

Position on Guest Experience

Definition

We define guest experience as the overall experience of guests across all properties, venues and activities and in all interactions with Caesars Entertainment in person or online.

Importance of Guest Experience

Guests are at the heart of our business; everything we do is designed to create experiences that make guests feel happy and validated in their choice to honor Caesars Entertainment with their patronage. We believe that our hospitality, entertainment and gaming offerings provide a vital outlet for guests to relax, reenergize, reconnect and have fun. For customers of our meetings and events business, we provide a wide variety of venue and event options that enables them and their guests to meet, build relationships and advance their agenda. Through Caesars Sportsbook, we offer unrivalled ways to experience sports events in person and online. By investing in guest experience, we are investing in the future of Caesars Entertainment. Our guests are the source of our revenue and they help us become a better company by telling us what they need and providing feedback on how we serve them.

Values and Principles

In 2000, we published our first Code of Commitment as a pledge to our guests, Team Members, communities, business partners and all others we touch through our business. Our PEOPLE PLANET PLAY Corporate Social Responsibility (CSR) approach was created from our Code of Commitment, and today, the Code aligns with our CSR and Environmental, Social and Governance (ESG) priorities.

Guest experience falls within the PLAY pillar of our CSR framework.

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 call home.
Play	We commit to creating memorable experiences for our guests and operating as a responsible business, including Responsible Gaming practices.

Our core value of **Together We Win** supports guest experience: Working together as a dynamic team, caring for and respecting each other is how the magic happens.

Our corporate value of **All-In On Service** guides our approach to guest experience. All-In On Service means that we build connections with each other and our guests by creating memorable moments, having fun and owning our Family-Style Service culture. It reflects our attentiveness to the needs of our guests across all our offerings, including our investment in Responsible Gaming.

Our Approach

Our objective is to provide all guests with a positive and unmatched experience across our properties, venues and online platforms. We aim for more than satisfaction; we want our guests to experience the Extraordinary.

Extraordinary may mean different things to different people. For some, it’s enjoying our Celebrity Chef restaurants. For others, it’s the view over Lake Tahoe or seeing their favorite artist perform in Atlantic City. And yet for others, it can simply be a big smile and a warm greeting upon entering a Caesars Entertainment resort for a long-anticipated break. Whatever the guest expectation, we aim to Create the Extraordinary.

Creating Extraordinary Experiences

We challenge ourselves to create unique offerings and provide unbeatable rewards for our guests.

Breadth of Offerings: As the largest and most diversified gaming-entertainment

company in the U.S., we offer a wide variety of gaming, including casino gaming, online gaming and sports betting, hospitality, entertainment, dining and horse racing options. We continuously seek opportunities to invest in new properties and reinvest in our current facilities through property renovations, implementation of innovative technology and expansion of options.

Innovation and Technology: We leverage the advanced technology to support Creating the Extraordinary for our guests, whether this is to digitize our gaming offerings, provide interactive virtual concierge options, or ensure information security and privacy .

Rewarding Guest Loyalty: We reward our guests for their loyal patronage through our award-winning Caesars Rewards® program. Caesars Rewards enables guests to earn and redeem Reward Credits® at more than 50 destinations when they stay, dine, relax, shop, and play at any part of Caesars Entertainment and with Caesars Rewards partners.

Welcoming Guests Like Family

We aim to make every guest feel at home at Caesars Entertainment, just as if they are part of our family.

Family-Style Service: Our special brand of Family-Style Service is designed to ensure guests have Extraordinary experiences while feeling special, appreciated and respected at Caesars Entertainment. We greet each guest with a warm, genuine family-style welcome and seek to make personal connections and offer personalized experiences. When our guests are ready to return home, we send them off with a friendly farewell and look forward to their return. All Team Members engage in Family-Style Service training and our service framework remains front and center on a daily basis.

Ease of Interaction: We aim to make it easy for guests to engage with us. We make information regarding their hotel stay readily available through our app, and we provide clear instructions on how to modify a reservation or deal with any unforeseen circumstances. We strive to respond promptly to all requests and inquiries until each guest has received a satisfactory response.

Maintenance and Cleanliness: We place the utmost importance on ensuring that guests enjoy their stay at well-maintained and clean Caesars Entertainment properties. Our maintenance, hygiene and cleaning protocols are strictly observed to monitor that all facilities and amenities are in working order and that rooms and venues are clean and fit for use. Should a guest find an aspect of our maintenance and cleanliness does not

meet our high standards, we are prepared to respond immediately.

Accessibility: We welcome all guests including those who have special accessibility or mobility needs. All our properties conform to the Americans with Disabilities Act (ADA) regulations for businesses and our Team Members receive training on applying these practices. We monitor our properties regularly to ensure ADA regulations are consistently applied at all our properties.

Building Confidence in Caesars Entertainment

We want Caesars Entertainment to be a safe, secure and respectful destination that makes guests feel at home. We make efforts to build the confidence guests need so that they can return time after time to any Caesars Entertainment destination, knowing they can rely on us to receive the same high standard of care everywhere.

Safety: The safety of our guests is our utmost priority and designated safety risk officers at each property lead local teams to ensure all safety protocols are in place and correctly observed. We expect every Team Member to be a safety ambassador and be proactive about calling out any safety hazard or potential risk. Every Team Member undertakes safety training and many are trained in advanced medical response and life-saving techniques to provide immediate care in the event of a guest safety or health incident on property. In the event of any safety incident, our teams respond immediately, including calling emergency services, where necessary. When disasters occur, our emergency protocols are immediately enforced, including a full communications program to keep guests at our properties, or those due to arrive, fully apprised of the safety situation and how it might affect their stay.

Security: Our property teams are dedicated to the security of our guests. Every property maintains a trained security force that operates according to strict protocols and procedures which are subject to regular auditing and spot-checks. Our property teams work closely with local state and federal law enforcement to understand changing security needs and adjust our security provisions accordingly. We maintain an in-house team of approximately 2,000 Team Members across our company who have specialized security training in looking for threats and hazards and alerting our Security Intelligence Center in the case of relevant findings.

Security also means protecting guests from inappropriate conduct by others including harassment in all its forms. Our Team Members are trained to look for signs of such conduct, including alcohol or substance abuse, and immediately report concerns where

certain behaviors may risk the safety and security of our guests.

Information Security and Privacy: Information security and data privacy are fundamental to our success and necessary to retain the trust of our Team Members, guests, and all we serve. We want guests to trust us with their personal information and have implemented a comprehensive information security program that contains administrative, technical, and physical controls and safeguards to help protect privacy in line with applicable regulations and our own high corporate standards. For more information, see [Our Position on Data Privacy and Security](#).

Conducting our Business Responsibly

Our ability to deliver positive guest experience is grounded in our approach to ethical conduct. Our Code of Commitment set this expectation more than 20 years ago, and it continues to guide us in meeting our pledge to our guests and others. Guests want to enjoy our destinations and Family-Style Service in an environment that operates with integrity and respect for all. Our PEOPLE PLANEY PLAY Corporate Social Responsibility framework addresses key aspects of responsible business conduct including:

Responsible Play: For more than 35 years, Caesars Entertainment has maintained an industry-leading Responsible Gaming (RG) program using an integrated approach built on clear objectives, measurable outcomes and scientific research. Caesars Entertainment wants everyone who gambles to do so for the right reason—to simply have fun. We train tens of thousands of Team Members each year and a cadre of RG Ambassadors throughout our properties to respond to and support guests whose gambling may be causing concerns. For more information, see [Our Position on Responsible Gaming](#).

Responsible Marketing: We aim to advertise our destinations and services, including gaming in our casinos and online, in a responsible manner. All our advertising, for all of our products and services, aims to be truthful and consistent with generally accepted standards of good taste. Advertising and marketing materials for gambling activities are designed and intended for those of legal age to gamble in the relevant jurisdiction and consistent with contemporary local standards of decorum and decency. Our advertising should also be inclusive and respect all individuals. For more information, see our [Marketing and Advertising Code](#).

Responsible Employer: As an employer of tens of thousands of Team Members across the U.S., we aim to ensure our Team Members have a positive experience through their entire relationship with Caesars Entertainment. We provide a welcoming, inclusive

and engaging workplace for current and potential Team Members starting with the recruitment process through termination or retirement. We aim to be respectful in all our dealings with Team Members, provide equal employment opportunities and reward them competitively for their contribution. For more information, see [Our Position on Team Member Experience](#).

Human Rights: We aim to uphold human rights throughout our supply chain and assess our activities for human rights impact. We explicitly uphold human rights conventions such as the prohibition of child labor, forced labor and discrimination and respect Team Member rights to freedom of association. We engage an external service to manage an anonymous Ethics and Compliance Hotline for Team Members to report concerns confidentially and anonymously. A key area of human rights that is relevant to our industry is combating human trafficking. We have maintained anti-trafficking programs including awareness, training and collaborations for many years, with the aim of eliminating human trafficking from our business and the hospitality industry in general. For more information, see our Human Rights Statement and our Stand Against Human Trafficking.

Community Impact: We believe it is important to intentionally reinvest in our communities through programs that help address specific social and environmental challenges. We reinvest a portion of the revenue we generate because it is through the goodwill and support of our communities that we can succeed. We contribute to our communities through:

- **Community Reinvestment:** Providing financial gifts to help address social needs through our Caesars Foundation and property giving.
- **Social Contribution:** Active participation in civic activities and support for initiatives that foster economic growth, in collaboration with local governments and nonprofit organizations.
- **Volunteering Activities:** Our Team Member volunteers (HEROs) contribute thousands of hours each year to support the communities they and our guests care about and help alleviate local hardships. For more information, see Our Position on Community Impact.
- **Supporting Tourism:** Our destinations are in many locations around the U.S. and our presence contributes to attracting tourism to these locations. We play a role in civic life and contribute to local development programs that aim to attract tourism.

Listening to Feedback

In order to deliver the best possible guest experience, we aim to understand our guests'

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preferences and needs, and encourage guests to openly share their views with us at all times.

Guest Satisfaction Surveys: We survey guests online after their visits to our destinations in order to understand their experience and if we met their expectations. Survey results are shared with our property management teams, and an analysis of customer satisfaction scores is prepared on an enterprise-wide basis for quarterly Senior Leadership Team business reviews.

Managing Concerns: Guests are encouraged to share any concern with a Team Member at the relevant property. Team Members are trained and equipped to resolve concerns as they arise, but if they cannot, they elevate the concern with urgency to management until a resolution is complete. A dedicated enterprise team analyzes concerns that were drawn to management attention to ensure satisfactory resolution. In many cases this includes proactively reaching out to the guest to ensure they are satisfied with the actions taken. For guests of our digital platforms, we maintain a digital customer service department that promptly deals with all queries and concerns.

Through our core business, we advance sustainable tourism and operate to the highest standards of safety for our guests while minimizing our environmental impacts as far as possible.

Governance Of Guest Experience

Overall accountability for our guest experience rests with Caesars Entertainment's Chief Marketing Officer (CMO), a member of our Senior Leadership Team, reporting to the Chief Executive Officer. The CMO is supported by a corporate team that advances programs to support guest satisfaction and enhance guest experience, as well as a network of senior leaders and Property General Managers who ensure guest experience procedures are implemented at each destination.

Validity

This Position on Guest Experience:

- Includes all Caesars Entertainment's owned and operated facilities.
- Has been approved by Caesars Entertainment's Senior Leadership Team and the CSR Committee of the Board of Directors.

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