“DEI AND THE TRIPLE BOTTOM LINE”

How Diversity, Equity & Inclusion (DEI) Drives Corporate Social Responsibility
Who we are: corporate social responsibility (CSR) – triple bottom line

- Stakeholder-value based approach based on sustainability
- On August 18th, 2019 – stakeholder value stance adopted by CEO’s of 181 leading American Corporations (JPMorgan Chase, Apple, Amazon, Boeing, P&G, etc.)
- Reflected in our PEOPLE PLANET PLAY Corporate Social Responsibility (CSR) framework
- Link to UN Sustainable Development Goals 3, 8, and 11:
Our guiding frameworks

**Our Mission**
We inspire grown-ups to play.

**Our Vision**
Create memorable experiences, personalize rewards and delight every guest, every team member, every time.

**Our Values**
- Integrity
- Service with passion
- Celebrating success
- Diversity & Inclusion
- Caring culture
- Ownership

THREE PILLARS OF OUR CODE OF COMMITMENT

**PEOPLE**
We commit to supporting the wellbeing of all our team members, guests and local communities.

**PLANET**
We commit to taking care of the world we all call home.

**PLAY**
We commit to creating memorable experiences for our guests and leading the industry in Responsible Gaming.

ALIGN WITH OUR CORPORATE SOCIAL RESPONSIBILITY (CSR) FRAMEWORK

**PEOPLE**
- A great place to work
- Diversity and inclusion
- Health and wellness
- Positive economic contribution
- Supporting local communities

**PLANET**
- Reduce energy consumption
- Science-based carbon goal reduction
- Reduce and recycle waste

**PLAY**
- Responsible conduct
- Creating memorable experiences for guests
- Responsible gaming
DEI goal by 2022: best-in-class DEI leadership strategy

DEI is a driver of our business and blossoms via 5-pillar approach

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Social Sustainability Overlap

**Immigration Integration**
- Naturalization Programs
- Shared Future Fund
- Community Partnerships: ESL, Leadership Development
- Diversity Relations: LULAC, OCA Asian Advocates, Unidos
- Policy Advocacy

**Community Workforce Development**
- Community Reinvestment: Philanthropy, HERO
- Diversity Relations: Urban League, OCA Asian Advocates, Hispanic Corporate Resp. Assoc.
- Baltimore & Unidos Blueprints

**Human Trafficking**
- Internal Security Protocol
- Internal Training & Ambassadors
- Community Protocol
- External Partnerships: Resorts Assoc., Cherokee Collaboratives
- Shared Future Fund

**Community Partnerships:** ESL, Leadership Development

**Diversity Relations:** LULAC, OCA Asian Advocates, Unidos

**Policy Advocacy**

**Shared Future Fund**

**Diversity Relations:** Urban League, OCA Asian Advocates, Hispanic Corporate Resp. Assoc.
Responsible Meetings

PEOPLE
• Address social issues like human trafficking, food security
• Core part of diverse contracting initiatives

PLANET
• 7 standards that feature sustainability elements / Green Key compliant

PLAY
• Responsible Gaming
• Donate excess materials to community partners