



Wîtaskêwin

Sharing Success - Shareholder Update

Summer 2022



SIGA President & CEO
Zane Hansen

President's Message

SIGA has adapted and streamlined numerous processes in order to sustain our company during the pandemic and we are now in a strong position to move our Casinos forward. Furthermore, we developed new capacities to ensure the successful launch on online gaming and single event sports betting in the fall of 2022. These new business lines will elevate the gaming entertainment experience for customers across Saskatchewan and ensure our company remains a competitive player in the gaming industry.

2022-2023 will be an exciting and busy time for our company as we work our way out of the pandemic period. Our focus going forward will see an increase of our marketing campaigns to enhance the customer experience, re-investments in exciting new gaming products and enhancements to our food and beverage environments to support the launch of sports betting.

After a period of unprecedented disruption, our focus now turns to creating a safe and steady employment experience. To date we have built back to 1,200 employees (with 67% identifying as First Nation) and recruitment efforts are underway at all SIGA locations as we continuously grow our business. Investing back in our people remains a key priority for SIGA. Human Resources implemented a market review process to ensure hiring competitiveness, a 3% inflation adjustment increase, and there is a renewed organizational emphasis on learning and development initiatives for employees.

This winter saw a return to the employee General Assemblies and Long Service Awards held at each location and the reinstatement of several other key employee benefits.

A recent Employee Engagement Survey found that SIGA overall had a very healthy 66% employee rating relative to a 57.5% benchmark, coming out of the pandemic.

Building Back

As operational revenues recover and stabilize, SIGA will return to its roots of Sharing Success with the larger community. In 2022-23, SIGA is back to its guiding principle of Wîtaskêwin (Sharing Success) with its Community Investment program, with a renewed commitment of \$1.3 million in sponsorships and re-establishing volunteerism initiatives across the province.

I would like to take this opportunity to thank our shareholders for their commitment to the organization as we continue to build back our company. Rest assured we will continue to strive to be a game-changing organization focused on First Nations employment and generating economic opportunities and benefits for the 74 communities that we serve.



Upcoming Sponsorship Events

July
28

SUNDAY-SATURDAY | Tony Cote First Nations Summer Games, Whitecap Dakota First Nation/Saskatoon, Saskatchewan.

<https://www.tonycotesummerngames.ca/>

Proudly Sponsored by: SIGA

Aug
11

THURSDAY-SUNDAY | Elder and Youth Healing Land Based Connection, Beauval, Saskatchewan.

Proudly Sponsored by: Northern Lights Casino

Aug
15

MONDAY-FRIDAY | National Indigenous Youth Entrepreneurship Camp, First Nations University of Canada, <https://www.fnuniv.ca/academic/undergraduate-programs/indigenous-business-public-administration/iyec/>

Proudly Sponsored by: SIGA

Aug
18

THURSDAY-SUNDAY | Stanley Mission Traditional Healing Cultural Camp, Stanley Mission, Saskatchewan

Proudly Sponsored by: Northern Lights Casino & SIGA

Aug
25

THURSDAY | 5th Annual Powwow, Pilot Butte Campus, Pilot Butte, Saskatchewan.

<https://ehrlo.com/about-us/whats-new/5th-annual-powwow>

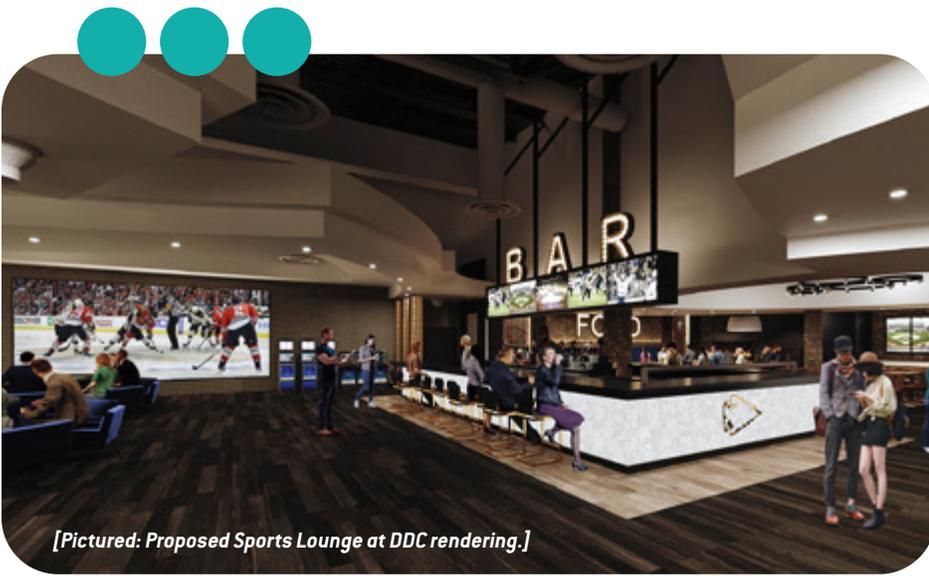
Proudly Sponsored by: Painted Hand Casino & Living Sky Casino

BCLC Vendor Signing - PlayNow.com

After contract negotiations, SIGA entered into a tripartite agreement with SaskGaming and BCLC to offer Saskatchewan residents iGaming and sports betting. The PlayNow website is currently in development, and an official launch of the site to the public is planned for November of 2022.

[Photo of the BCLC Vendor signing – Left to Right – SIGA Chair Reginald Bellerose, SaskGaming VP of Marketing and Strategic Planning Steve Iverson, SIGA President & CEO Zane Hansen, SIGA Sr. VP of Operations Lionel Tootoosis and SaskGaming President and CEO Susan Flett.]





[Pictured: Proposed Sports Lounge at DDC rendering.]

Future Sports Lounge Plans

To complement the online gaming and sports betting experience, plans are underway to potentially develop sports lounges at casinos in the future.

SIGA is presently reviewing floor plan designs for two properties to refresh and remodel for a sports lounge and food and beverage experience. Dakota Dunes Casino is earmarked as the first pilot site for one of the sports lounge concepts.

Marketing Plans for Online Site

The iGaming team is working closely with BCLC to develop a launch strategy for the PlayNow website. This strategy will include traditional and digital media components and in-person activations at various events around the province.

The iGaming team has been working through a list of events in Regina, Saskatoon, Prince Albert and other

smaller cities in the province. Our first large scale brand awareness activation will be at the YXE Food Truck Wars where we have acquired a title sponsorship. This is a major event in the city, attracting nearly 40,000 visitors annually. Additionally, Casino Regina has a fantastic lineup of concerts in their show lounge this summer. We will be working with SaskGaming to leverage

those shows into some great brand awareness for PlayNow at extremely minimal cost to the marketing budget. We are also in the process of developing a plan to deploy marketing assets in SIGA's land-based facilities.

The launch strategy is to focus on having a brand awareness presence at local events beginning in early August and then

incorporating the more expensive media spend (Digital, SEO, TV, Radio, Print) in the second half of September leading up to a November launch. The marketing strategy currently being worked on goes until December, this will allow us to update the strategy for the new calendar year and adjust the approach, where necessary.

Reward Centre returns to SIGA Casinos

This September, Players Club members will be able to swipe their club cards and enter into exciting promotional draws for prizes once again.

When we reopened, SIGA utilized the Reward Centres to assist with public health measures and members were required to swipe in for contact tracing purposes. As society evolves and we operate in a lifted restriction environment, SIGA has restored the Reward Centre kiosks back to traditional marketing purposes.

SIGA's Reward Centre kiosks saw over 900,000 yearly interactions with members prior to the pandemic. Usage is forecasted to increase over time to similar levels.



[Pictured: SIGA Casinos Rewards Program.]



Fall Initiatives

The Marketing team is working closely with the casinos to re-introduce a consistent entertainment line-up again this Fall.

SIGA Casinos historically brought in a diverse array of entertainers from popular headliners, tribute bands, comedians, and highlighted local talent throughout the years.

We are excited to start booking more events to complete the overall guest experience at SIGA Casinos.

2022 Tony Cote First Nations Summer Games

SIGA was the Presenting/Exclusive sponsor of the 2022 Tony Cote First Nations Summer Games which took place the Week of July 25th, 2022. Over 4,000 Indigenous athletes ages 13-17 came together from across the province to compete in the Games held in Saskatoon and Whitecap Dakota First Nation. James Smith Cree Nation was the official host of this year's Games.

Zane Hansen, President and CEO of SIGA, said in a video welcoming athletes, "These Games are a celebration of our youth and the strength and resilience of our people. Throughout the games we will honor the very powerful message that 'Every Child Matters.'" The theme of this year's games was "Every Child Matters" and reflected on the inter-generational impacts of residential schools. SIGA volunteers were at the Games as official escorts for residential school survivors who attended the Opening Ceremonies. There was also positive messages from speakers at the Opening Ceremonies such as FSIN 3rd Vice Chief Aly Bear of youth empowerment and the future of Indigenous youth leadership. As part of the sponsorship, SIGA had branding opportunities throughout the week including presenting medals at the Under 18 Softball Medal Ceremonies on the Wednesday evening.



[Pictured Above: President & CEO Zane Hansen presents a sponsorship cheque of \$125,000 to James Smith Cree Nation Councillor and Summer Games chairperson Deborah McLean, and James Smith Cree Nation Chief Wally Burns.]



SIGA Rider Game Day

As a 100% non-profit organization, SIGA was a proud title sponsor of the July 8th Kisiskâciwan Rider Game. SIGA invited more than 300 youth and their chaperones to join us for a pizza party and to watch the game. We would also like to salute the veterans who were present with us on that day. Thanks to members of our staff, and all our volunteers for all their hard work that made this day possible!



Community Investment Highlights in 2021-2022

Giving back is core to who we are at SIGA. Our value Wítaskêwin guides us to share our land and our resources, and reminds us to give back to the communities where we work and play. SIGA Shares Success with organizations and communities across Saskatchewan and, in particular, First Nations Youth and Elders. In 2021-2022, funding was temporarily suspended for CSR initiatives (outside of outstanding pre-committed investments) due to the impacts of COVID-19 on the organization.

SIGA was still able to complete our long-term commitments for Wanuskewin Heritage Park, Rose Garden Hospice in Prince Albert and READ Saskatoon. We are now looking forward to Building Back and working with our partners in 2022-2023.



READ Saskatoon

SIGA CEO Zane Hansen officially presented a cheque of \$30,000 to READ Saskatoon as part of SIGA's long-term commitment to sponsoring literacy and educational programming throughout the province. *Note: READ Saskatoon had a recent name change and is now known as Foundations Learning & Skills Saskatchewan.



Wanuskewin Heritage Park

Vice President of Corporate Affairs Pat Cook with Wanuskewin Heritage Park Chief Executive Officer (CEO) Darlene Brander presenting a cheque for \$70,000 for Wanuskewin's "Thundering Ahead" campaign.



Rose Garden Hospice

SIGA VP of Corporate Affairs Pat Cook and Northern Lights Casino GM Richard Ahenakew presented the final sponsorship payment to the Rose Garden Hospice for \$30,000.



Upcoming RG Check - Fall 2022 - Accreditation For Casinos

SIGA is preparing four of our casinos to be nationally accredited once again for RG Check. RG Check is a globally recognized brand. An RG Check accreditation is a sign that as an operator, SIGA has the highest level of RG standards built into our offering. RG Check Accreditation is conducted by the Responsible Gambling Council of Canada and is a rigorous and highly respected RG accreditation program that is changing the definition of what responsible gambling can achieve. The Responsible Gambling Standards for land based casinos are comprised of eight comprehensive standards and 47 criteria that measure the effectiveness of SIGA's RG program.



SIGA, (with the exception of its newest location, Gold Horse Casino) has received the RG Accreditation for all of its casinos. RG Check is granted for three years and the organization must complete an annual update. It is time to prepare for re-accreditation and we will begin this fall with Northern Lights Casino, Dakota Dunes Casino, Living Sky Casino and Gold Horse Casino. The other casinos will be re-accredited next fiscal year.

Human Resources Highlights

New Frontline Applications Process for Casino Frontline Workers

SIGA is *Building Back* and committed to its mission of providing First Nation employment and economic opportunities in the province. Human Resources launched in the Spring of 2022 a new general frontline worker application process to make it easier for frontline casino workers to submit a general application on [siga.ca/careers](https://www.siga.ca/careers) to be eligible for a variety of frontline positions through one general application.

SIGA Employee Engagement Survey

SIGA conducted its first Employment Engagement Survey since the pandemic, in Spring 2022, to gauge overall employee satisfaction within the organization. There was an overall satisfaction rate of **66.6% among SIGA employees, exceeding the set benchmark of 57.5%.**

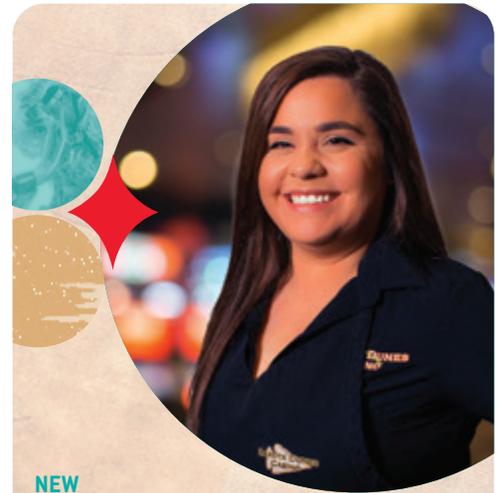
SIGA Safety Updates & Upcoming Safety Day

SIGA Safety Management Program

- Completed the Northern Lights Casino safety audit June 2022 – 81%
- Painted Hand Casino Safety Audit tentatively scheduled for September 2022
- Gold Eagle Casino Safety Audit tentatively scheduled for December 2022
- Central Office Safety Audit tentatively scheduled for March 2023

SIGA Safety Day – September 8, 2022

Please join us in celebrating SIGA Safety Day on September 8, 2022. Each casino will manage their own activities to celebrate SIGA’s achievements as a workplace health & safety leader.



NEW APPLICATION PROCESS AT SIGA CASINOS FOR FRONTLINE POSITIONS

Submit a general application today, for a game-changing career.

SIGA is a leading First Nations employer in the province. Be a game-changer, working for an organization that directly gives back to First Nations communities, through employment, revenue distribution, and community sponsorships. SIGA provides room for employees to grow, with opportunities for internal training, education and career paths within the organization.

SIGA.CA   



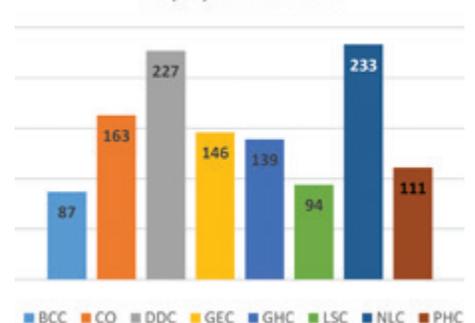
SIGA HR Stats at a Glance

Total Headcount	Average Age	Average Tenure	Employees Hired in Q1	Diversity Ratio	First Nation Ratio
1200	40	7 years	150	47% Male 53% Female	67% FN 33% non FN

Headcount by Tribal Council and Location

	BCC	CO	DDC	GEC	GHC	LSC	NLC	PHC	Total
Non FN Employees	22	58	60	51	69	78	36	28	402
Councils outside SK	7	9	11	4	14	2	9	20	76
Agency Chiefs Tribal Council	1	1	8	4	2		10	1	27
Battlefords Agency Tribal Chfs		16	13	41	8	4	13	1	96
Battlefords Tribal Council		5	8	25	11		1		50
File Hills Qu'Appelle Trbl Cnc	5	8	8	1		2	6	7	37
Independent First Nation	5	13	28	8	26		10	10	100
Meadow Lake Tribal Council		6	4	3		1	4		18
Prince Albert Grand Council	2	15	29	5	3	2	106		162
Saskatoon Tribal Council		15	34	3	3	2	28	1	86
Southeast Treaty #4 Tribal Cnc	37	2	6			1	1	5	52
Touchwood Agency Tribal Cnc	3	7	7		2	1	4	3	27
Yorkton Tribal Council	5	8	11	1	1	1	5	35	67

Employee Headcount



[Statistics from HR Q1 Report published June 2022]



SIGA Casinos in Your Community



BCC General Assembly - employee recognition.



LSC Beautification Day of the casino grounds.



NLC participating in National Indigenous Peoples Day.



GEC General Assembly - employee recognition.



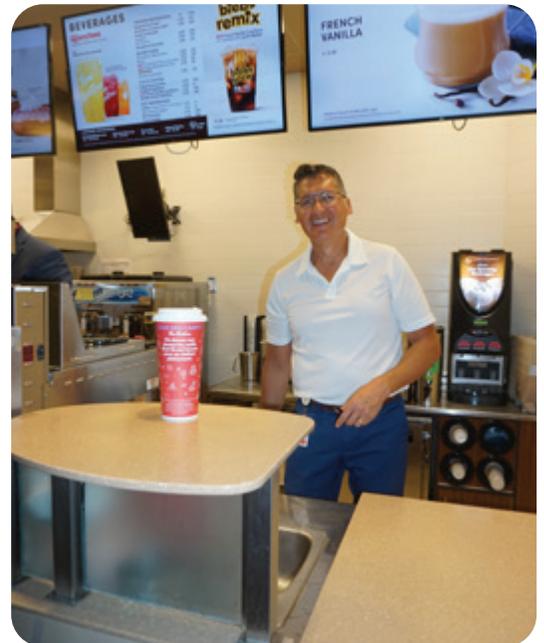
CO & DDC employees at Dakota Dunes Casino Earth Day clean-up.



LSC Staff Appreciation Day.



PHC Red Dress Day for missing and murdered Indigenous women, girls and two-spirit people.



SIGA President and CEO Zane Hansen serving coffee to raise money to send kids to camp during Camp Day at DDC Tim Hortons location.



Gold Horse Casino 3rd Year Anniversary.



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