

SCCE COMPLIANCE & ETHICS FORUM | OCTOBER 22, 2018 | LAS VEGAS

## MGM RESORTS INTERNATIONAL: JOURNEY TO THE FUTURE OF MOBILE & AUGMENTED REALITY

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### MGM Resorts | Who We Are



**S&P 500® global entertainment company** with national and international locations featuring best-in-class hotels and casinos, state-of-the-art meetings and conference spaces, incredible live and theatrical entertainment experiences, and an extensive array of restaurant, nightlife and retail offerings.



Portfolio encompasses **28 unique hotel offerings** including some of the most recognizable resort brands in the industry. Expanding throughout the U.S. and around the world, the company in 2018 opened MGM COTAI in Macau, the first Bellagio-branded hotel in Shanghai, and MGM Springfield in Massachusetts.



The **78,000 global employees** of MGM Resorts are proud of their company for being recognized as one of FORTUNE® Magazine's World's Most Admired Companies®.

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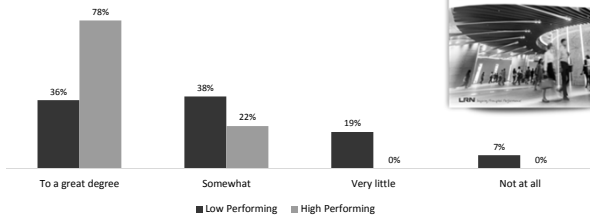
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### Rules to Values Shift:

Over the past five years, my organization's ethics & compliance program and efforts have increasingly focused on values, not just rules.




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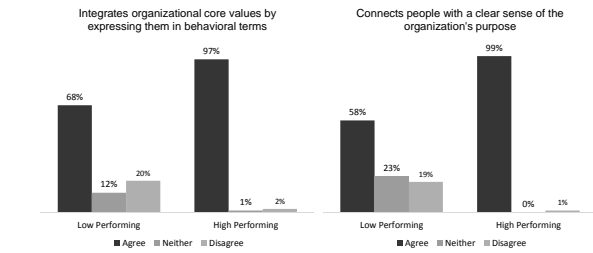
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## Code Realignment: Code of Rules to Code of Principles

Rate the degree to which your organization's code of conduct meets the following goals:



LRN Inspiring Principled Performance | MGM RESORTS

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## DRIVING ENGAGEMENT & ACCOUNTABILITY AT THE FRONT-LINE



LRN Inspiring Principled Performance | MGM RESORTS

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## Placing Values into Action

LRN Inspiring Principled Performance

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### MGM Resorts | Living Our Code

- ✓ Pop-up bulletins
- ✓ A personal touch, pictures of employees



LRN Inspiring Principled Performance | MGM RESORTS

Old Code Training



All stock Photos,  
No employees used.

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### MGM Resorts | Living Our Code


- ✓ Includes videos embedded in the course where employees explain things like:

1. The importance of the Code;
2. Why the Company has a Code and how employees can use it;
3. How to report concerns, and
4. Information on specific topics in the Code



LRN Inspiring Principled Performance | MGM RESORTS

Old Code Training



For conflict of interest examples, audio played the conversation, with stills on the slides.

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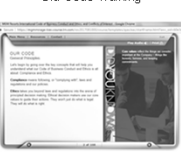
### MGM Resorts | Living Our Code

- ✓ Includes quiz questions throughout the course, which keeps employees engaged. Also provides instant feedback on the answer provided.



LRN Inspiring Principled Performance | MGM RESORTS

Old Code Training



Basic slides

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## MGM Resorts | Living Our Code

We include in the course a **certification tool**, where employees acknowledge receipt of all policies provided during the course:

By certifying below, I acknowledge receipt of the following policies:

- Code of Business Conduct and Ethics and Conflict of Interest Policy
- Third Party Sponsored Travel Policy
- MGM Resorts International Confidentiality Protocols
- Equal Opportunity Policy
- Policy Against Discrimination, Harassment and Retaliation
- Social Media Policy
- Contract Review and Signature Policy




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## MGM Resorts | Inside the SHOW

Monthly Compliance Messages help to keep employees engaged and reminded of policies throughout the year. These messages may include topics like:

- Conflicts of Interest
- Employee Gaming Policy
- Confidentiality
- Suspicious Activity Reporting
- Responsible Service of Alcohol
- Anti-Corruption




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## MGM Resorts | THE SHOWcase

THE SHOWcase newsletters are used in pre-shift meetings with line-level employees.

Periodically, compliance related topics such as Responsible Gaming, Anti-Money Laundering, Identification Requirements, and Public Access to Gaming will be included.




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## MGM Resorts | Our Approach

The **old** training course was assigned to Director level employees, and above.

The **new** training course is assigned to:

- **Managers and above**
- **Employees across certain departments**

Employees that are not assigned the full online training course are assigned an abbreviated version of the Code of Conduct training.



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## MOBILE & AUGMENTED REALITY: Next Steps



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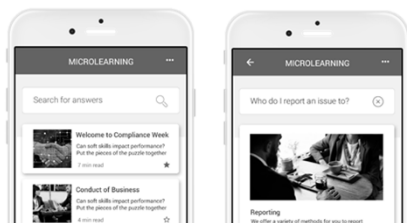
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## Why Go Mobile? Microlearning at your fingertips increases retention



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## Communicate Instantly

Push notifications send communications instantly to your employee's phones.

We have seen **open rates of over 90%**

- Push ethics and compliance reminders, updates and messages to your workforce; instantly
- Simple, short and easy to use, providing only essential information
- Increase engagement with your app over an extended period of time



Did you know 70% of users found all types of push notifications to be valuable.



Engage and re-engage employees

User control lets users opt-in

Simple, clear messaging

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## Help Employees Navigate Risk

Different locations mean different risk. Automatically push message directly to your employees based on their location, providing office based, regional or country specific content at the time of need.

- Set up notifications based on **high risk geo-locations**
- Provide location specific communications directly to the employee at the time of arrival



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## MGM Resorts | THE SHOWcase

LEO

Looking for the SHOWcase?

Find what you're looking for on LEO, today!

Download LEO on the App Store or Google Play Store.

Search for "LEO MGM" and follow all the channels and topics you want to see!



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## Why Augmented Reality (AR)?

Augmented Reality (AR) learning experiences enable employees to discover short, engaging learning experiences throughout the workplace, giving them the opportunity to practice ethical behavior.

- **Pull Content:** Allow employees to discover content on their own
- **Camera Activated:** Employees use their camera to activate learning experiences
- **Active Learning:** Short interactive learning experiences
- **Reuse Existing Content:** Existing learning materials can be uploaded (videos, infographics)
- **Leverages Existing Materials:** Existing materials can be turned into triggers for learning (code, policies, posters etc.)



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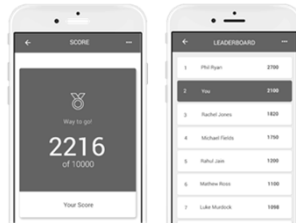
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## Reward Engagement

Augmented Reality can leverage a gamified reward system that encourages employees to discover, search and read content.

- **Score:** As users search or discover content through AR, they are awarded points
- **Leaderboard:** Scores update live into your company's personalized leaderboard



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