



# Innovation Policy

ILUNION Hotels

## 1. INTRODUCTION

**The Management Committee of ILUNION Hotels S.A.** ("ILUNION Hotels" or the "Company"), within the framework of its general and non-delegable authority to determine the general policies and strategies of the Company, and following a review and proposal by the Management Committee, has approved this Innovation Policy (hereinafter, the "Policy") on April 13, 2023, reviewed on November 15, 2024.

The **objective of this Policy** is define and establish the principles and criteria that govern actions in the field of Innovation in accordance with the vision and strategy, in order to **"Build a better world with everyone included"**.

## 2. PURPOSE OF THE POLICY

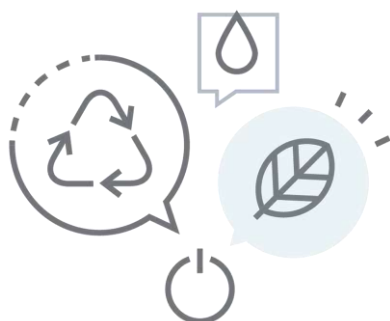
This Innovation Policy aims to **define and disseminate ILUNION Hotels' Innovation strategy**, with priority being given to position the Company as a unique inspiring model for all companies and stakeholders who want to build a better world. Thus contributing to the achievement of the Sustainable Development Goals (SDGs) approved by the United Nations.

The Company's commitment to Innovation is one of the strategic pillars to **inspire change through business and social transformation**, encouraging creative thinking in a diverse and inclusive environment.

The role of Innovation is to **support ILUNION Hotels' purpose** through the successful and significant transformation of the company, with new solutions, in an incremental, disruptive, and sustainable way, that add value to stakeholders.

This Policy promotes the **call to action to innovate (#InnovACTION)**, based on the concept of co-creation, and therefore, the entire company and its stakeholders are part of the Innovation process.

Our Company understands **Innovation as a decentralized and open process**. Decentralised, because it is carried out proactively in each area, empowering them, but in a coherent way, thanks to the support and coordination of the Innovation Area. Open, because the Company has a clear vocation to involve all its stakeholders in its Innovation process.



### 3. SCOPE OF APPLICATION

This Policy **applies to ILUNION Hotels and to all entities belonging to the Company**, regardless of their geographical location.

In addition, this Policy is also applicable, as it applies to joint ventures or spin-offs, when the Company holds a majority stake or assumes its management.

### 4. BASIC PRINCIPLES OF THE POLICY

To achieve the objectives indicated, the Company assumes and promotes the following principles of action in relation to its innovation strategy:

1. **Drive Business Transformation.**
2. To develop an Innovation that allows **multiplying impacts in the ILUNION Group.**
3. **To promote a culture of Innovation** by stimulating creative thinking internally by involving the entire team of the Company in the process.
4. **Promote the development of an innovative experience** for the customer and for the Company's human team.
5. **Promote Innovation in all areas of the Company** to increase its transformation, competitiveness and continuous improvement, supported by the innovation system implemented.
6. Carry out innovative projects to **develop new strategies, management and organizational systems, processes, operating systems, products and services.**
7. **Encourage an open innovation ecosystem**, promoting innovation in collaboration with stakeholders (customers, employees, suppliers, investors, regulators and society).
8. To promote **collaborations and alliances with external entities** with the aim of seeking synergies and contributing to the purpose of the Company.
9. **Develop new business models** that enable the long-term sustainability of the Company.
10. **Define the internal processes and structures of Innovation** and ensure compliance and correct functioning of these.
11. Continue to increase the **commitment and promotion of Innovation** by the Company's Management.
12. **To promote a competitive intelligence system** to learn about initiatives external to the Company, including those implemented in other similar sectors, and to be able to apply any disruptive or incremental alternative within ILUNION Hotels.
13. **Communicate internally and externally**, offering visibility and notoriety to Innovation initiatives.
14. **Monitor Innovation actions**, studying their impact, follow-up and results.
15. To **protect the Industrial Property generated**, as well as the commitment to **respect and comply with all applicable legislation on the protection of third-party assets.**