

# Hard Rock and Seminole Gaming

“Hard Rock and Seminole Gaming are built on shared values, expressed in our mottos Unconquered Vision, Love All Serve All, Take Time to Be Kind, and All is One. We draw upon our rich heritage of community investment, philanthropy and responsible gaming to grow and evolve who we are with expanded efforts in the areas of DE&I and sustainability.”



## ADVANCING SUSTAINABILITY

### LOWERING CARBON EMISSIONS

100 percent of surveyed Hard Rock properties utilize some form of renewable energy, and six properties source between 25 and 100 percent of energy from renewables. More than 80 percent of properties have a plan to reduce energy along with various HVAC efficiencies.

In 2019, Hard Rock joined the WWF’s Earth Hour Movement. In 2021, it conserved more than 200,000 kilowatts of energy. 24 hotels, 10 casinos, and 67 cafes participated by turning off non-essential lights for an hour and hosting special performances and events. In 2020, proceeds from a co-branded “Save the Planet” t-shirt made with recycled yarns to reduce greenhouse gas emissions, contributing \$50,000 to WWF’s conservation programs.

### REDUCING RESOURCE CONSUMPTION & WASTE

The “Save The Planet” motto has been a part of Hard Rock Seminole’s culture for decades, inspiring positive sustainability action, operational improvements, energy and water efficiency and diverted waste. Hard Rock Seminole forges partnerships with environmental organizations and best practice collaborations with vendors.

To date, 83 percent of surveyed properties have fully eliminated plastic straws, have implemented water efficient technologies, and eliminated a guest-facing waste item or replaced it with an environmentally friendly version.

Since 2018, Hard Rock has partnered with Clean the World, converting containers of leftover soap and hygiene products into Clean the World Hygiene Kits. Kits are donated to shelters, disaster recovery organizations and food pantries to help fight preventable diseases worldwide. To date, the program has diverted 13,660 pounds of plastic waste, distributed almost 66,370 bars/soap.

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## STRENGTHENING DIVERSITY, EQUITY & INCLUSION

### STRENGTHENING EMPLOYEE DE&I

Hard Rock and Seminole Gaming work to be the employer of choice for diverse talent and are building a culture of inclusion and driving equitable practices. Chairman and CEO Jim Allen's commitments to DE&I began in December 2020 with the selection of Stephanie Piimauna, SVP & Chief Diversity & Inclusion Officer. She immediately began to develop and implement a robust and comprehensive DE&I strategy.

The company has instituted programs to support diverse hiring and the development and advancement at the manager, director, vice president and above levels. In addition, a diverse slate policy and diverse sourcing strategy is underway. The company has also enhanced career advancement programs for Women in Leadership as well as the Tribal Career Development Program.

Beginning in January 2022, new workforce demographic dashboards will allow the company to track and report diversity progress as well as employee engagement.

### SUPPORTING RACIAL EQUALITY & SOCIAL JUSTICE EFFORTS

Seminole Hard Rock developed and launched ongoing unconscious bias workshops in 2021 for all employees. With a measurable goal of 20 percent employee participation by the end of 2022, these interactive experiences focus on minimizing the impact of bias in day-to-day practices and actions.

### Save the Planet Practice Library

Harnessing the power of Hard Rock's global footprint, the Save the Planet Practice Library shares best sustainability practices across casinos, hotel and cafes by presenting short case studies implemented by at least one of Hard Rock's 200+ properties. The library outlines the business case for implementing initiatives like introducing re-fillable water bottles, diverting waste and working with community partners. The library is updated regularly, sharing ideas that lead to immediate action worldwide. See <https://hardrockplanetpractices.com/>

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## INVESTING IN COMMUNITIES

### DELIVERING IN TIMES OF CRISIS

To support team members during the pandemic, the Seminole Tribe of Florida and Hard Rock International contributed more than \$90 million to continuation of pay, benefit extensions and grocery gift cards during closures.

#### Love All-Serve-All

Hard Rock's Love All-Serve All philosophy guides its philanthropic activities aimed at advancing environmental sustainability, social conditions, health, wellness, economic well-being and disaster relief.

The Hard Rock Heals Foundation has invested more than eight million dollars in causes including autism awareness, cancer prevention, human trafficking prevention, hunger relief, children's hospice care, elderly learning, cognitive training, peacebuilding in war-torn regions and improving socioeconomic circumstances.

The foundation supports programs that inspire people's connection to music, including education, artistic development, culture, history and performance.

**PINKTOBER:** \$10 Million+ raised for breast cancer research and education over 20 years

**FIGHT AGAINST HUNGER:** \$6.8 million raised in partnership with WhyHunger since 2018 to combat global hunger and poverty,

**HARD ROCK HEALS:** \$8 million+ invested to support music-based programs and partnerships around the world.

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## RESPONSIBLE LEADERSHIP

### PROTECTING & EMPOWERING CONSUMERS

Responsible gambling succeeds when education helps prevent risk for new, casual and regular players, and when those experiencing risk and harm get the help they need.

Seminole Gaming and Hard Rock's award-winning PlayersEdge program measures interactions employees have on the gaming floor, message-reach for players, and helping those who need resources to find them. To date, PlayersEdge has delivered:

- 10 percent increase in casino players seeking treatment based
- 3+ million educational impressions
- 18,234 team members trained online
- 1,502 supervisors trained in classroom
- 92 percent evaluation scores of training

The Hard Rock Game Plan Challenge has reached more than 14,000 U.S. high school students in classrooms across 47 states, teaching them to avoid risks common to both social/console games and gambling. Hard Rock also partners with and funds gambling addiction services in Florida.

### TRAINING EMPLOYEES

Hard Rock and Seminole Gaming's PlayersEdge casino team member training program received the 2020 National Council on Problem Gambling Corporate Responsibility Award, an annual recognition for one organization that has demonstrated outstanding commitment to social responsibility as it relates to problem gambling.

### Anti-Human Trafficking

To combat human trafficking, Seminole Gaming and Hard Rock have implemented training and education programs across all managed and franchised casinos, hotels and casino-hotels. Training 27,000+ team members have been trained to detect and respond to signs of trafficking

In November 2021, Hard Rock launched the Social Identity Quest (SIQ) in partnership with ECPAT-USA. Across U.S. high schools, youth are challenged to examine how they express themselves online and reduce the risks of being lured. To date, 300,000+ students have completed SIQ in 44 states

On average, students demonstrate a 12 percent increase in online safety literacy, based on evaluation of learning.