



# Wîtaskêwin

Sharing Success - Shareholder Update  
July 2024

## President's Message

### Building a bright future for our people



Zane Hansen  
President & CEO

SIGA's mission is to strengthen the lives of First Nation people through employment, economic growth, positive community relations and financial self-reliance.

SIGA has successfully built back from the pandemic, achieving record-breaking revenues all while making major strides in enhancing our casino properties and offerings, and growing our online gaming platform PlayNow.com.

#### Our Employees

SIGA has been recognized as a 2024 Saskatchewan Top Employer, and CPHR HR Team of the Year, for 2023-24 thanks to our strong Human Resources programs. SIGA remains laser focused on continuing to be a top employer for First Nations recruitment and development, leading in the areas of Learning & Development (L&D), and Diversity, Equity, and Inclusion (DEI). SIGA was also recently recognized with a WCB Safe Employer Award for our commitment to a healthy and safe workplace.

#### Our Operations

The 2023-24 fiscal year marked an exceptionally successful period for Gaming Operations. We made numerous investments to provide an exciting experience for our customers. The revival of the gaming replenishment program allowed us to provide new slot products, featuring enhanced play with more free spins, features and mystery jackpots.

#### Online Gaming

Since its launch, PlayNow.com has successfully acquired over 30,000 clients. We optimized the registration process to make setting up an account easier for our rural clients. 50% of our customer base now comes from rural communities outside of Saskatoon and Regina.

The high uptake in rural Saskatchewan further cements SIGA as the gaming operator of choice for the residents of Saskatchewan. The iGaming team will continue to develop local partnerships and advertising strategies to further drive awareness of PlayNow in the province and to look to ways to integrate player preference and experiences between our land-based casinos and PlayNow.

#### Socially Responsible

SIGA is committed to sharing success with the larger community and this past year, we committed \$1.89 million to our Community Investments sponsorship program. In addition, we successfully re-established our employee Volunteer Program, with over 3,400 volunteer hours being completed and 32% of our employees participating in the program.

We are also pleased to say that all SIGA Casinos have completed their reaccreditation through the nationally accredited RG Check Program. This certification ensures that we are following an industry standard in responsible gaming.

In closing, I would like to thank the Board, Management, and our employees for their commitment to the strong performance and growth of SIGA over the past year. Together, we are working towards a bright future for our people.

Regards,

Zane Hansen  
President and CEO, SIGA



## Another record-breaking financial year

2023-2024  
Gross Revenue  
**\$346.6M**

2023-2024  
Distribution of  
Income  
**\$138.8M**



*Some of the jackpot winners who have played at SIGA Casinos in 2023-2024 are pictured above.*

The Saskatchewan Indian Gaming Authority had another record-breaking year of profitability in 2023-2024.

SIGA had a record gross revenue of \$346.6 million, which surpasses the previous record of \$303.6 million in gross revenue amassed during the 2022-2023 fiscal year.

SIGA's final distribution of income in 2023-2024 was also a new record of \$138.8 million, surpassing the former record of \$126 million set during the 2022-2023 fiscal year.

For further comparison, SIGA's gross revenue in 2021-2022 was \$195.8 million while final distribution of income was \$68.2 million.

SIGA, as a non-profit corporation, reinvests all net revenue back into Saskatchewan. Casino net revenue is redistributed – 50 per cent to the First Nations Trust (which is distributed to the 74 First Nations in the province), 25 per cent to Community Development Corporations (CDCs) which reinvestment the money back into local community initiatives and 25 per cent to the provincial General Revenue Fund.

### Jackpots paid by site in 2023-2024:

**Bear Claw Casino & Hotel, near Carlyle:** \$16,052,903.12 paid out in 2023-2024.

**Dakota Dunes Casino, south of Saskatoon:** \$44,856,844.63 paid out in 2023-2024.

**Gold Eagle Casino, North Battleford:** \$14,448,211.64 paid out in 2023-2024.

**Gold Horse Casino, Lloydminster:** \$18,392,962.55 paid out in 2023-2024.

**Living Sky Casino, Swift Current:** \$15,129,891 paid out in 2023-2024.

**Northern Lights Casino, Prince Albert:** \$34,526,160 paid out in 2023-2024.

**Painted Hand Casino, Yorkton:** \$11.7 million paid out in 2023-2024.

# Community Investments



**A \$25K cheque is presented to Prince Albert Food Bank, part of SIGA's Community Investments Food Security Strategy.**

In 2023-2024, SIGA invested \$1.89 million dollars to more than 580 partners through its Community Investments Program (sponsorships), providing strong support to community and cultural events across Saskatchewan.

That's an increase of \$590,000 from 2022-2023, when \$1.3 million was invested into communities where SIGA operates.

SIGA dedicated \$225,000 to its Food Security Strategy. Corporate Affairs partnered with each SIGA Casino in SIGA's seven casino markets across the province to present cheques to their centre's local food banks and/or food programs.

## Food Security Strategy donations by site:

- \$25,000 to the Prince Albert Food Bank (NLC)
- \$25,000 to the Saskatoon Food Bank and Learning Centre (DDC)
- \$10,000 to the Carlyle & District Food Bank (BCCH)
- \$10,000 to the Battlefords & District Food and Resource Centre (GEC)
- \$10,000 to The Olive Tree community centre (GHC)
- \$10,000 to The Salvation Army - Yorkton (PHC)
- \$5,000 to Southwest Crisis Services (LSC)
- \$5,000 the Canadian Mental Health Association - Swift Current (LSC)

# SIGA Indigenous Scholarship Awards Program

SIGA is a progressive organization with guiding principles rooted in our First Nations heritage. Our principle Pimacihowin refers to making a living, and we understand education and continuous learning are essential ingredients in doing so. We also know training, upgrading and education programs cost money. That's why we established our SIGA Indigenous Scholarship Awards Program.

We accept applications from all post-secondary programs, but priority will be given to those enrolled in Business, Information Technology (IT), Communications, Project Management, Tourism & Hospitality, Gaming or Culinary Arts programs.

Applications opened June 17 and close 11:59 p.m. CST on August 17, 2024.

In 2022-2023, SIGA awarded more than \$50,000 to post-secondary students in Saskatchewan.



## 2024 SIGA Indigenous Scholarship Awards Program

Accepting Applications: June 17 - August 17, 2024

|   |   |   |
|---|---|---|
| <b>SIGA Shauna Bear Memorial Scholarship for Aspiring Indigenous Human Resources Professionals</b><br>Multiple scholarships at varying amounts up to \$10,000 | <b>SIGA Justice Paul Favel Indigenous Award for Outstanding Leadership in Community Involvement</b><br>One (1) scholarship award of \$5,000 | <b>SIGA Scholarships for Saskatchewan First Nations Post-Secondary Students</b><br>Forty (40) scholarship awards valued at \$1,000 each |
|---|---|---|



[SIGA.CA/Scholarships](https://www.siga.ca/scholarships) for more details



## Awards and Recognition

SIGA is proud to be named a 2024 Saskatchewan Top Employer by Canada's Top 100 Employers. Now in its 19th year, Saskatchewan's Top Employers is a special designation that recognizes employers that lead their industries in offering exceptional places to work.

SIGA commits to fostering a high level of employee engagement by providing a safe workplace, financial self-reliance, and a comprehensive total rewards package for all employees.

To be named as a Saskatchewan Top Employer shows we're being true to our Guiding Principles and providing an environment where employees feel supported in their career and personal growth. We invest in our employees through robust learning and development and health and wellbeing programming, and through advancement opportunities that enable our people to build careers. We thank our employees for their dedication to SIGA and to delivering the best in First Nation hospitality and entertainment.

### SIGA named a 2024 Top Employer



### SIGA named Safe Employer of the Year



**Left to right: SIGA Vice President of Human Resources Desiree Gervais, SIGA Manager of Health and Safety Michael Galay, SIGA Corporate Health & Safety Consultant Candace Abramyk, SIGA Director of Human Resources/ERP Change Management Lead Amber Day.**

SIGA was announced as the winner of the provincial 2024 WorkSafe Safe Employer Award during the spring WCB Compensation Institute awards event held in Regina on May 15, 2024.

“In 2017, SIGA was part of WCB’s Priority Employer Program with one safety-related professional dedicated to the development, training, and implementation of a comprehensive Safety Management Program for nearly 2000 employees. Today, we have a Health, Safety and Wellbeing team dedicated to ensuring both physical and psychological health and safety throughout our organization,” said Health & Safety Manager Michael Galay.

“SIGA is humbled to accept this award on Treaty 4 territory. At SIGA we live by our guiding principles. Tâpwêwin is linked to our safety culture where from a business perspective, SIGA is accountable for our actions and we conduct business with integrity, honour and discipline,” said Vice President of Human Resources Desiree Gervais at the award ceremony. “Our goal is to promote and maintain a safe work environment for all employees, patrons and contractors through our Safety Management Program”.

# Human Resources

SIGA is committed to providing competitive total rewards that allow employees to make a good living today and tomorrow to attract and retain top talent.

The year-end performance evaluation cycle resulted in merit wage adjustments. SIGA approved an additional 1.7% economic increase for employees to help offset the rise in costs that our employees and their families currently face.

Targeted recruitment strategies continue for hard-to-fill positions, including Operations Management internal movements, educational partnerships, attending 70 in-person Casino career fairs, and the renewal of Employee Testimonials, which were featured on SIGA social media as part of the 'Testimonial Tuesday' series.



**The SIGA Human Resources team has been recognized as the CPHR HR Team of the Year.**

SIGA continues to invest in employee development where each employee has core training and the option to apply for additional non-core training up to \$6,000 per year. SIGA has partnered with Saskatchewan Indian Institute of Technologies (SIIT) to create custom curriculum for our Maintenance and Facilities personnel. The program focuses on providing foundational knowledge in essential trade skills, safety, and basic constructional knowledge.

## Diversity, Equity, Inclusion (DEI)

SIGA completed its Employee Engagement Survey, with results above the industry benchmark. However, to keep a pulse on engagement, SIGA implemented an Employee Experience Committee at most locations. The committee's vision/mission is to provide support and guidance for the advancement of SIGA's working environments, by fostering a culture that exemplifies teamwork, inclusivity, and promotes a positive employee experience. The purpose of the Employee Experience Committee is to proactively explore, and address matters related to employee engagement, diversity, equity, inclusion (DEI), cultural awareness and social events and activities.

SIGA has developed a comprehensive HR Toolkit accessible to all employees and designed to promote and educate employees on DEI.

This one-stop resource offers information and educational materials on various topics, including:

- Supporting Indigenous employees, 2SLGBTQ+, People with Disabilities, and Women.
- Defining intersectionality, allyship, DEI concepts and equitable workplaces.
- Bringing awareness to cultural events and respecting religious, spiritual, and personal beliefs.
- Recognizing and mitigating micro-aggressions, unconscious stereotyping.

## HR stats at a glance

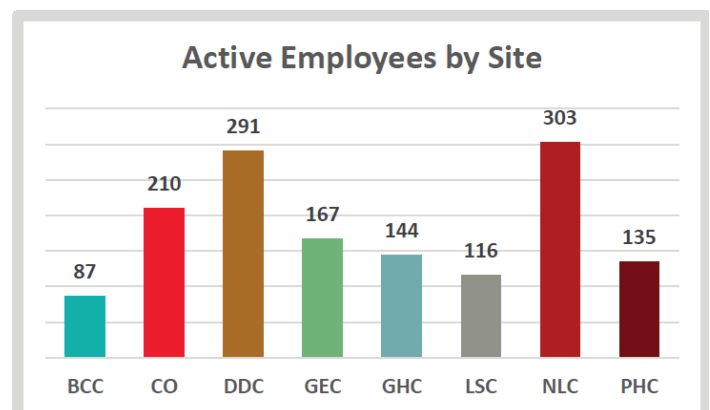
As of May 31, 2024.

| Employees   |  |
|-------------|--|
| 1453 Active |  |

| Average Age | Average Tenure |
|-------------|----------------|
| 39          | 5.9 yrs        |

| Diversity Ratio |       |       |
|-----------------|-------|-------|
| Manager         | 52.3% | 47.7% |
| Non-Mngt        | 48.1% | 51.9% |
| Supervisor      | 58.4% | 41.6% |
| Total           | 50.1% | 49.9% |

| Ethnicity Ratio | First Nation | Non-FN |
|-----------------|--------------|--------|
| Manager         | 64.2%        | 35.8%  |
| Non-Mngt        | 65.7%        | 34.3%  |
| Supervisor      | 63.9%        | 36.1%  |
| Total           | 65.3%        | 34.7%  |



## Operations and Marketing



*The Bar & Grill at Gold Horse Casino in Lloydminster.*



*The Smoking Room at Dakota Dunes Casino.*

### Renovations and expansion at SIGA Casinos

In the fourth quarter of 2023-2024, SIGA commenced a sports bar renovation at Gold Horse Casino, with completion targeted for May 2024.

This upgrade includes minor modifications to the bar layout, the removal of the existing deli space, alterations to the guest services area and the addition of a large 18-foot screen, akin to the screen at Sevens Sports Bar in Dakota Dunes Casino. The revamped Gold Horse Casino will enhance the current offerings and provide Lloydminster residents with a premier venue for sports entertainment.

Planning has commenced for two major casino expansions. Dakota Dunes Casino is preparing for a 12,000 square foot expansion that includes an expanded smoke room and interior refreshments for the high-limit gaming and deli areas.

Northern Lights Casino is planning a 30,000 square foot expansion to the gaming floor, smoking space, and logistics support areas. These projects are scheduled to begin in the 2024-2025 fiscal year and are expected to foster growth in each respective gaming market.

In 2023-24, SIGA Marketing continued to engage with our loyal customers, offering a diverse selection of promotions such as live performances, prize draws, tournaments, contests, and special events. These initiatives aimed to elevate the guest experience and reaffirmed SIGA Casinos as the top choice for entertainment in our province.



*A Bear Claw Casino & Hotel patron poses with a prize.*

This past year, SIGA Casinos proudly:

- Welcomed more than 24,000 new Players Club Members
- Sent more than 376,000 unique reward offers to qualifying members.
- 50,000 members entered almost 500,000 times into prize draws through our in-house reward kiosks. More than \$1.4 million in prizes were awarded to the lucky winners.
- Entertained more than 7,500 guests who attended 29 performances.
- Celebrated casino anniversaries.
- Partnered with 49 hotels across the province to offer Stay and Play packages.
- Grew our social media following to almost 80,000 and welcomed over 3,900 new followers to our SIGA social media channels.
- Sent more than 1.27 million emails with information on special offers and events at SIGA Casinos.
- Treated our elite members to exclusive parties and events.
- Mailed unaddressed offers in May, October, and January to more than 242,000 households.

# National Indigenous History Month

June is designated annually as National Indigenous History Month. The month was first designated by the House of Commons in 2009. It's described by the Government of Canada as "a time to honour the stories, achievements and resilience of Indigenous Peoples."

At SIGA, 65 per cent of employees are First Nation. Teepee displays were raised at each SIGA Casino and Central Office, highlighting the number.

SIGA observed National Indigenous Peoples Day on Friday, June 21, 2024, as a statutory holiday.

Employees were encouraged to participate in activities and events being held throughout the province over the month of June that celebrate and recognize First Nations, Métis and Inuit cultures.

Teepee displays were set up at each of the seven SIGA Casinos and Central Office as part of National Indigenous History Month.

**June is Indigenous History Month and Indigenous Peoples Day is June 21<sup>st</sup>**

For more than 25 years, SIGA has been a proud First Nation organization and top employer in the province.

**65%** of SIGA employees are First Nations

Logos for: Living Sky Casino, Dakota Dunes Casino, and GameSense.

*A SIGA graphic created for National Indigenous History Month.*



*Living Sky Casino staff pose with a teepee display.*



*Dakota Dunes Casino staff pose in teepee they raised.*



*A teepee display set up outside Northern Lights Casino in Prince Albert.*

## SIGA Volunteers In Your Community



*Gold Eagle Casino volunteers during the Walk a Mile in Her Shoes event.*



*Gold Horse Casino volunteers clean during Earth Day.*



*Living Sky Casino volunteers beautify the surrounding area.*



*Northern Lights Casino volunteers strike a pose at Heart of the Youth Powwow.*



*Painted Hand Casino volunteers clean up for Earth Day.*



*Dakota Dunes Casino pose for a photo in front of a teepee display.*



*SIGA volunteer coordinators for all casino sites meet at Central Office.*



*Bear Claw Casino & Hotel employees pose in front of a teepee display.*