people’s attention to loss of nature and climate crisis.

Hard Rock’s best Earth Hour to date:



ARCHITECTURE & DESIGN PLANNING

When developing properties, Hard Rock International works with our partners and designers to develop a plan of action for their site. At the start of each project, direction is set on standards and leading practices for sustainability.

When developing your property plan, the following areas of focus are considered and addressed:

- Site design
- Energy
- Water efficiency
- Building materials
- Waste management
- Health and wellness
- Monitoring and measuring





SAVE THE PLANET

THE PRACTICE LIBRARY

For decades, Hard Rock and the Seminoles have shared a deep commitment to building an environmentally sustainable future.

Whether through operational improvements, partnerships with environmental organizations or best practice collaboration with vendors, we are growing our efforts to sustainably run our businesses.

The Practice Library presents short case studies of initiatives that may interest you. They Outline:

STEPS
TO EXECUTE

COSTS

OPERATING
PROCEDURES

This inventory presents an immediate opportunity to share good ideas globally. When one property makes an idea work, other properties who are interested can learn how it was done.

To accelerate the adoption of action and progress, we draw upon our global reach.

Using our inventory of practices across cafes, hotels and casinos, we share options for improving energy and water efficiency and managing waste and food. As we work to standardize practices, we also want to look at our operations to identify opportunities and address gaps.

Our digital Practice Library shares good ideas globally. If one property makes something work, others can learn how it was done. Initiatives span everything from new technologies, to food & beverage innovations, creative community engagements and delivering compelling guest experiences. The Practice Library presents short case studies of various initiatives that outline: steps to execute, costs, considerations, operating procedures and lessons learned.

REUSABLE WATER BOTTLES

Our hotels in Madrid, Ibiza and Marbella are bottling water in reusable glass containers to significantly reduce single-use plastic. To succeed, they found back-of-house space for the bottling system and analyzed water consumption during service to optimize inventory and staffing needs.

Early reports showed Ibiza eliminated approximately 3,400 plastic units per month, while Marbella saved 200 plastic bottles per month. Reducing single-use plastics decreases waste and cuts emissions when fewer plastic bottles are transported. Reducing the demand for single-use plastics also lowers greenhouse gas emissions related to oil extraction and plastic production. Less plastic contributes to healthier oceans, waterways and marine life.



BOTTLE CAPS FOR CHEMOTHERAPY



Five Hard Rock branded hotels in Mexico and Punta Cana, managed by RCD Hotels, find value from items normally thrown away. Plastic bottle caps are collected for donation to a local organization which sells the plastic and uses the funds to treat children with cancer.

As of 2024, funds have been raised from 31,441 lbs of collected bottle caps. While helping to mitigate plastic and chemical contamination, this effort also supports families of children with cancer by reducing their financial burden, improving access to timely care, which contributes to better survival rates.

MAINTENANCE MAGIC

Hard Rock Hotels in Tenerife and Desaru Coast found ways to repurpose wasted energy within their buildings' systems. Both properties conducted audits to identify 'lost' energy and applied the results to reconfigure and redirect energy to other areas of their properties.

Tenerife substantially reconfigured air systems used to heat jacuzzi spas so other common areas could be cooled. Desaru Coast had to make more minor modifications to recirculate cool air to office areas. By highlighting these stories through our practice library, other Hard Rock properties learn cost effective ways to improve operations and sustainability.



Hard Rock
HOTEL
TENERIFE

Hard Rock
HOTEL
DESARU COAST

MAINTENANCE
MAGIC

WHAT ARE YOU DOING?

- **Tenerife:** Reconfiguring air systems that heat the jacuzzi spa to cool the common area and cut natural gas consumption.
- **Desaru Coast:** Modifying the air circulation system to recirculate cool air to office areas.

WHO CHAMPIONED THIS INITIATIVE?

- **Tenerife:** Chief Engineer
- **Desaru Coast:** Maintenance Department

“

One system's waste is another system's energy

”

> KEYS TO SUCCESS

> HOW DOES IT HELP?

> COST & CONTRIBUTIONS

> HOW CAN OTHERS DO IT?

INVITING GUESTS TO HELP SAVE THE PLANET



To inspire our guests' connection with sustainability, our properties create activations, supported by our GUEST AND TEEN SAVE THE PLANET ACTIVATIONS Guide.

Direction is provided for seven activations aimed at reaching guest audiences, appreciating local cultural environments. Properties use their creativity to plan and execute activations.

Specific activations support the teen engagement program created by Hard Rock Hotels for their properties.



4 **SAVE THE PLANET**
Activations Guide

ZERO-WASTE MEAL



6



10 **MUSIC FOR A SPARK**

BUY LOCAL CAMPAIGN



11



14 **TRASH TO TREASURE**

BIODIVERSITY TASTE!



17



20 **BIODIVERSITY LIVE!**

WATER CONSERVATION CAMPAIGN



23

SEMINOLE TRIBE OF FLORIDA
GAMING COMPACT
HELPS TO PRESERVE AND PROTECT
FLORIDA'S ENVIRONMENT



In April 2024, the State of Florida passed a bill to allocate 96% of the revenue generated from the state's Compact with the Seminole Tribe of Florida to fund water quality improvement, infrastructure and the continued acquisition and management of Florida's conservation lands. The Funding for Environmental Resource Management will also provide \$150 million for necessary repairs and upgrades to the Central and South Florida Water Management System.

As of February 2024, the Compact's revenue share estimates are approximately \$750 million per year. These efforts will help conserve natural resources, protect waterways, and make ecological infrastructure more resilient. A study will be undertaken to better understand the health of Lake Okeechobee, how to protect parts of the state from potentially dangerous flooding conditions and guide future planning of invasive plant control, replanting of native vegetation and fish and game management.

SOCIAL SAFEGUARDS



PLAYERS~~EDGE~~

We attract employees whose compassion and care for our customers and communities make everyday life better. Applying this focus to guests who may be vulnerable is a critical part of who we are.

HARD ROCK & SEMINOLE GAMING'S RESPONSIBLE GAMBLING PROGRAM

In our gaming business, we look out for those who may have problems with their gambling. While most people treat slot machines, table games and sports wagering as entertainment, effectively managing the time and money they spend, some struggle to control their behavior, and as a result, experience harm.

OUR GOAL

*We want our players
to keep their gambling
healthy, and to get help
when they need it.*





Our responsible gaming program, PlayersEdge, educates players on healthy play habits and support resources, as it trains our Team Members to refer at-risk players to professional help.



Using a segmented education strategy, PlayersEdge speaks to the needs of all gamblers, from new and casual players to seasoned regulars and anyone at risk for problem gambling. This segmentation strategy is also integrated into training. Starting with game facts and casino etiquette, PlayersEdge 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.

We partner with agencies, networks, researchers and non-profits working to address problem gambling and promote safer gambling across local, national and international communities.



PlayersEdge is a great approach, really honing in on education that gives players the knowledge they need to keep their gambling recreational.

Jennifer Kruse, Executive Director of the Florida Council for Compulsive Gambling

	ENHANCE COMMUNITIES	HEALTH & WELL-BEING
GOALS	EDUCATION AND TRAINING: Educating guests and empowering Team Members to help sustain healthy gambling habits and mitigate problematic behavior	INTERVENTIONS: Promoting mental health, enabling access to addiction treatment services
MEASURES & PROGRESS	Responsible gambling player education is integrated into team training with PlayersEdge program since 2021: <ul style="list-style-type: none">• 221 million+ views of education messages on casino floors• 53,498 online training sessions completed by Team Members• 3,139 supervisors trained in classroom• 92% average scores on evaluations of Team Members who report improved knowledge and skills• Team Member interaction reports introduced	<ul style="list-style-type: none">• 49% average annual increase in Florida casino-goers seeking treatment since 2021• 26,502 Team Members views of education messages twice each year• \$23.5 million funded to the Florida Council on Compulsive Gambling since 1994• Class and online training programs updated, 2023• New refresher training introduced, 2023
PLANS	<ul style="list-style-type: none">• Launch budget tool for slot players on e-wallet technology, partner with academic researchers to study impact• Expand education messages• Review and enhance performance measurements for Team Member skills, player knowledge and behavior	<ul style="list-style-type: none">• Evolve and enhance Team Member training• Partner with problem gambling agencies and councils in other states to gather anonymous data on treatment seekers who respond to PlayersEdge
UNSDG	 12 RESPONSIBLE CONSUMPTION AND PRODUCTION	 3 GOOD HEALTH AND WELL-BEING

Training and on-going culture-building define and clarify the roles of employees while building skills and knowledge to effectively provide information and support. This training was designed and delivered in collaboration with the Florida Council for Compulsive Gambling and Dr. Rory Reid, a psychotherapist and neuropsychologist.

TEAM MEMBERS' REACTION TO PLAYERSEDGE TRAINING:

“Very informative on all aspects of responsible gaming, especially how to approach the guest.”

“I’m honored to be part of a program that invests in its employees and guests.”

“I am happy to hear the company supports us when we see a player who needs help.”

“I feel more empowered to assist in situations involving interactions on the casino floor.”

“Caring about people with problems is the right approach.”

“Frontline Fundamentals” is a 30-minute online module where 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” is a 2-hour classroom training that managers and supervisors complete (in addition to Frontline Fundamentals). 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.

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.

“Fundamentals Refresher” is a 15-minute training that highlights key areas of skills and knowledge from the 30-minute “Frontline Fundamentals.” All guest-facing employees complete every year. Content updates are made every three years. To inform and enable employees’ support for players, the Hard Rock PlayersEdge program conducts regular education programs, including back-of-house activations that reinforce key areas of knowledge and skills.



Featured Partner

THE FLORIDA COUNCIL FOR COMPULSIVE GAMBLING

Hard Rock and Seminole Gaming partner with the Florida Council on Compulsive Gambling, Inc. (FCCG). As a not-for-profit educational and advocacy organization, the FCCG works to assist those in need of support with programs and services offered for problem gamblers and loved ones.

“Seminole Gaming and Hard Rock have been a partner in responsible gambling long before it became “normal” in the industry. They have funded the Florida helpline and treatment programs for over two decades. It’s a great partnership and we are incredibly appreciative for all they have done.”

- **Jennifer Kruse**, Executive Director of the Florida Council for Compulsive Gambling

The partnership with the Seminole Tribe of Florida began in the mid-1990s, with the creation of the first ever responsible gaming program in the State of Florida. Since 1994, the Tribe has provided \$23.5 million in funding to FCCG.

Today, the two organizations collaborate on the development and delivery of training, education programs and activations, as well as research. For example, Hard Rock supported FCCG’s Online Program for Problem Gamblers (OPPG), which allows any gambler seeking help to receive online interactive support immediately, on-demand.

FLORIDA CASINO GAMBLERS WHO CALLED 1-888 HELPLINE

When asked where they learned about treatment resources

“A male caller phoned while he was leaving the casino. He saw information for self-exclusion and went to the desk to inquire about it. The casino employee provided him with 888-ADMIT-IT information and suggested he could seek help and get resources.”

“When asked as to what prompted her to contact our helpline today, the woman caller said she saw the 888-ADMIT-IT number posted as she was leaving the casino. She would like to try attending meetings and speak with other people who have experienced compulsive gambling.”

“When asked how he learned of our help line today, he said that he called the Hollywood Hard Rock and the players club employee gave him 888-ADMIT-IT information.”

“When asked why he contacted our helpline today, the male caller said he was on the casino’s website where he saw our 888-ADMIT-IT number and decided to make the call. He has tried to stop gambling on his own several times. Today, he wants to try again.”

Hard Rock and Seminole Gaming apply industry standards set by the American Gaming Association’s Codes for Responsible Gambling and Sports Wagering marketing by:

- Establishing policies and practices
- Training Team Members on how to assist guests
- Making responsible gaming part of daily operations
- Promoting assistance in casinos
- Educating players on healthy play
- Safe alcohol service
- Support for research initiatives and public education
- Applying consumer protections to marketing and advertising
- Responding to public concerns about advertising



For more information: americangaming.org

Featured Partner

INVESTING IN KNOWLEDGE
FOR SAFER GAMBLING



Hard Rock and Seminole Gaming partner with the International Center for Responsible Gaming (ICRG), a non-profit that supports scientific research on gambling disorder.

As a contributor to the ICRG’s Sports Wagering Research Fund, we are helping to build knowledge and develop effective responsible gambling and public health strategies. Studies include:

- Bowling Green State University’s study of the prevalence of sports-wagering amongst American adults, which includes identifying risk factors for problematic sports-wagering behaviors and exploring how technology influences sports betting behavior.
- Through a 2023 Center of Excellence Grant to Rutgers University Center for Gambling Studies, we contributed \$250,000 to advance research on gambling among young adults. This study examines the risk factors that influence gambling, including the influence of the changing gambling landscape, genetic effects and intergenerational dynamics.
- Hard Rock and Seminole Gaming are contributing data and participating in ICRG research to better understand how slot gamblers can benefit from pre-commitment budgeting tools. Dr Michael J.A. Wohl, Carleton University Gambling Lab will study how pre-commitment budgeting tools work to minimize gambling-related harms by helping players develop positive gambling habits, such as setting a money limit before they play, and sticking to that pre-set limit when it is reached. This study will see how a “hard lock” consequence – where the player stops playing once they reach their budget – affects visitation and total expenditure over time.
- Hard Rock and Seminole Gaming hosted an ICRG conference at Hard Rock Hotel and Casino Hollywood, for researchers and professional treatment providers in November 2024.

OTHER COLLABORATION

We join with regulators, researchers, treatment and recovery agencies across jurisdictions. Our leaders sit on the Virginia Problem Gambling Treatment and Support Advisory Committee, and Hard Rock Casino Bristol sponsors and champions the The Southwest Virginia Region Three Wellness Council Problem Gambling Prevention Conference. As a member of the Problem Gambling Network of Ohio, Hard Rock Casino Cincinnati sponsors the annual Ohio Problem Gambling Conference. We are an active member of the Ottawa Gambling Harms Prevention Network, and across the USA, we are Gold Members of the National Council on Problem Gambling.



2023 BEST RESPONSIBLE
GAMBLING PROGRAM

UK-based award for implementation of CSR concepts into day-to-day operations, demonstrating how their business can evolve and adapt to positively impact society and the environment.



2020 CORPORATE SOCIAL
RESPONSIBILITY AWARD

US National Council on
Problem Gambling

Hard Rock and Seminole Gaming earned the distinction of Leader in Responsible Gaming for the integration of PlayersEdge education into the casino Team Member training program, “Frontline Fundamentals” and “Supervisor Support.”



2015 TREATMENT AWARD

Florida Council on
Compulsive Gambling

Leadership as a partner and funder of gambling addiction services in Florida.
First industry gaming operator to receive this distinction.



2014 CORPORATE SOCIAL
RESPONSIBILITY AWARD

US National Council on
Problem Gambling




Leadership in Responsible Gaming award for demonstrating commitment to problem gambling treatment funding, access to therapeutic support and increasing public awareness about problem and compulsive gambling.

ANTI-HUMAN TRAFFICKING

Human trafficking, which includes commercial sexual exploitation and forced labor, is a complex challenge for the hospitality industry because it intersects a range of organized criminal activities. Trafficking preys upon vulnerable people who are drawn into lives of exploitation against their will, and disproportionately affects children and adolescents. Because of the consequences on the physical, emotional and psychological development of minors, these crimes perpetuate a cycle of marginalization and violence.

For several years, Hard Rock and Seminole Gaming have implemented comprehensive protocols, trained our hotel and casino Team Members globally and collaborated with community partners and advocacy groups. Our overall goal is to address and prevent sexual, labor and other forms of exploitation of children and vulnerable people and to support human rights.

Along with corporate policies and operational programs, we partner with support services for survivors, law enforcement and advocates. These relationships extend from global and national organizations to local relationships in the communities where our properties operate.

ANTI-HUMAN TRAFFICKING				
GOALS	COMMITMENT AND OPERATIONS: Eliminate forced labor and human trafficking across the value chain	TRAINING AND CULTURE: Create guest and work environments where people know and act upon their role to prevent and address trafficking and abuse of rights	EDUCATION AND PARTNERSHIPS: Engage guests and communities to build awareness, influence behavior changes and innovate	
MEASURES & PROGRESS	<p>ECPAT CODE: Signatory to the independent global Tourism Child-protection Code of Conduct: Framework policies, protocols, training, education and support</p> <p>VENDOR ETHICS STATEMENT: Third party service providers adopt a zero tolerance policy of exploitation and human trafficking</p> <p>SUPPORTING VICTIMS: 38 properties in 13 countries have installed QR code, providing victims with a way to send reports to law enforcement</p> <p>101 reports from victims sent to law enforcement since Jan 2023</p>	<p>TRAINING:</p> <ul style="list-style-type: none">78,689 completed training sessions, by guest-facing Team Members at hotels and casinos (2022-2023)A casino-specific training program created in 2024Classroom training developed in 20241473 Team Members completed the Social Identity Quest program as an educational reinforcement to training15% improvement in attitudes toward online safety	<p>EDUCATION: The Social Identity Quest (SIQ) educational program helps prevent risk of teenagers being lured online</p> <ul style="list-style-type: none">42,000+ students completed the SIQ version for Mexico, 2023-241.2 million+ students completed in 44 US states 2022-2322% improvement in US students' attitudes toward online safetyContribute to partners' educational eventsViolence against Men & Boys conference, Kristi House, June 2024Prevention of commercial sexual exploitation of children and adolescents, ECPAT Mexico, April 2024United Nations Commission on the Status of Women, March 2023National Indian Gaming Commission, March 2023 Truckers Against Trafficking Virtual Briefing, September 2022	<p>COMMUNITY: Workforce development program: places youth aging out of foster care into employment at properties in South Florida and New York</p> <p>1,733 cell phones and personal electronic devices (abandoned at properties' lost & found departments) donated to 911 Cellphone Bank, a charity that distributes devices to trafficking survivors</p>
2024-25 PLANS	<ul style="list-style-type: none">Ongoing monitoring of operations for code complianceExpand QR code placements as new properties openReview activity from QR code, provide analysis to community and law enforcement partners	<ul style="list-style-type: none">Deploy casino-specific training to Team MembersDeploy classroom training to hotels and casinosRedeploy Social Identity education Quest to Team Members	<p>EXPAND SIQ TO:</p> <ul style="list-style-type: none">Other states in Mexico19 countries in Central and South AmericaRelaunch in USA	<ul style="list-style-type: none">Expand workforce development program to other locations
UNSDG	 5 GENDER EQUALITY	 8 DECENT WORK AND ECONOMIC GROWTH	 16 PEACE, JUSTICE AND STRONG INSTITUTIONS	

ECPAT TOURISM CHILD-PROTECTION CODE OF CONDUCT



Hard Rock and Seminole Gaming is a signatory to the world's first and only voluntary set of business principles, help travel and tour companies prevent sexual exploitation and trafficking of children. Elements include:

1. Policy and procedures
2. Employee training
3. Contract requirements to prevent exploitation across value chain
4. Information to travelers addressing children's rights, the prevention of sexual exploitation of children and how to report suspected cases
5. Support, collaborating and engagement with stakeholders to prevent sexual exploitation of children
6. Annual reporting on implementation of Code related activities

PUBLIC EDUCATION



To prevent the luring of young people into trafficking, we created and launched the Hard Rock Social Identity Quest, socialidentityquest.com, in January 2022. This education program helps teens understand and avoid the risks of being lured online. Increasingly, traffickers exploit social media to infiltrate the lives of young people around the world.

Co-developed with experts at PACT (Protect All Children from Trafficking) and EduNetwork Partners, the curriculum is delivered directly to high school students by classroom teachers. Designed as a quest game, the Quest challenges youth to examine how they interact and express themselves online, where luring often occurs. This program, which is free and accessible to any school or youth organization, was well embraced across the USA.

Building upon this success, we worked with ECPAT-Mexico to adapt the content to create Búsqueda De Tu Identidad Social En Línea, <https://socialidentityquest.com/mx/>, for students in Mexico. To date, 42,000+ students in state of Quintana Roo completed the program.

1.2 million+ students
60,000 teachers
42,000+ students

completed in 44 US states
taught the curriculum in US high school classrooms 2022-23
completed the Mexican program 2023-24

A learning evaluation conducted between January 2022 and January 2024 demonstrates the program’s impact in the USA:

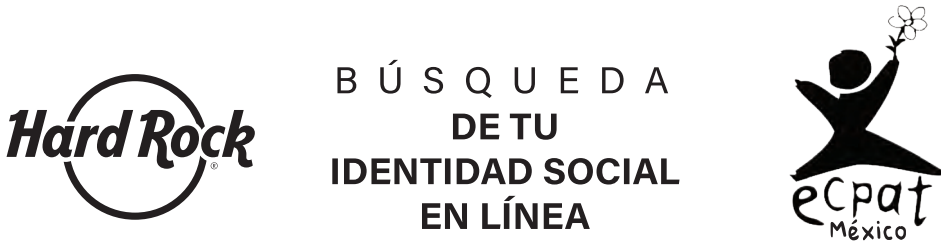
22% growth
32,539 participants

in attitudes toward healthy decision-making
completed the evaluation survey

Each of the three Quest’s evaluations demonstrated positive change in attitudes towards making a healthy decision, with average growth of:

24%
26%
13%

“Healthy Virtual Identity”
“Healthy Relationships”
“Text or not to Text”



The governor of the Mexican state of Quintana Roo, Mara Lezama Espinosa, mandated all schools in the state to teach Búsqueda De Tu Identidad Social En Línea program. This milestone was celebrated in April 2024, at the Second International Forum: “Prevention of the commercial sexual exploitation of children and adolescents online in tourism.”



Organized by RCD Foundation and RCD Hotels, operator of five Hard Rock hotel and casino-hotel properties in Mexico and Punta Cana, this forum was hosted by the Hard Rock Hotel Cancun. Sponsored by Hard Rock International, ECPAT Mexico and PACT USA, the event brought together civil society, business and government organizations who are committed to ending prostitution, pornography and commercial sexual exploitation of children and adolescents.

YOUTH EMPLOYMENT PROGRAM WITH FLITE CENTER FLORIDA & COVENANT HOUSE NEW YORK

To help vulnerable youth avoid risks or escape a life of trafficking, Seminole Gaming and Hard Rock invite them to forge careers in hospitality. Offered in New York and South Florida, the program is a path for youth to overcome systemic barriers and achieve independence through opportunities to work and develop at Seminole Gaming and Hard Rock properties.

Youth aging out of foster care face hurdles, and these challenges can be made worse for those who are black, brown, and indigenous, LGBTQ+, and for those who come from backgrounds of poverty and abuse. Our partners include Covenant House New York City, the largest provider of runaway and homeless youth services in New York City, and FLITE Center, South Florida's leading agency for vulnerable youth and those aging out of foster care.

FLITE Center helps to guide youth into independent lives through education, employment, housing, health and wellness, and care coordination. In October 2023 FLITE Center recognized Seminole Gaming and Hard Rock with its Collaborator of the Year Award – Career Development Pathways for collaborative partnership to place youth into career tracks, and for educating Team Members with Human Trafficking Awareness and Education.



To build upon our strong support for Covenant House, Team Members at Hard Rock Hotel New York and Hard Rock Cafe Times Square spent a “Sleep Out night” in Times Square to draw attention to youth homelessness.

Joining leaders working on the front-line of the crisis, Team Members spent the night in a secure Sleep Out Village and participated in a candle-lighting ceremony to acknowledge the 4.2 million young people who will face homelessness this year.

The event helped Covenant House raise critical funds to provide young people with access to safe shelter, nourishing food, clean clothing and essential services like job training, education, healthcare, mental health counseling and legal aid — all the tools they need to build futures free from homelessness.

SUPPORTING VICTIMS WITH QR CODE FROM TWENTYFOUR-SEVEN INC.



Hard Rock is changing how industry helps people being trafficked, while also deterring traffickers from targeting our properties. As the first hospitality company to post, front-of-house, the QR code created by Twentyfour-Seven Inc., our properties are providing unprecedented direct access to help for victims.

This QR code has been installed at 38 hotels and casinos globally. Anyone who scans the code can access critical resources. After selecting their location, the code prompts choices for the user, who can call for immediate help, file a report to law enforcement or to learn other options. Unlike posters promoting 1-800 numbers of help, this QR code puts direct action into the hand of a victim who needs it.

Created for trafficking survivors, by survivors at Twentyfour-Seven Inc., the QR code sticker is placed in bathrooms, elevator waiting areas, transportation waiting areas and parking lots. Information is offered in several different languages, helping people find ways to understand their situation, the law and resources available to help them.

REPORTING OPTIONS FOR VICTIMS USING QR CODE

- I feel that I cannot leave my job or situation
- Me or a family member have been threatened (e.g. deportation, physical/sexual harm) if I try to leave
- I am not in possession of my own documents (passport, ID and/or birth certificate)
- I must work excessive amounts of time with little/no pay
- I am in this job/situation to pay off a debt (visa, food, shelter or drugs)
- I am in this job/situation because of a false promise/ offer (job or romantic relationship)
- I do not, or I am not allowed to sleep in a bed
- I am forced to sleep in a cot or on the floor
- I must ask permission to eat, sleep or go to the bathroom



Information from some of the 101 reports have led to the identification and location of victims, the disruption of trafficking rings in foreign countries and information-sharing across agencies working to take down criminal operations.

The range of victims filing reports includes: an elderly woman with mental disabilities who was abused and exploited by her roommate-trafficker; a male connected to a labor trafficking ring in Europe; and a young woman held captive for four years by her “boyfriend” trafficker, who kept her medicated and forced her to perform sex acts on a webcam.

TRAINING AND CULTURE

Guest-facing Team Members at our hotels and casino complete a mandatory 30-minute online training program. Developed by PACT in collaboration with the American Hotel and Lodging Association and Marriott International, the training instructs hotel Team Members to recognize and report signs of potential on-property human trafficking.

For casino Team Members, a new training was introduced by the American Gaming Association’s (AGA) in 2024. As a member of the AGA Anti-Human Trafficking Taskforce, Hard Rock and Seminole Gaming helped to lead the creation of a first-of-its-kind, free online training to educate gaming industry employees on how to combat human trafficking. The training was created in partnership with RG24seven Virtual Training.



Building upon the AGA's Guide to Preventing and Combating Human Trafficking, the training draws on expertise from the AGA's Anti-Human Trafficking Task Force, nonprofits, survivors and law enforcement.

Hard Rock and Seminole Gaming reinforced our mandatory training programs by inviting Team Members to complete the Social Identify Quest program, and 1,473 employees from around the world completed the SIQ. Top participation came from Hard Rock Casinos Cincinnati and Bristol, and Hard Rock Hotel and Casinos Biloxi and Atlantic City.

COMMUNITY AND PARTNERSHIPS

In June 2023, the Seminole Tribe of Florida and Hard Rock International received a Freedom Award from PACT at its annual Freedom Awards event.

The award acknowledges Hard Rock’s expanded action to strengthen the industry’s role in combatting and preventing human trafficking.



Seminole Tribe of Florida member Durante Blais-Billie accepted the award on behalf of Seminole Tribe Chairman Marcellus Osceola Jr. and Councilwoman Mariann Billie, who were both individually recognized at the event.

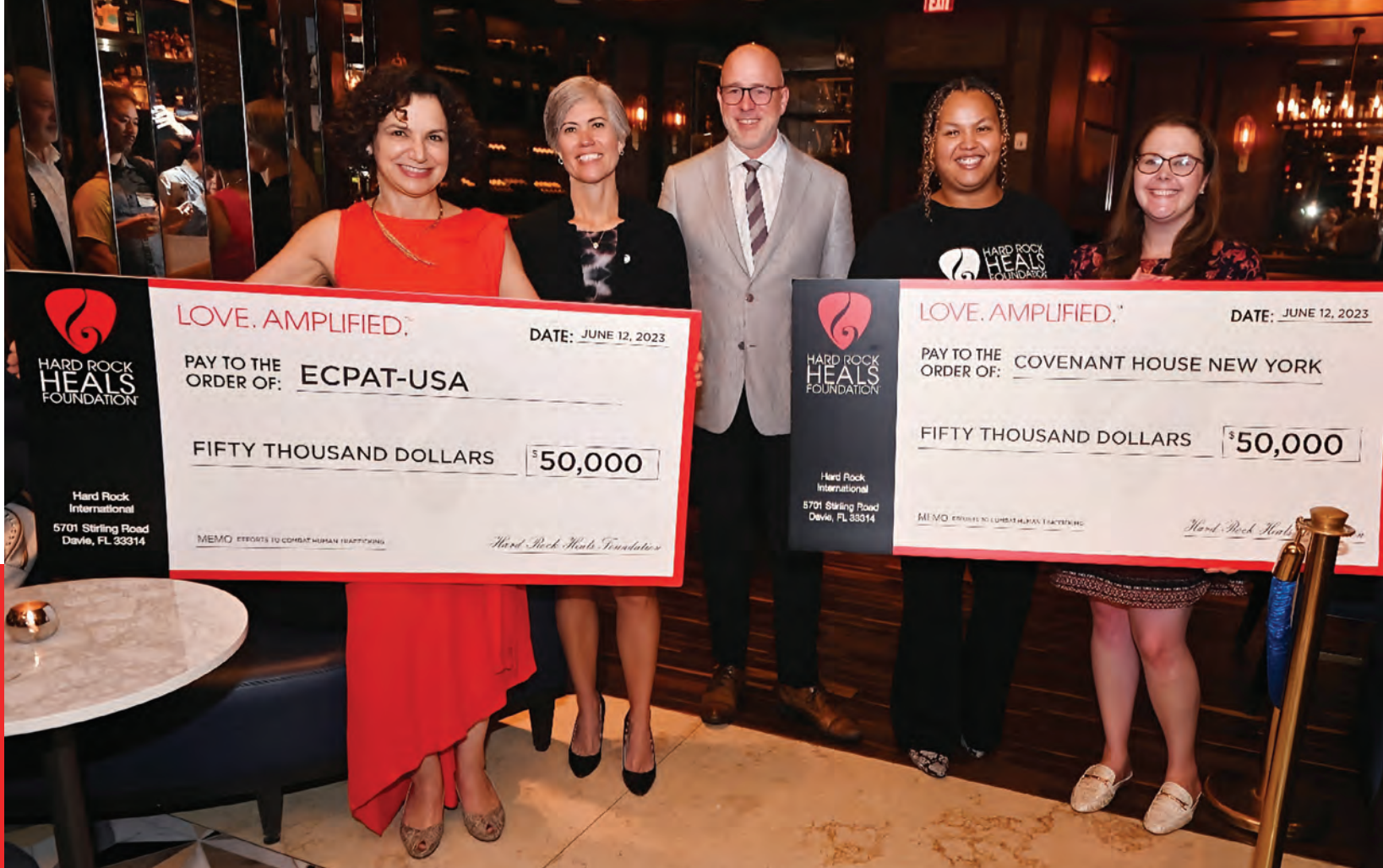


1,733 DEVICES DONATED:

1,577 cell phones 28 laptops 1 camera 89 tablets 38 smart watches

Hotels and casinos collect unclaimed electronic devices. Since partnering with the 911 Cell Phone Bank in 2020, Hard Rock and Seminole gaming locations have donated lost devices to trafficking victims and survivors. These donations have kept 992 POUNDS of e-waste out of our landfills.

The 911 Cell Phone Bank (501c3) provides a free service across the country to securely recycle electronic devices that are no longer needed, or that have been left behind. Devices are securely data erased and donated to law enforcement and victim agencies to assist victims of human trafficking and domestic violence.



Hard Rock Heals Foundation presentation of donations to PACT and Covenant House New York made through the Change for Change program, at Hard Rock Hotel New York, July 2023.

Through our Change for Change program, Hard Rock and Seminole Gaming raise funds every year to combat human trafficking. Casino guests donate change from redeemed gaming vouchers to the Hard Rock Heals Foundation, where 100 percent of the funds benefit our community partners. From 2023 to 2024, \$190,000 was raised for recipients, including PACT, Twentyfour-Seven Inc. and Covenant House New York.



Hard Rock International was rated by consumers for overall brand values, trust, social stances, sustainability, community support.



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