



SUSTAINABILITY REPORT

OFTHORF

ILUNION Hotels 2024





2







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LETTER FROM THE CEO

Building a better world where **everyone is included**





To everyone joining us on this journey,

2024 has been an intense year for ILUNION Hotels—a year of transformation, challenges, and progress that reaffirms our commitment to a more accessible and socially impactful tourism model. Through the implementation of our 2024–2027 Strategic Plan, we've launched nearly 170 projects, ranging from energy efficiency improvements to enhancing the well-being of our employees and guests.

The results have exceeded our expectations: we achieved record numbers in business and profitability, proving that it's possible to remain competitive while maintaining a strong positive impact on society and the planet. Our B Corp certification and the BREEAM seal across our hotels reinforce our commitment to sustainability. Additionally, we introduced initiatives like DEIB Coach to promote diversity and equity within the company, and we continue to pursue the EFQM +700 seal, strengthening our position as a benchmark in operational excellence.

But it hasn't all been about numbers. This year, the DANA storm in Valencia tested our responsiveness and social commitment. In difficult times, we acted swiftly, collaborating with public authorities and organizations to offer shelter and support to volunteers and those affected. Because beyond tourism, we are a company that puts people first.

We've kept growing without losing our essence. Today, 55% of our workforce is composed of people with disabilities or in vulnerable situations—a statistic that is more than just a number; it's a declaration of intent. We champion inclusion as a driver of change, supported by well-being and development programs that deepen our commitment to every person within ILUNION Hotels.

Looking ahead to 2025, our path is clear. While some companies are scaling back their investment in diversity, equity, and inclusion policies, we have no Plan B. Our commitment to people remains the cornerstone of our strategy. We firmly believe in a business model that blends competitiveness with values—where inclusion and social impact are not optional, but essential to growth.



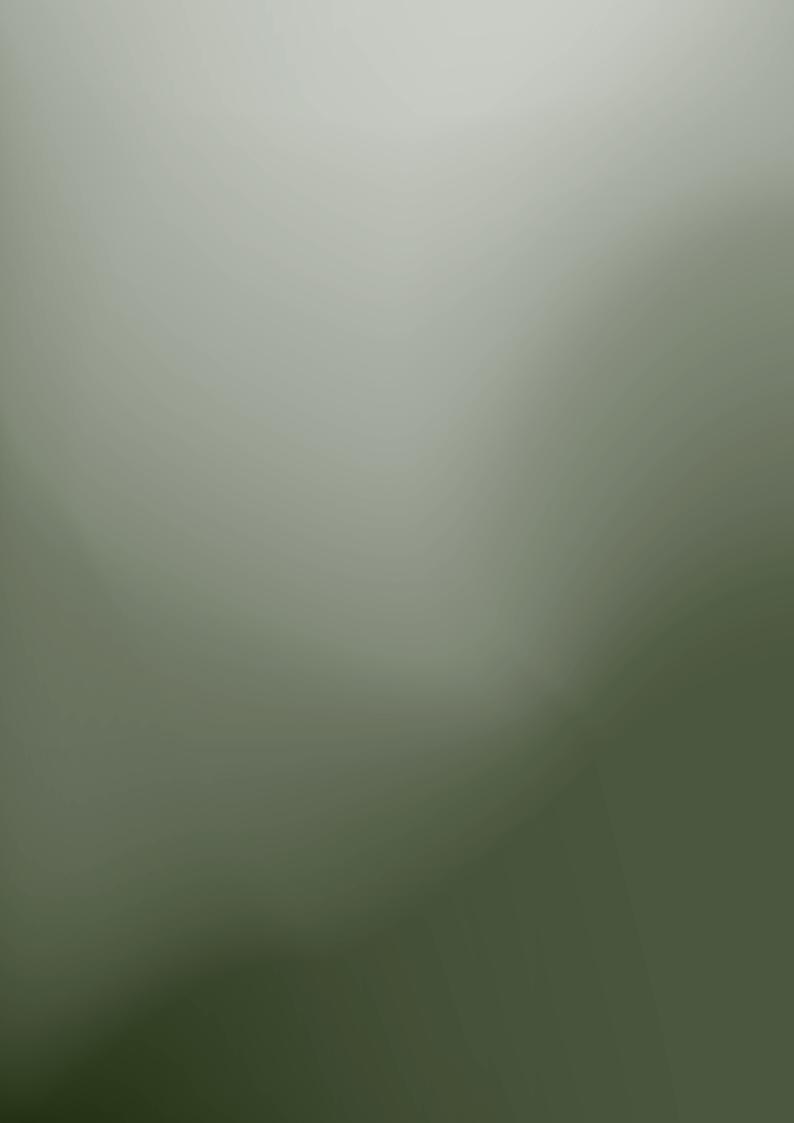
This year marks ILUNION's 10th anniversary, a milestone that motivates us to keep evolving. We face the future with ambition, convinced that ILUNION Hotels will become an international benchmark, crossing borders and creating a positive impact on more people, communities, and the protection of all living beings on our planet.

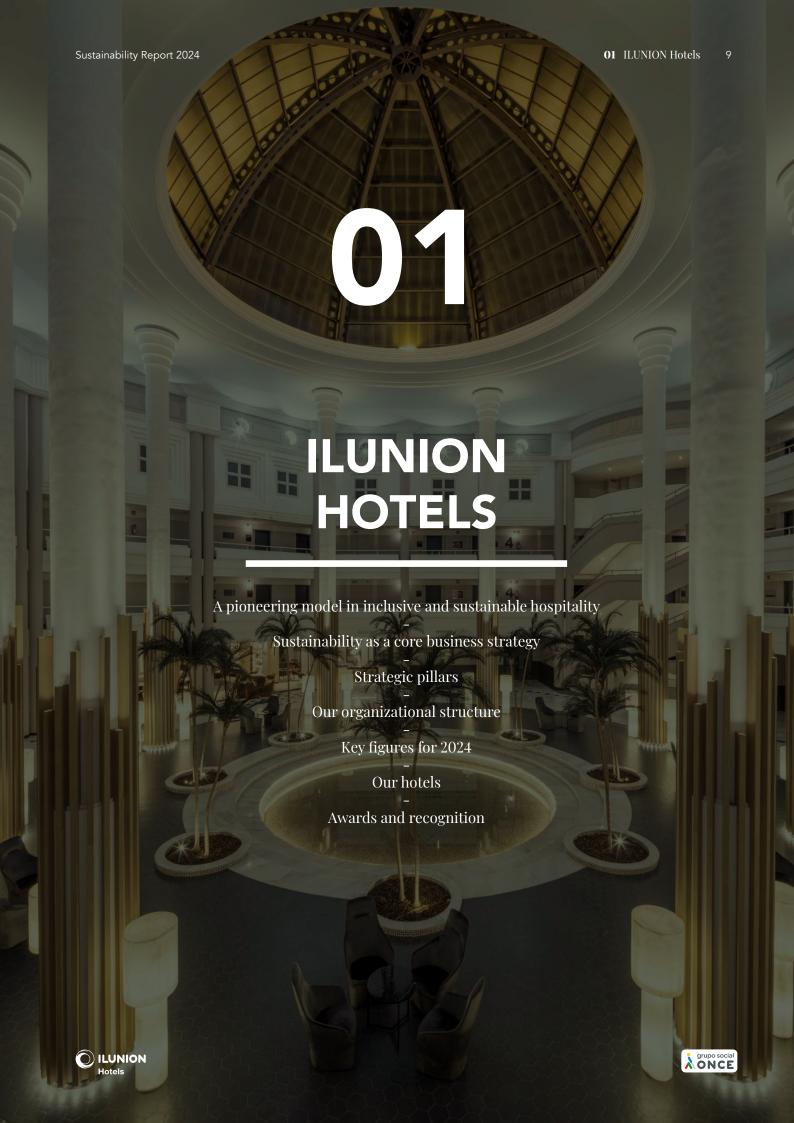
Thank you for being part of this journey. Let's keep striving for a more human, accessible, and committed world.

José Ángel Preciados CEO of ILUNION Hotels









A PIONEERING MODEL

in inclusive and sustainable hospitality

ILUNION Hotels is the hotel division of the ILUNION business group, which belongs to Grupo Social ONCE. In 2024, we operate 31 hotels located in key urban and holiday destinations throughout Spain. We were founded with a clear goal: for everyone—whether they have a disability or not—to enjoy the unique experience offered by our hotels.

Our **business model** is unique, pioneering, and a benchmark in terms of universal accessibility, diversity, and the social and labor inclusion of people with disabilities in the tourism sector. It is born from a deep belief in genuine equality of opportunity. We are the first hotel company to achieve a Global Universal Accessibility Certificate (UNE 170001-2) across all our properties, and we hold the EFQM +600 seal. Since the end of 2024, we are also a certified B Corp company. This means that, beyond generating profit, we meet high standards of social and environmental performance, public transparency, and legal accountability. To be part of this community, we are legally required to consider our people, customers, suppliers, community, and the environment in all decision-making processes.

ILUNION Hotels has a unique team of 1,807 professionals, around 55% of whom have some form of disability or are part of groups with limited access to the labor market—a figure that exceeds 70% in our 15 special employment centers.

We share a purpose and values with ILUNION, along with the sustainability strategy **Sustainability Way**, our roadmap to sustainability. At the same time, we continue to strive for excellence through our own updated Strategic Plan for 2024–2027. For ILUNION Hotels, sustainability is an **integrated and all-encompassing concept** that spans environmental, social, ethical, and good governance criteria.

We have kept *pioneering* in sustainability

In 2024, we further strengthened sustainability as a strategic value, embedding it as a mindset for change and transformation. This is reflected in the way we define our strategic lines. We also involve all our stakeholders, on whom we have a direct and positive impact—starting with our customers, our reason for being, and extending to society as a whole. And of course, our people, who are the engine that makes our organization possible.







SUSTAINABILITY

as a core business strategy

Tourism is the main driver of the economy in Spain. With our unique and responsible business model, we not only generate wealth—we also prove that building a better world with everyone included is truly possible.

We have a purpose that gives the organization a deeper objective: to deliver value to all our stakeholders. Likewise, the values of the Grupo Social

ONCE continue to guide our leadership model and corporate culture.

But we've taken it one step further, promoting a way of governing the company that is rooted in humanism and ethics. In addition, the Sustainable Development Goals (SDGs) set out by the United Nations General Assembly, which cover a wide range of sustainability issues, are embedded in our strategy

and serve as a roadmap for channeling our actions to help meet the major challenges outlined in the 2030 Agenda.

At ILUNION Hotels, we believe in our power to drive change. We are a committed and responsible company, and we want our activities to have a positive impact on society and the environment around us, inspiring all our stakeholders.

With a clear purpose: TO BUILD A BETTER WORLD WHERE EVERYONE IS INCLUDED, ILUNION Hotels aims to achieve this through **three main goals**:







INSPIRING

Responsible and sustainable: This means formalizing and delivering on all our environmental, social, and governance (ESG) commitments in order to position ourselves as leaders in the sector and earn the trust and recognition of our stakeholders.

Value to all stakeholders: We aim to create both social and economic value in the communities where ILUNION Hotels operates and contribute to societal progress.

Change: A movement toward positive social transformation, where ILUNION Hotels become agents of change and a school of values for both employees and quests.





Our goal as a company is to maintain the highest standards of **excellence**. To achieve this, we must continue to integrate all people into our business model, listen to our stakeholders, generate quality employment, retain talent, and minimize our environmental impact.

At ILUNION Hotels, we structure our strategy around the three major dimensions of sustainability, environmental, social, and governance, while also considering the company's long-term economic sustainability, which is essential for fulfilling our purpose. Innovation serves as a lever for sustainable transformation.







STRATEGIC PILLARS

The ILUNION Hotels strategic pillars, which shape our Strategic Plan, represent the key issues the company has identified through analysis of various factors, trends, and stakeholder needs and expectations. These issues have been prioritized to form our **materiality matrix**.

Our strategic management is supported by the **three pillars** of sustainability to achieve the objectives outlined earlier:

ENVIRONMENTAL

- Strategy: Prevent, manage, and repair the company's main environmental impacts.
- Decarbonize operations and achieve "Net Zero" by 2040.
- Responsible and efficient water management.
- Develop a circular economy strategy.
- Nature Positive: regenerate natural capital.
- Be the Change: raise awareness among our people and customers, involving them in understanding the environmental impact of our hotels and surroundings.

SOCIAL

- Put people at the center of everything we do, rooted in human dignity, ethics, human rights, the common good, and diversity.
- Promote universal accessibility in all our establishments.
- Ensure our hotels safeguard the health, well-being, and safety of our employees.
- Offer continuous training to our teams.
- Be agents of change and positive transformation in every community through partnerships.
- Raise awareness among customers to promote more sustainable, inclusive, and accessible tourism.

GOVERNANCE

- Develop a code of conduct for our hotels.
- Promote an ethical culture and human-centered leadership.
- Monitor our cross-functional compliance system.
- Formalize our stakeholder engagement model through ongoing dialogue and communication.
- Ensure a responsible supply chain: ethical purchasing, protection of human rights, and supplier support in sustainability practices.





OUR ORGANIZATIONAL

structure

Corporate governance defines the relationships between the different governing bodies: the Board of Directors, shareholders, and other stakeholders. It establishes the rules that guide the company's decision-making processes for generating value.

Board of Directors

The highest governing body is the Board of Directors, which is responsible for supervising and overseeing the execution of strategy to achieve the company's objectives. It also makes decisions on investments, mergers, acquisitions, and the sale of assets.

ILUNION Hotels is made up of four commercial companies, all of which are 100% owned by Grupo ILUNION, S.L.

In 2024, the Board of Directors had nine members: the Chair, the CEO, and seven directors. Women made up 33.3% of the board, and 88.8% of members had a disability. In the remaining companies, governance is managed through two joint administrators: Grupo ILUNION, S.L. and ILUNION Hotels, S.A.



Alejandro Oñoro

Chairman



José Ángel Preciados

CEO and Managing Director



D. Manuel Andrés Ramos Vázquez



D. Jesús Hernández Galán



D^a. Paola del Río Cebrián



D^a. Patricia Sanz Cameo



D. Eugenio Prieto Morales



D. Ángel Luis Gómez Blázquez



D^a. Imelda Fernández Rodríguez





Executive Committee

ILUNION Hotels has a management team that forms the Executive Committee. This body is responsible for ensuring the execution of the business plan and setting strategic direction across corporate areas.

The Executive Committee includes the Chair, the CEO/Managing Director, and the heads of the following departments:

People, Business, Finance, Marketing and Communication, Innovation, and Sustainability and Excellence.

The Chair of ILUNION Hotels also serves as CEO and Managing Director of Grupo ILUNION, S.L. ensuring strong communication and coordination between the corporation and its governance bodies.



Alejandro Oñoro Chairman José Ángel Preciados CEO and Managing Director Mercedes Ramos Director of Economic Strategy and Financial Planning

Carlos Bello Director of Innovation
Teresa Zamora Director of Marketing and Communication
Juan José Cestero Director of People
Beatriz Miguel Director of Business
Elena Martín Director of Sustainability and Excellence

There is also a **Compensation and Appointments Committee**, composed of the Chair, CEO, Director of People, and Director of Business. This committee proposes and approves salary adjustments and reports to ILUNION's broader Compensation Committee. A separate **Investment Committee**, made up of the CEO, Business Director, and Finance Director, reviews and analyses investment decisions.





OUR LOCATIONS



(*) Newly incorporated in 2024

ILUNION Hotels

has 31 hotels across 14 destinations in Spain.





KEY FIGURES FOR 2024



REVENUE

€197,61 M



FRITDA

€49,7 M / +26%



INVESTMENTS

€17 M / 10%

(of the previous year's revenue)



N° OF HOTELS

31



WORKFORCE

(AVERAGE)

1.807



PERCENTAGE OF WORKFORCE FROM SOCIALLY VULNERABLE GROUPS

55,5%



PERCENTAGE OF WORKFORCE WITH DISABILITIES

37%



N° OF ROOM NIGHTS

1.751.055



N° OF GUESTS

2.810.531



OCCUPANCY RATE

83%



ROOMS OCCUPIED

1.446.972



NET PROMOTER SCORE

50,7







OUR HOTELS



ILUNION ALCALÁ NORTE

Located in a business district along one of the city's main arteries, this hotel is known for its practicality and spacious meeting rooms, with a large open-air patio.



Public

Parking





I

Gym















- GHG emissions/room (a+2 kg. CO₂e): **4,5 kg de CO₂e**
 - Energy/room: 44,1 kWh - Water/ room: 238,71 L
 - Recycling rate: 58 %
 Ecostars "Bronze"
 - BREEAM In-Use: P2 Good
 - Energy intensity: 487,7 MJ/m²



- Staff headcount: 69,3
- Staff with disabilities: 9 %
- Staff from vulnerable groups: 48 %
- Social accessibility beneficiaries: 334



- Stakeholder dialogues: 40
- Social actions: 5
- Madrid Excelente Seal







ILUNION ALCORA

Designed especially for corporate events and business travel, with next-generation services and in-room workspaces.











Gym





Restaurant



進圈 Outdoor terrace and pool





- GHG emissions/room (a+2 kg. CO₂e): **0,8 kg de CO₂e**
- Energy/room: 26,8 kWh
- Water/ room: 456,16 L
- Recycling rate: 43 %
 Ecostars "Silver"
- BREEAM In-Use: P2 Muy bueno - Energy intensity: 272,6 MJ/m²
- - Staff headcount: 141,2
 - Staff with disabilities: 20 %
 - Staff from vulnerable groups: 14,3 %
 - Social accessibility beneficiaries: 144



- Stakeholder dialogues: 65
- Partnerships: 5
- Social actions: 6







Barcelona



ILUNION ALMIRANTE

Perfect for business or leisure, located in the heart of the Gothic Quarter with all amenities to enjoy the city's day and nightlife.

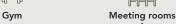


















- GHG emissions/room (a+2 kg.CO $_2$ e): **2,3 kg de CO_2e**

- Energy/room: 24,5 kWh - Water/ room: 303,85 L - Recycling rate: 98 %

- Ecostars "Gold"

- Energy intensity: 594,4 MJ/m²



- Special Employment Center CEE

Staff headcount: 28,8

- Staff with disabilities: **75** %

- Staff from vulnerable groups: 48,2 %

- Social accessibility beneficiaries: 3



- Stakeholder dialogues: 3

- Social actions: 2



Valencia



ILUNION AQUA 3

A comfortable hotel next to a shopping center, with direct access to the complex, spa, and gym. It boasts spectacular panoramic views of Valencia's City of Arts and Sciences.



Urban







Public parking



Restaurant





- GHG emissions/room (a+2 kg. CO_2e): **4,0 kg de CO_2e**

- Energy/room: 33,1 kWh - Water/ room: 295,45 L

- Recycling rate: 11 % - Ecostars "Certified"

- BREEAM In-Use: P2 Bueno - Energy intensity: 788,3 MJ/m²



- Staff headcount: 11,4

Staff with disabilities: 20 %

- Staff from vulnerable groups: 195,8 %









ILUNION AQUA 4

Located next to a shopping center, with direct access to both the complex and the car park. A contemporary design building with stunning panoramic views of the City of Arts and Sciences in Valencia.



Urban















- GHG emissions/room (a+2 kg. CO_2e): 4,0 kg de CO_2e
- Energy/room: 42,6 kWh - Water/ room: 295,45 L
- Recycling rate: 11 %
- Ecostars "Bronze" BREEAM In-Use: P2 Good
- Energy intensity: 847,5 MJ/m²

- Staff headcount: 58
 - Staff with disabilities: 3 %
 - Staff from vulnerable groups: 4,8 %
 - Social accessibility beneficiaries: 486



- Stakeholder dialogues: 9
- Social actions: 2



Madrid

ILUNION ATRIUM

Located in a prime business area with easy access to the airport and city center, this hotel stands out for its striking contemporary design. An excellent option for any trip to the capital.



Urban









Gym









Outdoor terrace and pool





- GHG emissions/room (a+2 kg. CO₂e): **6,0 kg de CO₂e**
 - Energy/room: 50,3 kWh
 - Water/ room: 292,31 L - Recycling rate: 22 %
 - Ecostars "Bronze"
 - BREEAM In-Use: P1 and P2 Very good
 - Energy intensity: 725,0 MJ/m²



- Special Employment Center (CEE)
- Staff headcount: 81,6
- Staff with disabilities: 75 %
- Staff from vulnerable groups: 13,3 % - Social accessibility beneficiaries: 10



- Stakeholder dialogues: 40
- Social actions: 1
- Madrid Excelente Seal
- Traveller Review Award 2023 - Booking







Barcelona



ILUNION AUDITORI

An ideal hotel for both business and relaxation, featuring a rooftop pool and solarium. Conveniently located near the city's main cultural landmarks.











Private parking



Saltwater pool







- GHG emissions/room (a+2 kg. CO_2e): **2,3 kg de CO_2e**

- Energy/room: 31,5 kWh - Water/ room: 243,61 L - Recycling rate: 58 % - Ecostars "Bronze"

- BREEAM In-Use: P2 Very good - Energy intensity: 645,5 MJ/m²

- Special Employment Center (CEE)
- Staff headcount: 34,3
- Staff with disabilities: 74 %
- Staff from vulnerable groups: 52,9 % - Social accessibility beneficiaries: 78



- Stakeholder dialogues: 30
- Social actions: 3



Barcelona



ILUNION BARCELONA

A contemporary design hotel in one of the most modern and cutting-edge areas of the Catalan capital. The rooftop pool offers stunning city views. A wide variety of meeting rooms accommodate almost every type of event.





















進 Saltwater pool



- GHG emissions/room (a+2 kg. CO_2e): **2,8 kg de CO_2e**
- Energy/room: 34,9 kWh - Water/ room: 333,60 L
- Recycling rate: 45 %
- Ecostars "Silver"
- BREEAM In-Use: P1 Good P2 Very good
- Energy intensity: 493,2 MJ/m²

- - Special Employment Center (CEE)
 - Staff headcount: 76,2
 - Staff with disabilities: 79 %
 - Staff from vulnerable groups: 42,4 %
 - Social accessibility beneficiaries: 1995



- Stakeholder dialogues: 42
- Social actions: 4









ILUNION BEL ART

A perfect hotel for combining leisure and culture in the city. Ideally located near the Sagrada Família and modernist landmarks, featuring a trendy, recently renovated design.







- GHG emissions/room (a+2 kg. CO_2e): 1,7 kg de CO_2e

- Energy/room: 28 kWh - Water/ room: 235,06 L - Recycling rate: 37 %

- Ecostars "Gold" - BREEAM In-Use: P2 Good

- Energy intensity: 582,5 MJ/m²



- Special Employment Center (CEE)
- Staff headcount: 29,6
- Staff with disabilities: 90 %
- Staff from vulnerable groups: 53 %
- Social accessibility beneficiaries: 6



- Stakeholder dialogues: 16

- Social actions: 3



ILUNION BILBAO

Located in the city center, close to museums and iconic buildings. Its unbeatable location and spacious event rooms make it the ideal option for both leisure and business travel.







- GHG emissions/room (a+2 kg. CO_2e): **2,8 kg de CO_2e**

- Energy/room: 27,3 kWh - Water/ room: 204,43 L

Recycling rate: 70 %Ecostars "Bronze"

- BREEAM In-Use: P2 Very good - Energy intensity: 476,4 MJ/m²



- Staff headcount: 57,9
- Staff with disabilities: 16 %
- Staff from vulnerable groups: 39,9 %
- Social accessibility beneficiaries: 170



- Stakeholder dialogues: 51 - Social actions: 2









ILUNION CALAS DE CONIL

A holiday resort surrounded by nature on the northern coast of Conil. This unique resort boasts a privileged beachfront location.











parking









Bicycle rental







- GHG emissions/room (a+2 kg. CO_2e): **2,6 kg de CO_2e**

- Energy/room: 33,1 kWh - Water/ room: **683,53** L

- Recycling rate: 9 % - Ecostars "Bronze"

- BREEAM In-Use: P2 Good - Energy intensity: 254,7 MJ/m²

- Staff headcount: 70,5
- Staff with disabilities: 17 %
- Staff from vulnerable groups: 22,8 %



- Stakeholder ç dialogues: 45
- Partnerships: 2



ILUNION CALETA PARK

An ideal hotel for family holidays, located right on the beachfront in S'Agaró. Offers spacious, quiet, and fully equipped areas with a warm, simple design.



Resort



























- GHG emissions/room (a+2 kg. CO_2e): **2,9 kg de CO_2e**

- Energy/room: 30,2 kWh - Water/ room: 374,92 L
- Recycling rate: 42 % Ecostars "Gold"
- BREEAM In-Use: P1 Correcto P2 Good
- Energy intensity: 502,4 MJ/m²





- Staff with disabilities: 7 %

- Staff from vulnerable groups: 40,7 %



- Stakeholder dialogues: 20







ILUNION COSTA SAL LANZAROTE

A complex of apartments, villas, and bungalows tailored to suit a wide range of family preferences and needs. Surrounded by lush gardens and located near Matagorda Beach.



€

Gym/

Wellness











and pool

Rooms



court





playground





- GHG emissions/room (a+2 kg. CO_2e): **0,3 kg de CO_2e**
- Energy/room: 31 kWh - Water/ room: **554,88 L**
- Recycling rate: 8 %
- Ecostars "Gold"
- Energy intensity: 742,4 MJ/m²



- Staff headcount: 67,1
- Staff with disabilities: 4 %
- Social accessibility beneficiaries: 1



- Stakeholder dialogues: 10

- Social actions: 1



ILUNION FUENGIROLA

A holiday hotel on the Costa del Sol offering every comfort, located right on the beachfront. Features a pool, stunning views, and year-round privileged weather.



Resort







Private Restaurant parking



















- GHG emissions/room (a+2 kg. CO_2e): **2,7 kg de CO_2e**
 - Energy/room: 35,8 kWh
 - Water/ room: 369,02 L
 - Recycling rate: 47 %
 Ecostars "Bronze"

 - BREEAM In-Use: P2 Good
 - Energy intensity: 394,9 MJ/m²



- Special Employment Center (CEE)
- Staff headcount: 70,1
- Staff with disabilities: 73 %
- Staff from vulnerable groups: 38,6 %
- Social accessibility beneficiaries: 105



- Stakeholder
- dialogues: 78 - Partnerships: 1
- Social actions: 6







ILUNION GOLF BADAJOZ

Set in the heart of the Extremaduran countryside, next to the Guadiana Golf Course—a paradise for golf lovers.











parking















- GHG emissions/room (a+2 kg. CO₂e): **2,5 kg de CO₂e**

- Energy/room: 35,4 kWh - Water/ room: 443,02 L

- Recycling rate: 40 %

- Ecostars "Silver"

- BREEAM In-Use: P1 Good - P2 Very good

- Energy intensity: 436,4 MJ/m²



- Staff headcount: 40,7
- Staff with disabilities: 11 %
- Staff from vulnerable groups: 21,7~%
- Social accessibility beneficiaries: 14



- Stakeholder dialogues: 21
- Social actions: 4



ILUNION HACIENDA DE MIJAS

A resort inspired by a traditional Andalusian farmhouse, located on the Costa del Sol. Offers a wellness experience surrounded by nature with every comfort, including a pool and easy access to nearby beaches.





























- GHG emissions/room (a+2 kg. CO_2e): **5,7 kg de CO_2e**

- Energy/room: 43,4 kWh - Water/ room: 401,80 L

- Recycling rate: **58 %** - Ecostars **"Bronze"**

- BREEAM In-Use: P2 Good

- Energy intensity: 711,3 MJ/m²



- Special Employment Center (CEE)
- Staff headcount: 66,7
- Staff with disabilities: 74 % - Staff from vulnerable groups: 20,9 %
- Stakeholder dialogues: 47
- Partnerships: 1
- Traveling for Happiness
- Awards







ILUNION ISLANTILLA

A newly renovated beachfront resort surrounded by nature on the Costa de la Luz.

Restaurants



Private

parking



4

Gym/





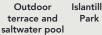


















- GHG emissions/room (a+2 kg. CO₂e): **4,1 kg de CO₂e**
- Energy/room: 28,8 kWh
- Water/ room: 498,80 L
- Recycling rate: 28 %
 Ecostars "Bronze"
- BREEAM In-Use: P1 Good P2 Very good
- Energy intensity: 174,4 MJ/m²



- Staff headcount: 77
- Staff with disabilities: 6 %
- Staff from vulnerable groups: 25 %
- Social accessibility beneficiaries: 460



- Stakeholder dialogues: 42
- Partnerships: 3
- Social actions: 5



, Badajoz



ILUNION LAS LOMAS

A complete pool and leisure experience in a hotel nestled among hills and fountains, with expansive gardens ideal for all types of celebrations.







Public parking





Restaurant





Meeting rooms



Outdoor Pool





- GHG emissions/room (a+2 kg. CO_2e): 9,8 kg de CO_2e
 - Energy/room: 38,3 kWh
 - Water/ room: 188,22 L
 - Recycling rate: **39 %** Ecostars **"Silver"**

 - Energy intensity: 72,8 MJ/m²



- Staff headcount: **56,1**
- Staff with disabilities: 0 %
- Staff from vulnerable groups: 0 %



- Stakeholder dialogues: 35
- Partnerships: 1







Barcelona



ILUNION LES CORTS SPA

Perfect for getaways or business trips, this hotel is close to the Fira exhibition center, Sants Station, and the airport. Located in a quiet area just 15 minutes from the city center, it offers a wide range of services.



Urban



Private parking





Gym/ Wellness





Restaurant













- GHG emissions/room (a+2 kg. CO_2e): 5 kg de CO_2e

- Energy/room: 60 kWh - Water/ room: 255,95 L

- Recycling rate: 62 % - Ecostars "Certified"

- BREEAM In-Use: P2 Good

- Energy intensity: 666,1 MJ/m²



- Staff headcount: 62,4

Staff with disabilities: 10 %

- Staff from vulnerable groups: 19,5 %

- Social accessibility beneficiaries: 1820



Stakeholder dialogues: 36

- Social actions: 3



Málaga



ILUNION MÁLAGA

A superior 4-star hotel with spacious, modern event rooms. Located next to the AVE high-speed train station and close to the beach, it's ideal for business stays or exploring the Costa del Sol.



Urban

Private parking



4 Gvm/ Wellness















- GHG emissions/room (a+2 kg. CO_2e): **4,5 kg de CO_2e**

- Energy/room: 49 kWh - Water/ room: 287,97 L

- Recycling rate: 42 % - Ecostars "Bronze"

- BREEAM In-Use: P1 Very good - P2 Very good

- Energy intensity: 486,9 MJ/m²



- Staff headcount: 78,5
- Staff with disabilities: 21 %
- Staff from vulnerable groups: 29,3 %
- Social accessibility beneficiaries: 80



- Stakeholder dialogues: 69

- Social actions: 1









ILUNION MENORCA

A family-friendly apartment complex perched on the hill leading to Cala Galdana, offering all the comforts and services for a relaxing stay.



Resort

其為

Outdoor terrace

and pool



×

Restaurant







Padel court

BO BO ②Children's club





- GHG emissions/room (a+2 kg. CO_2e): **2,3 kg de CO_2e**
 - Energy/room: 21,4 kWh - Water/ room: 697,94 L
 - Recycling rate: 31 % Ecostars "Bronze"
 - BREEAM In-Use: P1 Acceptable P2 Good
 - Energy intensity: 214,9 MJ/m²



- Staff headcount: 12,5
- Staff from vulnerable groups: 22,5 %



- Stakeholder dialogues: 7



ILUNION MÉRIDA PALACE

A magnificent hotel housed in a historic and elegant building, offering luxurious accommodations just steps from Mérida's top tourist attractions.

















Outdoor





Saltwater pool





- GHG emissions/room (a+2 kg. CO_2e): **4,7 kg de CO_2e**
- Energy/room: 48,7 kWh
- Water/ room: 563,11 L
- Recycling rate: 41 % Ecostars "Gold"
- BREEAM In-Use: P1 Good P2 Very good
- Energy intensity: 470,8 MJ/m²



- Staff headcount: 43,2
- Staff with disabilities: 15 %
- Staff from vulnerable groups: 16,7 %



- Stakeholder dialogues: 26
- Partnerships: 2
- Traveller Review Award 2023 - Booking







ILUNION MIRAMAR

An aparthotel on the Costa del Sol, just a 10-minute walk from the beach. It offers a wide range of services for families to enjoy, making it the ideal choice for an unforgettable holiday.



Resort

Private

parking





















(*) Under development



- GHG emissions/room (a+2 kg. CO₂e): **9,2 kg de CO₂e S**

- Energy/room: 41,4 kWh - Water/ room: 680,38 L - Recycling rate: 28 %



- Staff headcount: 43,9
- Staff with disabilities: 1 %
- Staff from vulnerable groups: 5,3%



- Stakeholder dialogues: 12



ILUNION PÍO XII

An urban hotel renowned for its location in the heart of the city's financial district—ideal for hosting events or meetings in one of its spacious rooms.



Urban









Private parking



Outdoor



Gym







- GHG emissions/room (a+2 kg. CO_2e): **5 kg de CO_2e**

- Energy/room: 46,8 kWh - Water/ room: 230,68 L
- Recycling rate: 57 %Ecostars "Bronze"
- BREEAM In-Use: P2 Very good
- Energy intensity: 662,2 MJ/m²



- Special Employment Center (CEE)
- Staff headcount: **73,2**
- Staff with disabilities: 74 %
- Staff from vulnerable groups: 7,8 %
- Social accessibility beneficiaries: 12



- Stakeholder
- dialogues: 23
- Social actions: 1
- Madrid Excelente Seal







Zaragoza



ILUNION ROMAREDA

Located in the south of the Aragonese capital, next to the Zaragoza Auditorium and the Romareda football stadium, as well as other iconic landmarks. A top choice for both leisure and business trips to Zaragoza.









Public parking









- GHG emissions/room (a+2 kg. CO₂e): **5,5 kg de CO₂e**
 - Energy/room: 47,4 kWh - Water/ room: 314,30 L

 - Recycling rate: **65** % Ecostars **"Bronze"**
 - BREEAM In-Use: P1 Good P2 Very good
 - Energy intensity: 579 MJ/m²



- Staff headcount: 25,3
- Staff with disabilities: 28 %
- Staff from vulnerable groups: 8,5 %
- Social accessibility beneficiaries: 1052



- Stakeholder dialogues: 49
- Partnerships: 8
- Social actions: 3



Vizcaya

ILUNION SAN MAMÉS

A newly built hotel offering full comfort and cuttingedge accessibility. Ideal for both leisure and business travel, with a modern style and versatile, avant-garde spaces.















Public parking



















- GHG emissions/room (a+2 kg. CO_2e): 1,1 kg de CO_2e
- Energy/room: 19,9 kWh - Water/ room: 157,89 L
- Recycling rate: 62 %
- Ecostars "Gold"
- BREEAM In-Use: P1 y P2 Very good
- Energy intensity: 466,3 MJ/m²



- Special Employment Center (CEE)
- Staff headcount: 51
- Staff with disabilities: 76 %
- Staff from vulnerable groups: 39 %





- Stakeholder dialogues: 47
- Partnerships: 1
- Traveller Review Award 2023 - Booking
- KAYAK Travel Awards 2023







ILUNION SAN SEBASTIÁN

An ideal hotel for family or couples' vacations in a fantastic setting, located just a few meters from Ondarreta Beach.











Private parking











- GHG emissions/room (a+2 kg. CO₂e): **2,9 kg de CO₂e**

- Energy/room: 32,5 kWh - Water/ room: **383,56** L

- Recycling rate: 65 % - Ecostars "Bronze"

- BREEAM In-Use: P2 Very good - Energy intensity: 542,2 MJ/m²



- Staff headcount: 37,5
- Staff with disabilities: 5 %
- Staff from vulnerable groups: 27,3 %



- Stakeholder dialogues: 15



Cádiz

ILUNION SANCTI PETRI

A complex of apartments and villas, ideal for family or couples' vacations. It offers a wide range of services and is located near La Barrosa Beach.























Private parking

and pool

Gym

Padel



- GHG emissions/room (a+2 kg. CO_2e): 3,4 kg de CO_2e

- Energy/room: **35,6 kWh** - Water/ room: **512,35** L
- Recycling rate: 10 %
 Ecostars "Silver"
- BREEAM In-Use: P2 Good
- Energy intensity: 213,2 MJ/m²





- Staff headcount: 86,1
 - Staff with disabilities: 12 %
 - Staff from vulnerable groups: 19,3 %



- Stakeholder dialogues: 43

- Partnerships: 1







ILUNION SUITES MADRID

An urban hotel ideal for relaxing during a weekend getaway or unwinding after a long workday. Known for its stylish, trendy design with minimalist spaces accented by fresh pops of color.



Meeting rooms





parking









- GHG emissions/room (a+2 kg. CO_2e): **2,4 kg de CO_2e**

- Energy/room: 35,4 kWh - Water/ room: 263,57 L - Recycling rate: 34 % - Ecostars "Silver"

- BREEAM In-Use: P2 Very good - Energy intensity: 321,8 MJ/m²



- Special Employment Center (CEE)
- Staff headcount: 64 - Staff with disabilities: 75 %
- Staff from vulnerable groups: 10,3 %
- Social accessibility beneficiaries: 16



- Stakeholder dialogues: 28
- Partnerships: 1
- Social actions: 3
- Madrid Excelente Seal



Valencia



ILUNION VALENCIA 3

Located in the heart of the city's business district, this hotel is a great option for both business and leisure travelers thanks to its range of nearby entertainment options.



Urban



Rooms 154











- GHG emissions/room (a+2 kg. CO_2e): 1,0 kg de CO_2e

- Energy/room: 19,2 kWh - Water/ room: 356,24 L

- Recycling rate: 21 %

- Ecostars "Silver"

- BREEAM In-Use: P1 Acceptable - P2 Good

- Energy intensity: 273,4 MJ/m²



- Special Employment Center (CEE)
- Staff headcount: 36
- Staff with disabilities: 76 %
- Staff from vulnerable groups: 52,8 %











ILUNION VALENCIA 4

Located in Valencia's business district, this hotel is ideal for business stays thanks to its proximity to the Conference Center and excellent connections to the airport, train station, and port.



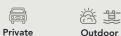
Urban

parking



















- GHG emissions/room (a+2 kg. CO₂e): **2,4 kg de CO₂e**

- Energy/room: **34,3 kWh** - Water/ room: **261,52** L - Recycling rate: 21 % - Ecostars "Silver"

- BREEAM In-Use: P1 Acceptable - P2 Good

- Energy intensity: 495 MJ/m²



- Special Employment Center (CEE)

Staff headcount: **49,5**

- Staff with disabilities: 75 %

- Staff from vulnerable groups: 16,8 %



- Stakeholder dialogues: 34





AWARDS AND

recognitions

As part of our commitment to strengthening our positioning and driving excellence, the awards and recognitions we receive for our work offer a valuable opportunity to boost visibility, enhance our reputation, and add value to our brand.

Throughout 2024, our initiatives have been recognized by various organizations:

Hotel Committed to Accessibility

Organized by FITUR and the Fuengirola City Council. Awarded to ILUNION Fuengirola.

Lukkap Awards

The Customer Experience area (Business Department) was recognized in the category of Best CX Practice in Spain. Organized by the consultancy firm LUKKAP.

TUI Global Awards

Recognizing the highest-rated hotels based on customer reputation, including ILUNION Costa Sal.

Kayak Awards

ILUNION San Mamés received the customer reputation award.

TH500 Awards

Organized by Tecnohotel magazine, ILUNION Hotels was awarded in the "Digital CX and AI" category.

Partners for a Sustainable World

Jury award for our environmental sustainability efforts during the 20th anniversary of the Paisaje Limpio Association.

DUX Canal CEO Award

Our CEO was recognized with the Diversity Award.

Digital Tourist Awards

ILUNION Hotels was awarded in the category of "Improving Tourism Accessibility."

European Green Capital Valencia 2024

A distinction that communicates the values of Valencia's designation as European Green Capital and recognizes best practices in our sector, awarded to our hotels in Valencia.





AWARDS AND

recognitions

Great Hotels of the World

ILUNION Hotels received the award in the Sustainability Events category.

Málaga City Education Awards

Award presented to ILUNION Málaga.

National Hospitality Awards of Spain

The UMANIKO project received the award for "Hospitality Company Committed to People with Disabilities."

Tourism Quality Award

Award presented to ILUNION Islantilla.

Kayak Awards

ILUNION San Mamés won the customer reputation award.

TIS Awards

ILUNION Hotels received awards in the category of Best Innovation in Al and Data Analytics.

Best In Travel Awards

ILUNION Hotels received the award in the category "Best Integrated Strategy" for the "Where Sleeping is Awakening" campaign.

W!N Awards

ILUNION Hotels received the Bronze Award for its brand campaign in the category of "Best Brand and Corporate Communication Campaign."

Ágora Awards for Lifelong Commitment to Sustainable Tourism

Award presented to José Ángel Preciados, CEO of the company, during the Ágora event organized by Hosteltur.

Smart Travel News Awards

ILUNION Hotels won the award in the category of "Hotel Innovation - Most Innovative Hotel Concept."





AWARDS AND

recognitions

Business & Travel MICE Awards

ILUNION Hotels received the award for its commitment to Corporate Social Responsibility.

Titan Innovation Awards

ILUNION Hotels won in the category "Innovation in Organizational Excellence – Excellence in Business Transformation."

Most Innovative Hotel Award

ILUNION Alcalá Norte was named Most Innovative Hotel of 2024.

MICE Awards – Valencian Community

ILUNION Aqua 3 and Aqua 4 received the Solidarity Award 2024.

International Customer Experience Awards (ICXA), held in London

A double win for ILUNION Hotels: The Golden Award in Best Customer Centric Culture and Silver Award in Best CX Strategy – Strategic Approach.

Tourism Sustainability Awards

ILUNION Valencia 3 and Valencia 4 received the award for Best CSR Strategy.

GIMI Innovation Awards

ILUNION Hotels was recognized in the category of Best Social Innovation 2024.

Excelente Award 2024 – Community of Madrid

Recognized ILUNION Hotels as the organization that "best represents the values of the Community of Madrid".





02

OUR CONTRIBUTION TO THE SDGs

and the 2030 Agenda







The commitment to the Sustainable Development Goals (SDGs) calls for all countries, businesses, and society as a whole to take action to promote prosperity while protecting the planet. Together, we must eradicate poverty while collaborating on strategies to foster economic growth, meet social needs, tackle climate change, and ensure environmental sustainability.

These goals aim to promote equality among people, protect the planet, and secure prosperity as part of a new sustainable development agenda — a global social contract that "leaves no one behind."

For this reason, we are all called to contribute collectively to address existing inequalities, combat climate change, and achieve a greater positive impact in the world.

At ILUNION Hotels, we are familiar with the SDG framework and understand how our business activities contribute to achieving them. Below, we present an analysis of the SDGs we have focused on, and to which we contribute directly or indirectly:



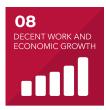


























ENDING POVERTY AND HUNGER



We contribute to these SDGs indirectly through collaborations with organizations and entities working to end poverty and hunger in Spain and around the world.

- We continue to host refugees and migrants through partnerships with the Red Cross, ACCEM, and CEAR.
- We make one-off financial donations to organizations such as Action Against Hunger and participate in the "Restaurants Against Hunger" campaign.
- We donate food in collaboration with the Rotary Club and its Solidarity Meals project in Barcelona, and distribute surplus food from seasonal hotels to various charitable organizations.







GOOD HEALTH AND WELL-BEING

We ensure healthy lives and promote well-being for all ages. We are committed to the health and well-being of both our employees and our guests. We promote healthy lifestyle habits for everyone and provide our guests with accessible and inclusive hotels.

- Well-being Plan: Implementation of a culture centered on caring for people's health as a strategic priority.
- DEIB Coach Project: Aiming to improve people's overall quality of life based on the principles of Diversity, Ethics, and Human Rights.



GENDER EQUALITY

At ILUNION Hotels, we ensure the full and effective participation of women in all activities and guarantee equal opportunities.

• Our people management model, "Our Way," is based on equal opportunities, equity, and individuality.





CLEAN WATER AND SANITATION

One of our environmental goals is to reduce water consumption, use it efficiently, and minimize the use of chemicals that impact water quality.

- For the first time, we have calculated the company's water footprint for future verification in accordance with the Water Footprint Network standard.
- We have developed an action plan to promote efficient water management across all our establishments.







AFFORDABLE AND CLEAN ENERGY

At ILUNION Hotels, we are aligned with the energy transition and decarbonization efforts, promoting the use of renewable energy across all our facilities. We also raise awareness among our staff and customers about energy efficiency.

- Launch of the Decarbonization Plan, phase one, with a target of reducing Scope 1, 2, and 3 emissions by 20% by 2027.
- Continued procurement of electricity with Guarantee of Origin (GoO) certificates for all company facilities.



DECENT WORK AND ECONOMIC GROWTH

Our unique management model is grounded in diversity and equity and fosters the key competencies of future organizations: autonomy, self-management, and leadership. We are committed to protecting human rights throughout our value chain.

- Rollout of our Human Rights Policy and development of a due diligence process to identify impacts across all our activities.
- We are proud members of the B Corp community, meeting high standards of social and environmental performance, public transparency, and legal accountability.



REDUCED INEQUALITIES

We work to ensure full inclusion for people with disabilities and for all individuals, regardless of any condition or circumstance that could lead to discrimination.

- Our people management plan, "Our Way," is based on the principles of equity and diversity, with a focus on the employee.
- Our model is unique: over 37% of our workforce has a disability, 18.5% are from vulnerable groups, and we represent 64 nationalities.







43



44

SUSTAINABLE CITIES AND COMMUNITIES

We aim to contribute to more sustainable cities and communities from each of our hotels, making every property a school of sustainability and a driver of change.

- #Changemaker Hotels: transformation schools to fulfill our purpose and sustainability training centers to inspire change.
- Be the Change Project: raising awareness about the importance of sustainability and showing how each person can contribute from their role.



RESPONSIBLE CONSUMPTION AND PRODUCTION

Promoting responsible consumption and production requires actions that ensure a supply chain aligned with ESG criteria, favoring local procurement and proximity products, as well as efficient waste management.

- Rollout of ILUNION's Responsible and Sustainable Purchasing Policy, which incorporates ESG criteria in supplier approval.
- Development of an addendum to the policy, expanding sustainability requirements for products, processes, and suppliers.
- Food waste reduction policy: partnership with Too Good To Go to save food and prevent tons of CO₂ emissions.



CLIMATE ACTION, LIFE ON LAND

We seek to prevent, manage, and repair the negative impacts of our business activity. We strive to respect our surroundings and the ecosystems in which we operate, ensuring that our presence does not alter natural environments.

- Environmental strategy focused on decarbonization, responsible water use, waste management, and circular economy to minimize our negative impacts and stay aligned with our commitment to sustainable development.
- Analysis of impacts and dependencies related to the natural environments where we operate.
- Nature Positive initiative.









PEACE, JUSTICE AND STRONG INSTITUTIONS

We aim to deepen our involvement in major ethical initiatives within the tourism sector, while also raising awareness and educating our people.

- Participation in the Sustainable Tourism working group of the UN Global Compact.
- Ethics and humanistic leadership: steering corporate governance with a humanistic approach by training executives to lead ethically, with ethics as the guiding principle.
- Adherence to the UN Tourism Ethical Code.



PARTNERSHIPS FOR THE GOALS

We build collaborative partnerships with a range of organizations, associations, and companies to strengthen our social impact.

- Partnership Policy: designed to engage other stakeholders—such as suppliers and social entities—that share our purpose and values.
- We aim to increase the number of partners and strengthen our relationships with them through various collaborative initiatives.





KPIS





Hotels certified with **BREEAM** certification



Hotels with **Ecostars** certification (renewed) Hotels with **Q Sostenible** (renewed)



3,4 kg CO₂e

Per occupied room (Scope 1+2 emissions)



Of water per occupied room



Electricity from guaranteed renewable sources (GdO)



Recycling rate













KPIS



Certificate

Top Employers



90,8

Stable employment



Women on the Social Committee



970.000€

Invested in social measures



Nationalities



58%

Women in the workforce



55,5%

Workforce from vulnerable groups



156.348€

Invested in community initiatives

7.829

Beneficiaries



















KPIS





EFOM 600

Seal of Excellence in management



0

Alerts or reports received via the ethics channel



57

Active partnerships



B CORP

Joined the community



10.530 €

Paid in fines



36

New partnerships in 2024



74,7

Supplier NPS











03

A UNIQUE BUSINESS MODEL

For a more **human**, **accessible** and **committed** world





Achieving our purpose, "to build a better world where everyone is included", is the primary motivation behind everything we do as a company. It's what sets us apart from the rest of the sector and the greatest unifying force for our people and stakeholders. Our company's management is rooted in the values of the ONCE Social Group, with a clear vision of a better future: more human, more accessible, and more committed.

We offer a **sustainable value** proposition—economically viable and respectful of society, people, and the environment. And we aim to be a source of inspiration for everyone who interacts with us.

The tourism sector is undergoing a transformation, and we are helping to lead it. We are moving towards smarter, more digital, and sustainable tourism. Travelers' demands have changed, and we must adapt our products and destinations to these new needs. At the same time, we are evolving towards a new tourism model that better preserves the environment and local communities. This is our goal if we are to continue growing within the framework of more sustainable, balanced, and environmentally conscious tourism. Technology and innovation are key to achieving it.



It is important to highlight that **innovation** is the common thread of this transformation, alongside technology, which plays a fundamental role in the **sustainability** of the tourism sector—from monitoring consumption in hotels to achieve efficient resource use, to energy control automation, smart waste management, and the promotion of sustainable mobility using technology for ride-sharing apps or route optimization to reduce greenhouse gas emissions.

At ILUNION Hotels, **ethics** and **responsibility** are the foundation of our business model. We firmly believe in genuine equal opportunity, regardless of a person's background. That's why **people** are the ultimate goal of our organization and lie at the heart of our strategy and operations. Our human team—ILUNION Hotels' most valuable asset—is essential to achieving the highest standards of excellence, promoting a sustainable, inclusive, and accessible tourism that offers our diverse clients unique, meaningful experiences.





WE INSPIRE THE TOURISM

we want to see

Tourism is a key pillar of the global and national economy. It is one of the main sources of employment and a driver of local economies, as well as a source of national wealth.

Sustainable and responsible tourism means offering clients a distinctive and authentic experience while preserving the cultural and natural heritage of destinations and boosting the local economy. At ILUNION Hotels, we are committed to delivering exceptional experiences that combine travel with meaningful contributions to the local community and environment.

As a company, we aim to inspire change and promote tourism that is **sustainable**, **inclusive**, **and accessible**. Purpose-driven tourism in which each of our hotels serves as a school of transformation—a space for sharing knowledge about sustainability and for inspiring others through actions such as reducing water use and emissions, cutting down plastic consumption, improving energy efficiency, protecting cultural and natural heritage, and supporting local economies by prioritizing proximity commerce.

This message is for all our stakeholders: from our staff to our customers, and also including suppliers, investors, regulators, the community, and all our partners. We want to promote tourism with purpose—one that is responsible, inclusive, and contributes to social and environmental regeneration, restoring the connection between the tourism sector and local citizens, with everyone playing a role.

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In line with SDG 8—to promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all—responsible and sustainable tourism seeks not only economic gain but also to generate a **positive impact** on both people and the environment.

The World Tourism Organization (UN Tourism) defines sustainable tourism as: "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities."







B CORP

Company

For ILUNION Hotels, being part of the B Corp movement means that our ambition to help transform the world is truly possible. Together with the other companies that make up this global community, we believe we can achieve it. These are organizations committed to creating long-term value not just for shareholders, but for all stakeholders: employees, customers, communities, and the environment, working toward a more sustainable and fair future.

Being a B Corp means embedding **sustainability** across all areas of strategy. It's about commitment, authenticity, rigor, and coherence, generating a positive social and environmental impact, and going even further to seek regenerative impact.

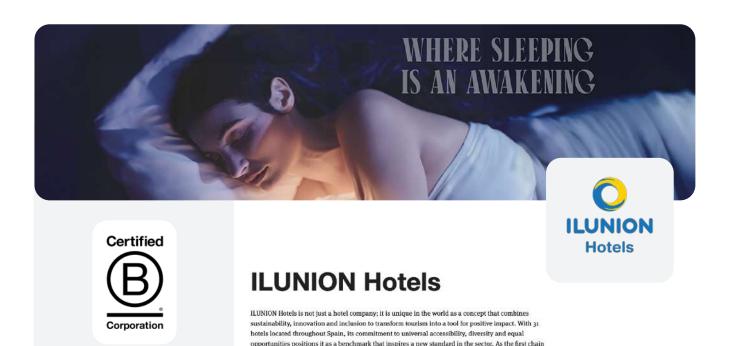
Positive impact refers to the beneficial effects a business can have on people, the environment, and society at large. This includes sustainable practices, support for local communities, and ethical, transparent governance. At ILUNION Hotels, this positive impact is part of our identity and forms the core of our purpose, vision, and values as a company.

As of the end of 2024, the B Corp movement included over 9,000 companies worldwide, around 800 in Spain, and just seven companies in the "Accommodation" sector—among them, ILUNION Hotels.



52

https://www.bcorporation.net/en-us/find-a-b-corp/company/ilunion-hotels/



certified in Universal Accessibility (UNE-170001-2) and with the prestigious EFQM 600+ Seal, ILUNION





To achieve this, we have demonstrated that we are a company with a clear and defined purpose, and that we meet the required standards while contributing to the shift toward an economic model that benefits people and the planet.

First, we completed the B Impact Assessment (BIA), which evaluates the company's performance across five key areas: governance, workers, community, environment, and customers. Then, we underwent a verification process by B Lab, the independent body behind the B Corp movement. This involved a thorough review of our practices and policies to ensure we meet the high standards of social and environmental impact required.

A particularly significant step in the B Corp certification process is the amendment of our legal statutes. We adopted a binding legal commitment by adjusting our corporate governance structure to hold ourselves accountable to all stakeholders, not just shareholders.

This entire process entails a **commitment to continuous improvement**. From the outset, we accepted the responsibility of undergoing this process every three years to demonstrate ongoing progress and responsiveness to

those who depend on us.

Internally, being part of the B Corp community has resulted in a greater **sense of pride** and job satisfaction. Our employees know they are part of an organization with a culture rooted in sustainability, ethics, and transparency, and one that values positive social and environmental impact. Externally, we continue to spread our message of being agents of change and transformation—to the market and to society—working toward a better world. We aim to be a new, fairer, more equitable economic model that benefits both people and the planet, without compromising profitability.

The B Corp movement was founded in the United States in 2006 with the clear objective of "transforming the economy by engaging companies—primary generators of global GDP—to go beyond financial goals for shareholders and also pursue positive environmental and social impact, under sound governance."

B Corp companies are now recognized as a driving force in the ecosystem leading the shift toward achieving the Sustainable Development Goals (SDGs) and the 2030 Agenda. ILUNION Hotels has fully integrated these goals as a strategic roadmap and publicly commits to them.









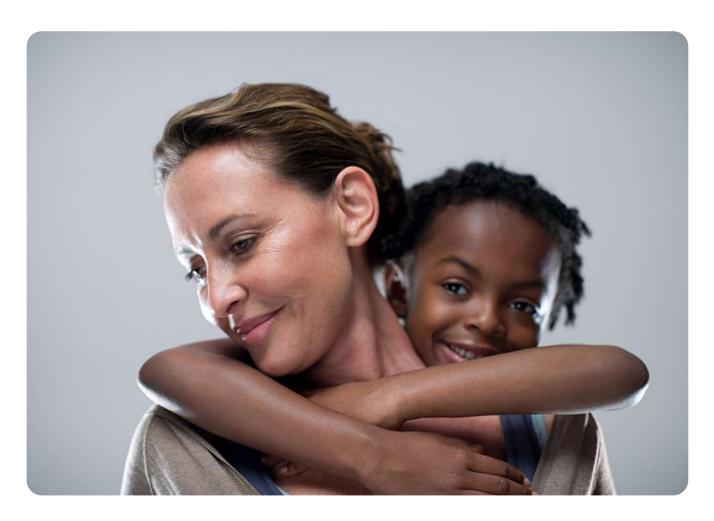
Purpose

At ILUNION Hotels, we share the same purpose as the ILUNION Group:

To build a better world where everyone is included

This is the starting point of our strategic approach. It drives everything we do and we must drive it. It is our main source of motivation as a company, our greatest point of differentiation from others, and the key unifying factor for our people and stakeholders.

At ILUNION Hotels, we dream of a better future for everyone. That's why we are Hotels with everyone included. We are a unique project on a global scale, with a business model centered on the inclusion of people with disabilities and vulnerable groups, striving to create a world where no one is left behind.







56 **03** Unique Business Model Sustainability Report 2024

Vision -

To be and unique and inspiring model for all companies in the sector and our stakeholders who want to build a better world

Our vision is to continue proving that our unique and sustainable business model is highly profitable, competitive, and compassionate, as well as a driver of social transformation and a catalyst for an inclusive economy.

We want to inspire a movement of change that helps make the world more inclusive, more sustainable, and more humane. We

aim to make our hotels places for conscious individuals who help drive the transformation of our communities, society, and environment.

Our recognition as a **B Corp company** reinforces our commitment to remaining a source of inspiration for other organizations seeking to generate positive impact.







Values -

Our strong **organizational culture** is built on the values of the ONCE Social Group, which define the set of principles, beliefs, and rules that guide the management of the organization. These values form our institutional philosophy and are the foundation of our culture:

Transparency | Solidarity | Confidentiality Equity | Commitment | Integrity | Humility | Respect Innovation | Responsibility | Sustainability

From these, the values we consider core to our business model and most impactful in shaping the experience of both our clients and our people, are:

EQUITY

Equal opportunity and respect for diversity are fundamental principles of the ONCE Social Group. We do not tolerate any form of discrimination. Only dedication, performance, and results are valid criteria for professional growth. We must actively promote equal treatment and inclusion for all.



RESPECT

Acknowledging the equal dignity of all individuals must be reflected in our daily interactions. We treat others as we would like to be treated ourselves, listen attentively, and strive to understand different perspectives.



COMMITMENT

As members of the ONCE Social Group, we share its purpose and values. We show our commitment by going beyond the minimum requirements—by engaging fully, keeping our promises, and demonstrating loyalty to achieve our collective goals.







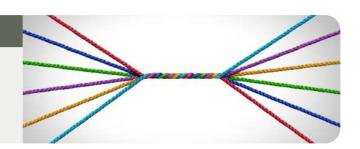
SOLIDARITY

The ONCE Social Group is built on cooperation and mutual trust among many people who support one another. As members of this group, we share a common goal. Altruism, generosity, and a commitment to those most in need must be essential traits in our daily work.



INTEGRITY

Everyone working within the ONCE Social Group acts in good faith and in alignment with the values outlined in our Code of Ethics. Professionalism, seriousness, and compliance with rules are fundamental to our work.



In line with the ONCE Social Group's values, ILUNION Hotels has continued to shape its identity, and since early 2025, we have also been guided by our own **Code of Everyday Virtues**. This code is rooted in cardinal virtues and serves as a framework for how we carry out our work—putting values into action through daily virtues.

Additionally, in 2024 we signed up to the Decalogue of Best Practices in Humanistic Leadership (from IECO – the Institute for Ethics in Communication and Organizations). This is a commitment for businesses that share an ethical purpose to promote a humanistic culture of care, trust, and responsibility. These are organizations that, without compromising on performance, productivity, or competitiveness, prioritize the well-being of people and service to society.











ILUNION Hotels has demonstrated that its business model can be both profitable and create a positive impact on society and the environment. This is why we have been recognized as a B Corp company—a Benefit Corporation with a purpose.

Our reason for being lies in tackling a social challenge by proving that an alternative business model is viable, one that prioritizes solving this challenge over maximizing profit margins. In other words, combining economic profitability with positive impact is not only possible—it's essential for building a resilient and sustainable business in the long term.

This focus on sustainability not only helps mitigate risks but also attracts conscious customers, generating steady and loyal demand. The key lies in being guided by strong values, leading with humanism, innovating with purpose, and turning global challenges into opportunities.

2024 milestones



Joined the B Corp community.



Developed Humanistic Leadership.



Incorporated the purchasing department into the sustainability area.



Included ESG goals in the company's variable remuneration system.

2025 Objectives



Draft a Risk
Management Policy
and update the

aunch the Supplier Experience Project.









KEY PERFORMANCE INDICATORS (KPIS)	2022	2023	2024
Number of complaints received (whistleblower channel)	0	0	0
Litigation-to-revenue ratio (%)	0,52	0,36	0,15
Total amount in fines (€)	16.310	18.688	10.535
Employees trained in ethics	28	50	290

In the area of excellence and good governance, we continue working on consolidating our management system using the EFQM Excellence Model as a reference. This allows us to position the company as an exemplary business model. In 2023, we achieved the EFQM +600 recognition for excellence in management, and we are now preparing to apply for the next level in 2024. At the same time, we continue striving to obtain other certifications that will further drive our objectives in this regard.

In 2024, following a process of internal reflection, our leadership has made progress in evolving our governance system, advocating for **ethical and humanistic leadership** to ensure outstanding performance and fulfill our purpose based on the values embedded in our corporate

culture. We are continuing to develop and implement a transversal **Compliance System**, coordinated with the group's legal department, to safeguard the organization from all types of regulatory or ethical non-compliance risks. We are also in the process of updating our risk assessment, and plan to introduce a new risk policy in 2025.

Throughout 2024, we began rolling out several sustainability policies to ensure a balance between the company's economic growth, environmental care, and social well-being. We have also strengthened relationships with our stakeholders, establishing two-way communication channels to listen to and understand their expectations—so we can respond accordingly. In line with this, we updated our Stakeholder App to record all dialogues.

The **Purchasing Department** has been integrated into the Sustainability and Excellence Division, enhancing the application of ESG (Environmental, Social, Governance) criteria in procurement and promoting responsible purchasing. In 2024, we continued implementing our supplier accreditation tool, which is helping us assess vendors not only on existing criteria but also from a sustainability and ESG risk perspective.







COMPLIANCE

At ILUNION Hotels, we understand Compliance as the proper management of good governance. Regulatory compliance is approached transversally, across all areas, departments, and activities of the company.

The legal department of ILUNION is responsible for ensuring compliance with current legislation, as well as for preventing and managing risks associated with any breaches of applicable regulations. To support this, a Criminal Compliance Management System has been implemented to prevent and detect any actions that may constitute criminal offenses or other legal violations within the organization.

In 2024, all companies within the ILUNION **group** achieved UNE 19601 certification, which endorses our Criminal Compliance Management System. This certification recognizes the legality and sound governance of our internal processes, enhances our corporate reputation, and ensures regulatory compliance—an essential factor for operating in highly regulated markets. Moreover, implementing this system can serve as a mitigating factor in the event of criminal proceedings, while also raising awareness within the organization about potential legal risks.

This certification was obtained with the goal of preventing criminal conduct, reducing penal risks within the organization, and fostering a culture of ethics and compliance. It also supports the Criminal Compliance Policy, which addresses key areas such as anti-corruption, and is mandatory for all employees, executives, and shareholders.

ILUNION Hotels has taken a further step by establishing a cross-cutting **Compliance System** designed to protect the company from all types of compliance risks—whether

legal, regulatory, or ethical. Since these risks can affect all departments and activities, a Compliance area has been created, reporting directly to ILUNION's legal department. Its key responsibilities include:

Identifying compliance risks.

Assessing risks to support decision-making.

Promoting a culture of compliance.

Providing training for employees.

Monitoring and reporting information every quarter.

In 2024, the project to improve the traceability and supervision of the compliance system continued. This included extending reporting responsibilities to regional management and department heads to ensure broader involvement in managing the cross-cutting compliance system.

This system enables us to provide a comprehensive response, ensuring that our internal policies meet the same high standards as those imposed by national and international regulations.

In 2024, no complaints were received concerning ILUNION Hotels through the ILUNION Whistleblower Channel.

To continue monitoring our regulatory compliance, we use the **Worldlex** platform, a tool that helps us track all national and regional legal and regulatory requirements relevant to our operations and monitor the status of each obligation.





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DATA PROTECTION: INFO SAVE

In 2024, ILUNION Hotels launched Info Save as a new way of communicating data protection practices to our customers, demonstrating how seriously we take the protection of personal data as a company.

Info Save is an innovative project that has redefined data protection management, making it more accessible and understandable for all customers. Through Info Save, data collection and usage processes, whether via our website, contact forms, loyalty programs, or other channels, are communicated in plain, user-friendly language. This approach reinforces ILUNION Hotels' commitment to social inclusion and the careful handling of sensitive data, ensuring it is managed with the highest standards of care and responsibility.



The project takes the form of an audiovisual campaign that enhances transparency in how we manage personal data, in a way that is both disruptive and accessible. It consists of three short video capsules in which the hotel group outlines its data protection principles, explains how and why information is collected, and clarifies how it is handled and safeguarded in the event of third-party transfers. Additionally, users can access a visual infographic guide from the ILUNION Hotels website, which outlines the main aspects of our data protection policy clearly and engagingly. These videos are also broadcast on screens across our hotels, ensuring broad visibility and understanding.







With Info Save, ILUNION Hotels presents its own interpretation of **Article 12.7 of the GDPR**, which encourages the use of icons to make data information more understandable. The company has taken a unique approach that ensures all relevant data protection information is clearly and simply communicated. In doing so, ILUNION Hotels aligns with the **Digital Europe Programme**, an EU initiative aimed at bringing digital technology to businesses, citizens, and public administrations, and promoting the values of transparency, inclusivity, and data protection. Once again, ILUNION Hotels seeks to inspire and lead, working to transform the hospitality and tourism sector by democratizing and simplifying complex information—information that has traditionally been accepted without being read or understood.

Through Info Save, the company reaffirms its commitment to innovation and accessibility, ensuring that every customer fully understands how their information is protected at every step of their interaction with ILUNION Hotels. Furthermore, the company's Delegated Data Protection Committee is available to address any questions customers may have regarding the management of their personal data.









RISKS

Risk management is a key part of ILUNION Hotels' strategic planning, developed in coordination with ILUNION, the Risk Committee, and the Internal Audit department.

The Group has implemented an Enterprise Risk Management System (ERM or SIGR) designed to identify potential events that could impact the organization, manage those risks within acceptable levels, and provide reasonable assurance on the achievement of objectives. This system is governed by a risk management policy aligned with leading standards, particularly ISO 31000. At ILUNION Hotels, we are currently developing a risk policy

tailored to the nature of our business, consistent with ILUNION's broader framework.

In 2023, the scope of our cross-cutting compliance system was expanded to include **non-criminal risks**. This allowed for a 360-degree analysis of all company activities to identify potential threats to ILUNION Hotels' reputation or assets—whether from internal actions or external factors. We also developed a **climate risk map** in line with TCFD (Task Force on Climate-related Financial Disclosures) recommendations, assessing climate-related risks and opportunities specific to our sector.

1	Obstruction of enforcement Environmental crimes	Credit card forgery	Violations of privacy Money laundering	Fraud and scams Cyber damage / IT-related damage	5
3	Drug trafficking	Offences against foreign citizens Reputation Bribery Embezzlement Offences against workers' rights Influence peddling Unfair competition (types 1 and 2) Misuse of trade secrets	Modern slavery Workplace or sexual harassment Human trafficking and disclosure of confidential information Tax and Social Security fraud Child prostitution Public health offences		

PROBABILITY

In 2024, ILUNION's ESG risk map was completed, incorporating social and governance risks, focusing on Human Rights and risks linked to Ethics and Good

Corporate Governance. Likewise, in 2025, at ILUNION Hotels we will complete our map in line with that of ILUNION, focusing on our sector.





RESPONSIBLE PURCHASING

In line with ILUNION's **Responsible and Sustainable Purchasing Policy**, ILUNION Hotels ensures transparency and ethical practices in negotiations with our supply chain.

We are also committed to enforcing our policy annex, which promotes more sustainable management of both processes and the products or services we procure.

KEY PERFORMANCE INDICATORS (KPIS)	2022	2023	2024
Number of suppliers	1.573	1.545	1.961
Total purchase volume (€)	80.868.201	116.739.763	177.815.535
% of long-term suppliers (3–4 years)	39,41	47,30	65,5
% of local suppliers	97,77	95,77	99,63
Number of approved suppliers	nd	nd	193
% of suppliers who have signed the Code of Ethics	13,76	17,02	33,70
% of suppliers who prefer us over other companies	60	-	80,7
Supplier NPS (Net Promoter Score)	83	-	74,7

Since October 2024, the Purchasing Department has been integrated into the company's Sustainability and Excellence Division, strengthening its alignment with the business and embedding sustainability more effectively in the application of purchasing policies. This new structure has accelerated the development of ILUNION Hotels' responsible purchasing project, with the aim of becoming a benchmark in sustainable supply chain management—leading a shift in the industry model, contributing to the company's purpose, and inspiring the change we seek.

Based on ILUNION's Responsible and Sustainable Purchasing Policy and the group's newly defined procurement criteria—

which emphasize ethics, transparency, and integrity in supplier relationships, supply chain risk assessment, and the inclusion of social and environmental considerations in procurement—we have initiated a new line of work.

At ILUNION Hotels, we also follow a dedicated annex to this policy, through which we have begun sourcing certified products, such as FSC-certified paper, organic or Fair Trade-labeled food, and prioritizing certified suppliers and processes (e.g. sustainable fishing or farming). In the area of food service, special efforts are being made to purchase locally sourced "km0" products, as well as products from suppliers with whom we have formal partnerships.





By the end of 2024, the number of suppliers stood at 1,961, a 27% increase compared to 2023, when the figure was 1,545. The procurement volume also grew by more than 50%, rising from €116,739,763 in 2023 to €177,815,535 in 2024. Notably, under the responsible purchasing project, we are working to refine and optimize our supplier base, based on criteria of proximity, quality, and efficiency.

At ILUNION Hotels, we support and facilitate the **Sustainable Suppliers Training Programme**. This is an international training project focused on specific areas of the UN Global Compact's Ten Principles, the Sustainable Development Goals (SDGs), and corporate sustainability. The program is aimed at small and medium-sized suppliers of companies involved in the UN Global Compact initiative in Spain. The third edition will be held in March 2025.

Throughout 2024, and in alignment with ILUNION, we have been strengthening the **management of a responsible** and sustainable supply chain, improving the supplier certification system based on criteria beyond general information, including financial safety, operational factors (risk prevention and quality), compliance, sustainability (ESG

criteria), and cybersecurity. We have also enhanced our risk assessment system to help identify potential environmental, social, and governance risks. To support this, we use Gosupply, a specialized tool for supplier risk management and building resilient, sustainable supply chains. This platform enables information sharing between suppliers and clients.

By the end of 2024, we had 193 certified suppliers, approximately 10% of the total. This process began with suppliers considered critical or strategic—those with the highest procurement volumes or products of key importance.

In 2020, the ONCE Social Group approved a **Code of Conduct for Suppliers and Business Partners** to set out ethical and behavioral principles aligned with the UN Global Compact and the ONCE Group's compliance policies and values. At ILUNION Hotels, we have formalized adherence to this code for all new suppliers. It acts as a declaration of the values any company must uphold in order to do business with us. In 2024, 33.7% of our suppliers signed on to the code.







RELATIONSHIP WITH

our stakeholders

KEY PERFORMANCE INDICATORS (KPIS)	2022	2023	2024
Number of stakeholder dialogues	583	1.030	1.253
Participants	1.925	31.133	80.579

At ILUNION Hotels, maintaining relationships and engaging in dialogue with our stakeholders is an essential condition for the company's sustainability. We strive to be a company that listens, is open to dialogue, and builds long-term relationships with all our stakeholders—relationships

founded on trust. In 2024, the number of stakeholder dialogues increased by 22%, rising from 1,030 in 2023 to 1,253. The number of participants nearly tripled, reaching 80,579 over the past year.

We define a stakeholder as: "A person, group, or entity with a direct or indirect interest in the organization, its activities, and performance, because they can affect or be affected by it" (EFQM model).







All this information is recorded in the Stakeholder App, a tool accessible to the entire company where all our actions are logged. This application is a digital platform that helps us track information for data-driven follow-up. The tool manages recorded dialogues, as well as social action initiatives and partnerships (including their associated projects), and is deployed both at the central offices and at each of our hotels.

Our **Stakeholder Relationship Policy** governs the general principles for engaging with stakeholders, reaffirms our commitment to establishing long-term, trust-based



relationships, and formalizes a proactive and practical procedure for implementation.

Tactical listening

This approach enables us to identify improvements and adapt processes, products, services, etc., based on identified needs in the short-to-medium term. The most relevant mechanisms include:

EMPLOYEES

Surveys (work climate, employee experience, engagement, employer quality, etc.), 360° Leadership evaluations, Family Days, employee legal representatives, work councils, etc.

CUSTOMERS

Service satisfaction surveys; customer experience analysis; management of complaints, claims, and suggestions, NPS, GRI, etc.

INVESTORS AND REGULATORS

Institutional relations, Community Days, one-on-one interviews, meetings, and committees, etc.

SOCIETY

Community Days, brand studies, institutional relations, meetings and forums, sustainability reports, etc.

PARTNERS AND SUPPLIERS

Satisfaction surveys, meetings, workshops, etc.





Strategic listening

This focuses on stakeholders from a long-term perspective, with the aim of co-creating the future of ILUNION Hotels together.

Both this and tactical listening are put into practice through various dialogue mechanisms. These mechanisms are outlined in the procedure that complements the Stakeholder Relationship Policy, which includes a structured system for understanding current and future stakeholder needs and expectations, aligned with our purpose and vision. To this end, three procedures have been developed that form the basis of this relationship model and help us gather both tactical and strategic insights:

MATERIAL ANALYSIS

Conducted every two years, it follows the guidelines recommended by European regulations regarding the prioritization of topics and consultation with stakeholders on those topics. The next update is scheduled for 2026.

ANNUAL DIALOGUE

Captures the perceptions of ILUNION Hotels' various stakeholder groups through the departments responsible for direct relationships with each of them.

ONGOING AND DECENTRALIZED LISTENING MODEL

This refers to the ongoing interactions each of our hotels has with clients, suppliers, and other stakeholders in the regions and communities where we operate.

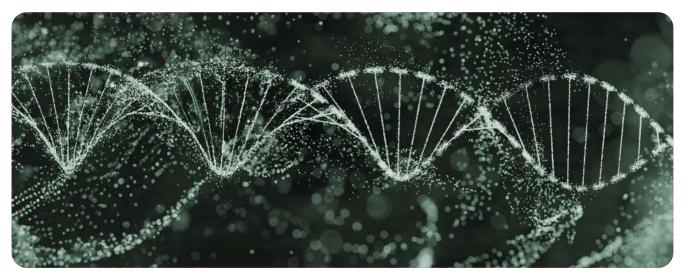






To ensure accurate measurement and analysis of responses, the stakeholder map was revised in 2023, updating the weighting of each group based on the potential impact their decisions and actions may have on our purpose, vision, and strategy. This updated stakeholder map provides deeper insight and reflects a more detailed approach to managing communication and relationships with each group.









III Global Summit of ILUNION Hotels

In 2024, we held the III Global Summit of ILUNION Hotels under the title "The Future of Tourism and the Challenges Facing the Sector." This annual event is gaining significant recognition in the industry—not only for the caliber of its participants but also for its approach and analysis of key topics from the perspective of innovation and sustainability. With over 800 attendees, the event featured six parallel forums including keynote speeches and roundtable discussions on themes such as innovation, responsible purpose-driven marketing, excellence, purchasing, employee experience, and sustainable tourism. It offered a unique opportunity for industry professionals to share experiences, generate new ideas, and build strategic connections.









05

SOCIAL MISSION

Responsible, people-centric leadership





ILUNION Hotels is firmly committed to continuing its leadership in the employment inclusion of people with disabilities and other vulnerable groups, offering opportunities for both personal and professional development for everyone.

We aim to become the national and international benchmark company, through a unique model that is committed not only to people with disabilities, but also to other at-risk groups, as well as to accessibility, equality, and diversity. We are fully aware that we can achieve this by generating a positive social impact on both customers and employees.

Our commitment to people is the foundation of ILUNION Hotels' strategy, offering our customers an exceptional experience through a diverse, well-trained, and dedicated team. We strive not only to stand out by making inclusion and diversity our hallmark but also to establish a social model that exceeds the highest standards.

2024 Milestones



Inclusion of the Social Area within the People Department.



Strong focus on internal promotion.



Creation of the DEIB Coach role.



Training plan including modules on people-centric leadership and human rights.

2025 Objectives

1

Rollout of the **DEIB Coach** project

2

Implementation of the **Well-being** Program

3

Launch of the Employee Experience Project



Launch of the Onboarding Project







KEY PERFORMANCE INDICATORS (KPIS)	2022	2023	2024
Total workforce	1.432	1.679	1.807
Employees with disabilities	575	636	668
Employees from vulnerable groups	40	66	280
Percentage of women	56,4	56,4	56
Percentage of women in management roles	49,5	49,5	56,5
Nationalities	60	68	64
Percentage of employees under 35 years old	19,3	20,5	24
Percentage of employees over 55 years old	17,8	19,5	20
Gender pay gap	8,2	8,1	7,3
Absenteeism rate	11,3	11	10,8





ILUNION Hotels is still firmly committed to leading the way in the employment of people with disabilities and other vulnerable groups, offering opportunities for personal and professional development for all.

Throughout 2024, we continued to develop our unique management model, Our Way, which is grounded in **ethics**, **diversity**, and the **common good**. This model seeks to deepen our social commitment while inspiring our stakeholders and other companies in the sector who share our vision and purpose.

OUR WAY







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PEOPLE

At ILUNION Hotels, we are **People Centric**, placing our people at the heart of the company and embracing a humanized vision in which their well-being is our top priority. We understand that each person is unique, with their own needs. That's why our working models are adapted to individual circumstances and focused on talent and results.

In 2024, the company had a total workforce of 1,807 people—7.6% more than in 2023. Our **social workforce**, made up of people with disabilities and those from at-risk or vulnerable groups, represented 55.5% of the total, reaching 948 employees, a 35% increase from the previous year. We also operate 15 Special Employment Centres (CEE): 12 in hotels, one in the central offices, and two restaurants (Foodie and Umániko).

Our people management model is grounded in five core values: commitment, equity, integrity, solidarity, and respect. This project began in 2022 with a clustering exercise that revealed the diversity within our teams and defined 17 categories of vulnerability.

Being a unique and responsible company means having our own way of doing things. We are already a People Centric organization, but we aim to continue evolving by placing **human dignity** at the heart of our model, what we call a Human-Dignity Centered (HDC) approach, which:

Is rooted in human dignity, ethics, human rights, the common good, and personal diversity.

Is inspired by the values of respect, integrity, equity, solidarity, and commitment.

Is nurtured by our corporate culture, reflected in the actions and attitudes of our people.

Has the development and "flourishing" of each individual within the organization as its **main goal**.

Seeks outcomes that balance social and economic benefit, sustainability, and trust.

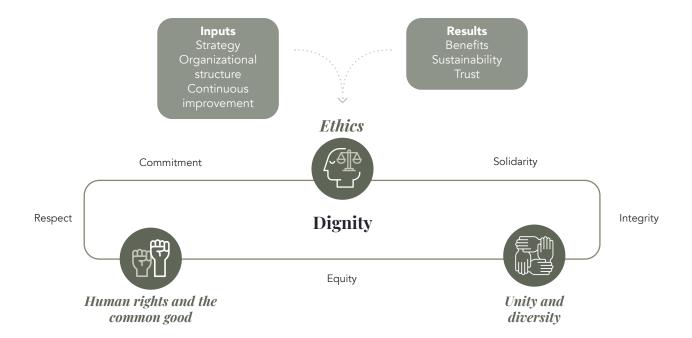






At ILUNION Hotels, we understand the company as a **community of people** working together toward a shared project, who contribute through their individual uniqueness and differences.

The following image graphically illustrates the essence of this model:









DIVERSITY

and vulnerability

At ILUNION Hotels, diversity represents the sum of different talents—going beyond any specific variable, category, or label. The main objective is to establish a model centered on care, people management, and interpersonal relationships. To carry out this management, ILUNION Hotels works with a categorization model based on diversity variables while also conducting a personality study to recognize each **individual's uniqueness.**

The diversity variables for ILUNION Hotels include:



The concept of diversity at ILUNION Hotels expands to include the variable of vulnerable groups. That's why our

commitment is to address the needs of society, of people with disabilities, and of an increasing number of individuals from various vulnerable groups with different needs. This new variable of vulnerability is developed based on analysis of the following documents:

- Law 44/2007, of December 13, regulating the regime of social integration enterprises, which defines especially vulnerable groups.
- The AROPE Indicator (At Risk of Poverty and/or Exclusion), which evaluates the fulfilment of the EU2030 Strategy's social inclusion goals and reflects the percentage of the population at risk of poverty or exclusion.
- The Our Way project, which revealed people's needs through active listening and identified subgroups within 17 recognized vulnerable categories.

Vulnerability refers to the condition of a person or group that is at a disadvantage or risk of social exclusion, due to personal, social, economic, or environmental factors. Vulnerability can affect a person's dignity, rights, wellbeing, and development, limiting their opportunities and capabilities. To respond to this dimension, a project was launched in 2023 to support groups at risk of exclusion, extending our focus not only to people with disabilities but also to other particularly vulnerable groups.







At the end of 2023, the idea to create a new **Social and Diversity Support Area** was developed and officially launched at the beginning of 2024 within the People Department. This area has been provided with both human and material resources to help advance the diagnosis and management of vulnerability situations within ILUNION Hotels.

In terms of **gender equality**, ILUNION Hotels continues in 2024 to implement the company's five existing Equality Plans. These plans are designed to secure commitments, set out clear measures, and define concrete objectives for integrating a gender perspective across all areas of the company culture. We are at the forefront of introducing innovative and disruptive measures to achieve gender equality within our organization and to drive social impact.

58%

Of employees are women

46.7%Of middle management

56,5%

Of senior management roles are held by women

50%

positions are held by women

Mujeres en Comité de Dirección

Regarding the sexual orientation and gender identity of our professionals, ILUNION Hotels is committed to creating and maintaining safe and inclusive environments where all employees feel free to express themselves and act authentically. Our workplaces are spaces of freedom and respect. To strengthen this commitment, ILUNION Hotels will implement an LGTBI+ Plan aimed at ensuring real and effective equality for LGTBI individuals. This plan will include a set of measures and resources designed to prevent discrimination and will also feature a protocol for addressing harassment or violence against LGTBI people.









DEIB

coach

As part of its commitment to all people, ILUNION Hotels is expanding its model of integrating people with disabilities into the labor market toward a comprehensive diversity and inclusion management model. The goal is to understand, welcome, and support every individual within the company, and to measure the impact of inclusion in each hotel, involving all relevant stakeholders in the process.

To this end, in 2023 the company began developing a people-centric inclusion management model, which gave rise to the **DEIB Coach project** (Diversity, Equity, Inclusion, and Belonging). In 2024, the initiative began to bear fruit. The model is designed to listen, support, and act so that every person can reach their full potential. It represents a firm commitment to **genuine inclusion**.

The ultimate purpose of this model is to enhance the

overall quality of life of individuals based on the principles of Diversity, Ethics, and Human Rights, using personal development and coaching tools.

The role formerly known as "Support Technician" has been transformed into the **DEIB Coach**, and is a key figure in coordinating and managing the project, working hand-in-hand with hotel directors and department heads as agents of change. A pilot program was launched in one of the hotels in 2024, with full rollout across all work centers planned for 2025.

One of the first actions undertaken was to train the management team—including the Executive Committee, area heads, and hotel directors—in **humanistic leadership**, along with the DEIB Coaches, to inspire reflection and shift the company's approach to management.

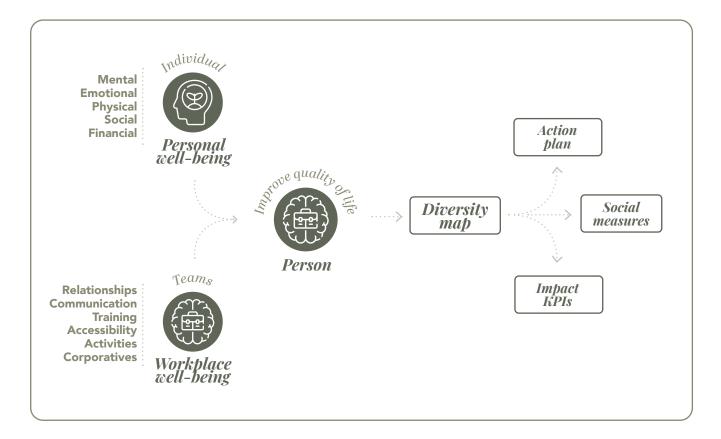






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DEIB Coach Model



The aim of the model is to enhance individuals' overall quality of life using personal development coaching tools and generating impact on three levels: individual, team, and organizational.

- Individual level: Through a dedicated space for listening, the initiative seeks to improve people's quality of life across two key areas: personal well-being and workplace well-being.
- **Team level:** This is driven by the insights gathered from individuals and focuses on team dynamics, task development, and contribution to the company's purpose.
- Organizational level: Built upon identified patterns and dynamics, this level is assessed from a systemic perspective, which is essential for evaluating organizational well-being through KPIs such as absenteeism rates, staff turnover, level of autonomy at work, and overall job satisfaction.

To shape and implement this project, ILUNION Hotels has assembled a multidisciplinary team comprising psychologists, social workers, social educators, occupational therapists, and labor relations experts. Their role is to address the various situations that may arise, guided by a professional code of ethics that defines the general principles of conduct.







SELECTION

and talent

The recruitment process is the first step in bringing new employees into our team. At ILUNION Hotels, however, our approach demands a unique set of competencies. The knowledge and skills of candidates take a back seat when it comes to hiring people with disabilities or those in vulnerable situations with no prior experience. In these cases, attitude and commitment are the most valued attributes — and when paired with training and mentoring provided by the company, they create the ideal combination. Our

value proposition lies in adapting job roles to the unique needs and characteristics of each individual, reinforcing the importance of equity through uniqueness.

We want to create social impact, transforming lives by offering training and employment to people in vulnerable situations, and enabling them to build autonomy and independence while developing specialized talent.

KEY PERFORMANCE INDICATORS (KPIS)	2022	2023	2024
New hires	1.053	949	819
New hires with disabilities	459	328	300
New hires from vulnerable groups	86	115	189
Percentage of stable contracts	90,1	84,5	90,8
Voluntary turnover	6,6	18	14,4
Internal promotions	112	45	56

Our strong commitment to stable employment is reflected in the fact that 90.8% of the workforce holds a permanent, fixed-discontinuous, partial retirement, or disability-based contract. While the number of hires of people with disabilities fell by 8.5% compared to 2023, there was a 64% increase in hires from other vulnerable groups. Voluntary turnover dropped by nearly 4 percentage points, to 14.4% — a clear indicator that people want to work at ILUNION Hotels and value the company's commitment to listening and responding to their needs.







We believe in **internal talent** and in promoting professionals with potential into leadership roles. A clear example of this is the 56 internal promotions that took place during 2024, a 24.4% increase compared to 2023. This reflects our philosophy of nurturing talent from within, rather than seeking it externally, by offering opportunities to those who have proven capable of taking on new responsibilities.

To develop this people management model, the Talent area has designed and implemented initiatives focused on the following pillars:

WORKING

On a culture of development, starting from performance evaluation via our **"EsFuerza Project"**, which helps identify and nurture professional competencies and skills. It also fosters ongoing feedback between managers and employees.

LISTENING

To our people, using digital tools for greater accessibility and more thorough data analysis. This includes regular **surveys and consultations** (on workplace climate, employee experience, engagement, and 360° leadership reviews), allowing us to identify areas for improvement, set clear goals, and develop actionable strategies to address them.

IMPROVING

Our recognition for employer branding by working to raise our visibility and reputation so more people know who we are and what we stand for.







Since 2024, we have had a **specialized talent team** that manages all phases of the selection process, strengthening partnerships with organizations and enhancing our employer brand. We have also reviewed and streamlined the procedures within the talent and development areas, creating simple processes that led us to design our own management model.

Regarding **digitalization**, we continued this year to eliminate all paper usage in hiring procedures, implementing electronic signatures for all onboarding documentation and authorizations.

We have also continued developing our **EsFuerza Project**—our performance evaluation tool—which helps us identify and foster the competencies and professional skills of our workforce while enhancing communication between employees and their direct managers. In addition, we have promoted consultations and surveys with our teams, using digital tools to improve accessibility for employees.

These aim to identify areas for improvement through data analysis and to develop strategies and clear objectives. In 2024, we implemented the **action plan** derived from the employer brand quality survey, focusing on three core areas: training, the exchange of best practices, and coordination of operational actions.

Since 2023, support professionals in Special Employment Centres (CEE) have stepped away from talent selection duties to focus exclusively on addressing employees' needs and supporting their skills and competency development to improve their overall well-being.

Lastly, we highlight our strong commitment to giving young talent the opportunity to train with us. In 2024, 320 interns worked in our hotels. We are seen as a benchmark by their educational institutions and a trusted collaborative company. These students begin their professional journey in a diverse environment, helping to spread our purpose of building a better world.







EMPLOYEE

experience

At ILUNION Hotels, the people who make up our company have always been a priority. We are committed to continuously exploring new ways to enhance the experience our professionals have in their working environment.

Our aim is to manage the company from the employee's perspective, identifying the key drivers that most impact motivation and correlate with business performance. In 2024, we introduced an **employee experience methodology** across the company to build solutions that lead to a genuine shift in our management paradigm.

This approach focuses on understanding what employees feel and experience, so we can act accordingly. We strive for a more bidirectional model between the company and its people—where both are active participants in shaping their journey. This reinforces our organizational culture and has a direct impact on customer experience.





The project has been implemented across both head offices and hotels, acknowledging the different realities in each.

The outcome is an Employee Journey Map, outlining the various stages of the employee lifecycle and highlighting key touchpoints—moments that significantly affect satisfaction, either positively or negatively. These insights led to the development of a risk matrix, which now forms the basis of our action plan.

To build a stronger sense of community and **pride among** our employees, we continue to promote activities that bring colleagues and their families together. One example is **Family Day**, celebrated on each hotel's anniversary, where employees' families are invited to experience our corporate culture first-hand, fostering dialogue and inspiring the change we aim to lead. The goal is to offer a unique and memorable experience that reflects our core values—the ones that set us apart.

We also run other initiatives like **Explora**, which gives employees from head offices the chance to visit different ILUNION Group workplaces. This strengthens understanding of the group's various business lines. In 2024, three such visits were made, involving four ILUNION Hotels representatives.





TRAINING

At ILUNION Hotels, we are committed to training across three distinct areas:



PERSONAL DEVELOPMENT

The goal is individual enrichment—whether for solving problems, improving personal skills, entertainment, or curiosity.



OPERATIONAL / TECHNICAL TRAINING

This goes beyond learning new systems, processes, and products, or preparing for new openings and organizational changes. It also supports social performance and team development.



STRATEGIC CAPABILITY BUILDING

This includes employee planning, career and succession plans, competency development, and investment in the skills that will be needed in the future.

KPIS	2022	2023	2024
Training hours	20.995	20.178	31.021
Training investment (€)	185.000	325.232	562.878
Participants	3.943	2.886	3.550
Training formats	428	248	74

In 2024, training hours rose significantly to 31,021 hours, marking a nearly 54% increase compared to the previous year. The investment was even greater, reaching €562,878,

underscoring our strong commitment to learning and development. We also saw a 23% increase in unique participants, from 2,886 in 2023 to 3,550 in 2024.

ILUNION creates training plans with both strategic and business-oriented perspectives. The strategic, crossfunctional approach is managed by ILUNION's Corporate People Department. Meanwhile, the different entities within the group, including ILUNION Hotels, design and implement training plans tailored to their specific business needs.

In addition, ILUNION promotes professional development plans targeting key employee groups, which are delivered through specialized training programs and carefully designed learning pathways.





Through training, we promote the personal and professional development of our people, helping them perform their roles more effectively while fostering an innovative, creative, and sustainable company culture.

Our key training projects in 2024 are:

CAMPUS MIJAS

Launched in 2022, Campus Mijas serves as a dedicated training hub for our employees, focusing both on professional development and cross-team relationship building. It also offers language immersion classes to enhance language proficiency. In 2024, the training offer was expanded with a stronger emphasis on in-person learning, with 309 professionals participating and a total of 5,865 training hours delivered in its classrooms.



EXECUTIVE LEADERSHIP PROGRAM

Our ILUNION Leadership course for senior executives continues in collaboration with other entities from the ILUNION Group. The program is delivered in partnership with ESADE, a prestigious international business school. In 2024, two members of ILUNION Hotels' Executive Committee took part in the program.







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MENTORING PROGRAM

We launched a professional support and learning plan where an experienced team member mentors new hires or junior profiles to foster their professional and personal growth. One ILUNION Hotels employee has participated in the program.

GOODHABITZ

Starting in March 2024, we integrated GoodHabitz, an online learning platform focused on personal and professional development. It offers over 100 engaging, expert-designed courses covering leadership, productivity, wellness, digital skills, communication, languages, and more, all delivered in dynamic, high-quality formats that promote effective learning.

SUCCESS FACTORS

We rolled out the learning module of this platform in March 2023 to enhance internal management and bring training opportunities closer to all employees.

IMPULSA PROJECT

A development initiative where selected profiles across ILUNION companies receive specialized training to enhance their skills. Two ILUNION Hotels professionals participated in 2024.

HUMANISTIC LEADERSHIP

Pilot sessions were delivered to the Executive Committee, People & Culture department, DEIB Coaches, hotel managers, and department heads. Humanistic leadership focuses on people and places them at the heart of every organizational decision.







ACCESSIBILITY

At ILUNION Hotels, we view accessibility as a cross-cutting concept and a strategic value, structured around three key pillars that align with our main stakeholders:

OUR PEOPLE

We promote inclusion through accessibility by embracing diversity and ensuring everyone's full participation in every phase of the employee journey.

OUR HOTELS

We are committed to inclusive design in all environments, processes, products, and services—guided by the principles of universal design. We incorporate the voices and diverse needs of our customers to ensure each guest enjoys a unique and inclusive experience at our hotels.

At ILUNION Hotels, we actively promote accessible tourism because we recognize that many people with reduced mobility or other disabilities forgo holidays due to the lack of accessible spaces across Spain.

We believe that access to travel is a right for all. That's why our website features an accessible booking engine, enabling people with physical, visual, or hearing disabilities to make reservations with ease. In our hotels, we offer accessible rooms tailored to the specific needs of guests with or without disabilities, always with a focus on comfort and design. ILUNION Hotels continues to make available a Guide to Basic Guidelines for Serving Guests with Disabilities, which remains an important resource for the broader tourism sector.

In recognition of our commitment to universal accessibility, we are proud to be the only hotel company with all its properties certified under the **UNE 170001 Universal Accessibility Standard**. This guarantees that every guest

OTHER STAKEHOLDERS

Through open dialogue and active listening, we raise awareness, build strong relationships, and foster long-term trust and partnerships. Our aim is to drive inclusion, create social and economic value, and contribute meaningfully to the advancement of society and the achievement of the 2030 Agenda—leaving no one behind.

can enjoy our facilities under the same conditions of usability and comfort.

According to Law 6/2022 of March 31, universal accessibility is defined as: "The condition that environments, processes, goods, products, and services, as well as objects, instruments, tools, and devices, must meet to be understandable, usable, and practical for everyone, safely, comfortably, and as autonomously and naturally as possible. This includes cognitive accessibility to support comprehension, communication, and interaction, based on the 'universal design' strategy and without prejudice to reasonable accommodations that may be necessary."

At ILUNION Hotels, our core objective is to improve people's health and well-being through a range of ongoing projects and action plans. These initiatives are designed to directly enhance quality of life and solidify our identity as a social enterprise and a leader in inclusion, accessibility, and human well-being.





OCCUPATIONAL RISK PREVENTION PLAN

Comprehensive Health and Wellness Plan

Fostering a culture with a strategic focus on employee health and well-being leads to higher levels of motivation, engagement, and performance.

KPIS	2022	2023	2024
Total n. of accidents	207	180	157
Frequency rate	45	34,05	25,6
Severity rate	1,55	0,97	0,71
Number of occupational illnesses	4	2	xx

Frequency rate: Number of work-related accidents with leave (excluding commuting accidents and relapses) / number of hours worked $\times~10^{\circ}$.

Severity rate: Number of lost workdays due to work-related accidents (including commuting accidents and relapses) / number of hours worked $\times~10^3$.

The number of hours worked is based on actual hours per worker by division, according to Spain's 2023 National Quarterly Labor Cost Survey (INE).

All occupational illness cases with and without leave are considered, excluding pending investigations.

In 2024, the accident rate at ILUNION Hotels decreased by 13% compared to 2023, with 157 accidents versus 180 the previous year. This improvement is attributed to enhanced training and internal controls by the occupational risk prevention teams.

ILUNION Hotels is part of the Group's Occupational Health, Safety, and Well-being (OHSW) strategy, a key element for ensuring optimal working conditions and high-quality employment. Effective management of this strategy helps reduce workplace accidents, prevent work-related health deterioration, and provide accessible, safe, and healthy work environments. The strategy pays special attention to the needs of employees with disabilities and ensures compliance with legal requirements and ILUNION's own voluntary commitments toward continuous improvement and excellence in management.

We also incorporate training and awareness programs on occupational risk prevention and maintain internal communication mechanisms to help prevent accidents and safeguard the health and safety of our employees. These include the intranet, newsletters, email communication, suggestion boxes, and official announcements.







WELL-BEING PLAN

The company's primary goal is to improve the **health and well-being** of its people through the implementation of numerous projects and action plans that are directly aimed at enhancing quality of life. We aspire to be recognized as a socially responsible company and a leader in inclusion, accessibility, protection, and employee well-being, while also aligning with the UN's Sustainable Development Goals (SDGs), specifically Good Health and Well-being (SDG 3) and Decent Work and Economic Growth (SDG 8).

In 2024, ILUNION Hotels rolled out its comprehensive Well-being Plan across the entire organization, resulting in improvements in both the personal and professional lives of our employees. This plan was developed in collaboration with various stakeholders, as no existing solution in the market encompassed all five dimensions of well-being: physical, mental, emotional, social, and financial. As such, the plan was custom-designed specifically for ILUNION Hotels.

The plan began in 2023 with pilot rollouts at one hotel per region, featuring activities in each well-being area. The goal of this pilot phase was to assess employee acceptance, determine which initiatives to prioritize, and analyze which dimension of well-being generated the most interest among staff. Additionally, it provided insights into how these actions could be integrated into the day-to-day operations of each hotel, recognizing that this is a medium-to-long-term plan, not a series of one-off actions.

By investing time and effort in identifying challenges, vulnerabilities, and emotional circumstances—and implementing support and improvement mechanisms—ILUNION Hotels strengthens its model of people management and leadership. We also created a **Digital Disconnect Protocol**, along with a guide of best practices. Finally, the plan promotes hybrid and flexible working arrangements, including two days of working from home per week for employees at central services, helping to improve work-life balance.



Physical

Mental

Emotional

Social

Financial









CLIENTS

KEY PERFORMANCE INDICATORS (KPIS)	2022	2023	2024
Number of clients	2.347.762	2.628.469	2.810.531
New loyalty program clients	71.270	71.160	75.082
Average occupancy (%)	78	82	83
Complaints	58	52	124
NPS (Net Promoter Score)	51,96	54,45	50,74
GRI (Global Review Index)	82,5	86,3	86,4

In 2024, the number of clients increased by 7% compared to 2023, reaching 2,810,531, and the average occupancy improved by one point to 83%. This reflects the company's strong performance and the growing preference for ILUNION Hotels, as evidenced by the satisfaction level indicated in the GRI, which rose slightly to 86.4. The NPS dropped by just under four points due to post-COVID stabilization, but remains significantly above the industry average (+34).

Thanks to the training, commitment, and daily dedication of our employees, we are able to offer our clients the best service across our hotels. Everything we do at ILUNION Hotels is designed to deliver **exceptional guest**

experiences, always underpinned by the highest quality.

Inclusion and accessibility are distinctive trademarks of our brand, creating added value that many of our clients actively seek out. Our strong commitment to sustainability challenges us to continually evolve and ensure that our services, products, and experiences align with our environmental and social mission. We aim to involve our guests, many of whom are themselves socially and environmentally conscious, in our unique way of seeing the world, offering them experiences that make a positive impact. For this, transparency, respect, and honesty are essential in how we manage, interact with, and care for our clients.







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I'M YOUR HOST

Customer Experience (CX) has become the leading differentiator in the hotel industry: when a guest feels truly valued, not only are they more likely to return, but they become a brand advocate.



At ILUNION Hotels, Customer Experience is more than a priority—it's part of our DNA. That's why in 2024, we launched "I'm Your Host", a culture that redefines how our teams connect with guests, inspired by the idea of a great host.

This project is built around seven distinctive behaviors that turn every stay into a genuine, memorable experience. To ensure this sense of hospitality is felt in every hotel, we developed a three-tiered management framework that helps us not just meet, but exceed expectations:

• Fix me: We ensure every guest receives what they expect—no excuses.

- Surprise me: We add unexpected moments that strengthen the emotional connection with our brand
- Wow me: We elevate the experience, setting new standards for the sector.

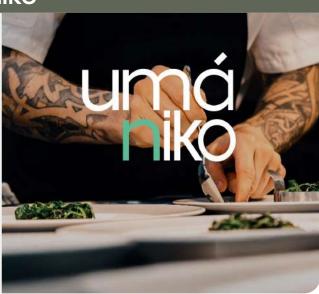
This approach is supported by innovation, technology, and methodologies like Customer Journey Mapping, Design Thinking, and Agile. But what truly sets us apart is our **inclusive vision**. In our hotels, hospitality is for everyone. Diversity and accessibility are at the heart of how we define the guest experience.

Ultimately, it's about rolling out a customer-centric strategy, where every detail matters and every interaction leaves a lasting impression.

UMÁNIKO

A reflection of our commitment to creating something truly unique is Umániko, our new culinary concept that blends accessibility, inclusion, local produce, and sustainable consumption under the motto: "The Taste of Diversity." The name "Umániko" combines the words "human" and "unique", capturing the very essence of its mission.

This initiative embodies ILUNION Hotels' sustainability ethos by promoting responsible cooking that minimizes food waste and water footprint, reduces red meat consumption, and prioritizes seasonal, plant-based, and locally sourced certified products. Social responsibility is also front and center, with barrier-free, accessible spaces designed to ensure that everyone feels welcome and comfortable.



The concept was piloted at ILUNION Atrium, and throughout 2024, it was rolled out across other hotels that are Special Employment Centers. Umániko draws from interna-

tional cuisine while incorporating local flavors from each city in which it operates.



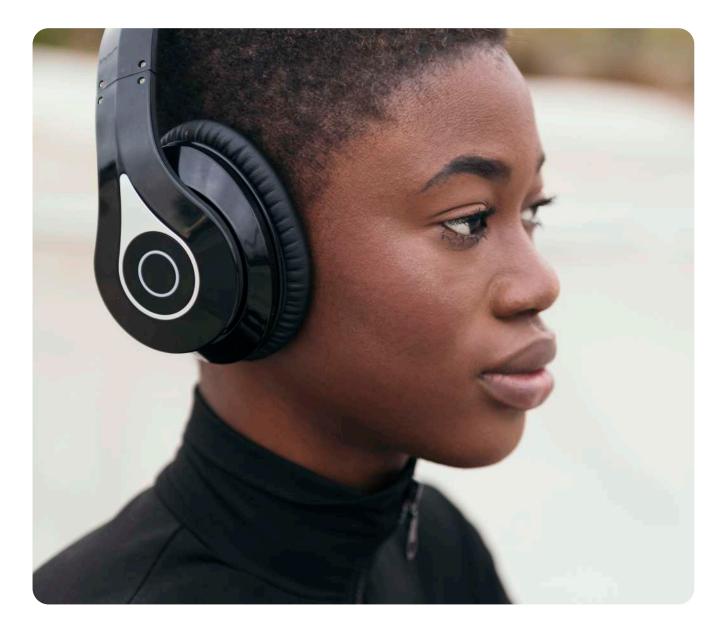


SOCIETY AND COMMUNITY

ILUNION Hotels is a company made by people, for people. We are open to dialogue and collaboration with our stakeholders to address society's evolving challenges. This stakeholder group includes the local community, the academic and scientific sectors, the third sector of social action, representative organizations from the business and tourism sectors, professional associations, and the media.

Our relationship with the surrounding environment is essen-

tial, as we are an active part of the various local communities. We take responsibility for our impact on the local community, as well as on the natural and cultural environment of the areas where we operate. We promote the socioeconomic development of these regions. Through active listening, we foster fluid relationships and establish two-way dialogue with the community, enabling us to collaborate on shared goals and contribute meaningfully to collective progress.







Partnerships

2022

17 18 existing

2023

29 38 existing

2024

36 57 existing

At ILUNION Hotels, we understand partnerships as the most effective way to contribute to the 2030 Agenda and SDG 17, and to be true agents of social change. We have a Partnerships Policy that sets out the basic principles for establishing partnerships with other organizations. The aim of these agreements is to go beyond simple collaboration, by developing projects, programs, or actions in which we can work together with our partners.

We currently have 57 active partnerships, with steady growth since 2022. In 2024, we signed new agreements with a wide range of stakeholders: from the academic sector—such as University of Deusto; business schools—like ESIC; certification bodies—such as BREEAM (environmental certification) and FAIR TRADE (fair trade product certification); and the third sector—including Action Against Hunger; to our suppliers, such as Calidad Pascual. With each

of these partners, we share a common objective: to fulfill our purpose through joint collaborative projects. Additionally, to spread and inspire the change we seek to achieve, we work with other universities, such as Complutense University of Madrid, University of Antwerp, and University of Valencia, as well as business schools like ESADE, ISDI, IESE, and IE, where we present our unique model.

In the **third sector**, we aim to collaborate with organizations that support people in crisis situations or humanitarian emergencies, such as natural disasters. One example was our response to Storm DANA, which hit Valencia—we offered our hotels to entities and public bodies that requested support, providing rooms and various facilities. In this area, we also promote partnerships with organizations focused on disability or vulnerable communities.







In addition to promoting partnerships, wherever ILUNION Hotels operates, we believe it is important to establish collaborations and commitments with as many entities and institutions as possible to help us advance our business

vision. We see membership in **associations** as a necessary tool to drive sustainability and increase visibility. That's why we participate in the following initiatives independently—not just through the ILUNION Group:



UN GLOBAL COMPACT

ILUNION Hotels is a member of this association and also participates in its Sustainable Tourism working group, contributing best practices and collaborating with other member companies to act as catalysts for positive social and environmental impact.



FORÉTICA

ILUNION Hotels is involved in several of its working groups focused on key areas of sustainability, such as transparency and good governance, circular economy, and social impact.



FUNDACIÓN SERES

ILUNION is a member of this foundation, which promotes corporate involvement in creating social value and encourages companies to embrace their role as key agents in solving societal challenges.



DIRSE

ILUNION Hotels is represented on this Spanish association of sustainability and CSR directors by a member of its Management Committee and actively contributes to various initiatives and projects.



WAS(Women Action Sustainability)

ILUNION Hotels has signed a partnership with this association, which promotes sustainability and participates in its working groups.

This involvement in various associations and foundations is part of ILUNION Hotels' commitment to inspire and communicate its purpose. Equally important is local-level participation in business associations, which allows us to pool

resources, advocate collectively for shared interests, and build new partnerships with the local communities in which we operate.







SOCIAL

action

KPIs	2022	2023	2024
Social action investment (€)	938.240	143.020	156.348
N. of initiatives	37	69	67
N. of beneficiaries	11.596	15.597	7.829

At ILUNION Hotels, social action means promoting, channeling, and developing the solidarity-driven initiatives of our team, always with a social purpose. It encompasses all voluntary activities in which the company is involved, contributing positively to society. All actions are recorded via the STK App digital platform. The company has approved a **Social Action Policy**, aimed at building a better, more inclusive world through the solidarity of our people and businesses. The policy clearly defines what social action entails, its objectives, priority causes, and guiding principles.

Key initiatives in 2024 were:



ALPAN PROGRAM ("Food for those who need it")

Our ILUNION Barcelona hotel contributed 3,765 meals to this network of community kitchens, valued at €18,480, to support people at risk of social exclusion.



ACTION AGAINST HUNGER

We once again joined the Restaurants Against Hunger campaign, reinforcing our commitment to fighting hunger and supporting vulnerable populations. A total of €13,760 was raised to support the NGO's projects in Spain, including emergency relief following the DANA floods.



CEAR (Spanish Commission for Refugee Aid)

We provided rooms for CEAR staff, supporting their essential work with displaced populations.



RED CROSS

ILUNION Hotels took part in fundraising campaigns for those affected by conflict or natural disasters, such as the DANA flooding in Valencia. In addition, we made hotel rooms available for Red Cross personnel.



HUMAN

rights

Since the end of 2023, ILUNION has had a **Human Rights Policy** that establishes an internal self-regulatory framework. Building on this, ILUNION Hotels introduced its own annex in 2024, providing a more tailored approach to integrating human rights within the tourism sector.

This policy outlines a human rights **due diligence** system designed to identify, prevent, mitigate, eliminate, and remedy both potential and actual adverse impacts. It applies to all of ILUNION Hotels' activities, including its supply chain, procurement processes, and daily operations. The framework aligns with key international standards such as The UN Guiding Principles on Business and Human Rights and other documents like The Ten Principles of the UN Global Compact, The OECD Guidelines for Multinational Enterprises ILO Conventions, the ILO Declaration on

Fundamental Principles and Rights at Work, and The UN Sustainable Development Goals (SDGs).

The document developed by ILUNION Hotels in 2024 as an annex provides additional clarity regarding the company's actual and potential human rights impacts, as well as the measures in place to manage them in line with the international standards previously mentioned. Through this, ILUNION Hotels has established and activated a human rights due diligence system designed to identify, prevent. mitigate, eliminate, and remedy any actual or potential negative impacts on human rights. This system applies across all areas of the business and its relationships, safeguarding the rights of employees, clients and guests, individuals throughout the supply chain, local communities, and society at large.







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To this end, we have developed an **action plan** that began rolling out in 2024 and will continue its implementation in 2025. We have included a mandatory human rights clause in our supplier contracts and developed an internal protocol on human trafficking, which will be deployed across all our hotels.

As part of **#ILUNION4HumanRights**, a project launched by ILUNION across all business units and backed by corporate policy, this commitment to human rights is brought to life through every member of the company, who act as ambassadors of its principles and values. Fourteen

percent of our employees have completed specific training on the subject.

ILUNION Hotels is a signatory to the **UNWTO Global Code of Ethics for Tourism**. This commitment focuses particularly on social, cultural, and economic aspects, with special attention to issues such as human rights, social inclusion, gender equality, accessibility, and the protection of vulnerable groups and host communities. Each year, we report on our performance and how we apply the principles of this code.





06

ENVIRONMENTAL MISSION



At ILUNION Hotels, we are strongly committed to protecting and caring for the environment and reducing our negative impact on the planet. As evidence of this, by the end of 2024, over 90% of our hotel portfolio was certified under the BREEAM (Building Research Establishment Environmental Assessment Method) standard, with the aim of reaching 100% in 2025. This certification is the world's leading and most technically advanced method for assessing and certifying sustainability in building, promoting environmentally responsible practices, and the creation of healthier spaces for people.

The BREEAM certificate was adapted to the Spanish language, regulations, and construction practices in 2010, making implementation across our territory easier. In 2024,

ILUNION Hotels also joined the **Advisory Council** of BREEAM Spain, a strategic forum that brings together key players in the sector to address current challenges and opportunities in sustainable construction.

Our commitment focuses on managing operations responsibly to minimize and reduce the negative impacts of our activity, remaining respectful to the planet and aligned with sustainable development goals, always in accordance with current regulations and the expectations of our stakeholders. For this reason, we developed our "Be The Change" project to raise awareness among our clients about the importance of sustainability, invite them to be part of our mission, and help them understand why we are changing the way we do things.

2024 Highlights



BREEAM certification in 90% of our hotels.



Water footprint measurement (action plan).



Rollout of the "Be the Change" project.

2025 Goals

Water footprint audit.

100% of hotels BREEAM-certified.

Rollout of the Decarbonization Plan.





KEY PERFORMANCE INDICATORS (KPIS)	2022	2023	2024
Electricity (kWh)	28.778.421	30.958.519	31.356.232
Natural Gas (kWh)	16.455.262	17.255.266	17.419.300
Fuels (kWh)	3.457.336	3.671.377	3.249.289
Total Energy Consumed (kWh)	48.691.019	51.885.162	52.025.422
Renewable Energy (%)	57,6	62,6	62,7
Scope 1 Emissions (t CO ₂ e, excl. biogenic)	4.584	4.377	4.529
Scope 2 Emissions (t CO ₂ e, Market-based)*	738	0	298,1
Scope 2 Emissions (t CO ₂ e, Location-based)*	8.216	8.049	8.153
Scope 1 + 2 Emissions (kg CO ₂ e)	5.321	4.377	4.827
Scope 3 Emissions (t CO ₂ e)	25.546	35.587	nd
Water Consumption (liters)**	448.925.635	519.535.536	515.701.586
Non-hazardous Waste (kg)	1.893.240	1.755.145	1.895.760
Non-hazardous Waste Recycled (kg)	477.837	572.170	678.100
Recycling Rate (%)	25,2	32,6	35,8

^{*} According to the GHG Protocol (the international standard for carbon footprint reporting), Scope 2 emissions must be reported in two ways: Market-based: reflects emissions associated with the electricity the company has chosen to purchase (largely dependent on the % of renewable sources). Location-based: reflects the average emission intensity of the grid in the country or region where the electricity is consumed, regardless of the electricity provider.







KPIS (Per occupied room)	2022	2023	2024
Energy (kWh)	39,7	37,9	36,7
Emissions 1 + 2 (kg CO ₂ e)	4,3	3,2	3,4
Water (I)	366,2	379,9	363,1

*CO₂e emissions of biogenic origin are not included as their CO₂e emission factor is zero

Our environmental commitment helps us anticipate and adapt to change, ensuring the long-term viability and success of the company. Adopting a strategy based on sustainability protects us from future risks associated with environmental degradation and climate change.

For ILUNION Hotels, regulatory compliance is a priority within the management of operational and reputational risks. Therefore, our environmental management strategy is aligned with international regulatory developments and the commitments adopted at COP 21, 25, and 26, the European Green Deal framework, and the new national regulatory context.

It is worth highlighting the company's adherence to the **Glasgow Declaration**, an agreement reached at the

2021 United Nations Climate Change Conference, COP 26. This serves as a catalyst to emphasize the urgency of accelerating climate action in tourism and achieving firm commitments to support global objectives: halving emissions in the next decade and reaching net zero as soon as possible and no later than 2050.

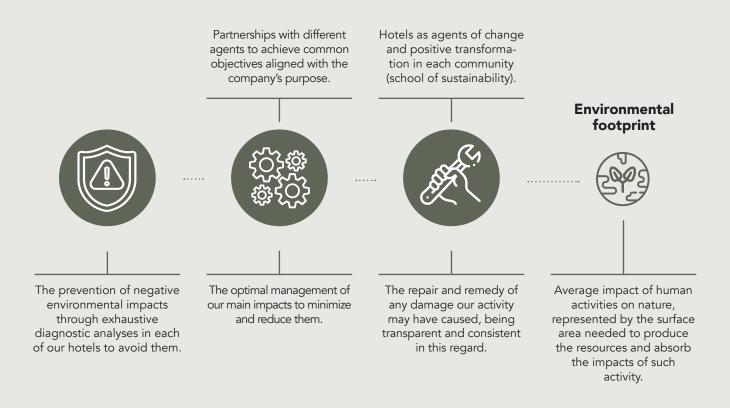
The environmental commitment of ILUNION Hotels is reflected in the actions we carry out, taking into account our impact on the environment. We know it is everyone's responsibility to contribute to environmental sustainability through energy efficiency, responsible water use, reduction of fossil fuel consumption and increased use of renewable energy, responsible waste management, and the promotion of the circular economy.







Our approach is to be responsible with the planet and with people, which means taking into account these three aspects within the framework of our environmental strategy:



This approach uses the concept of environmental footprint, understood as the measure of the impact of our activities on nature. At ILUNION Hotels, we focus primarily on **our main impacts**:



CO, E EMISSIONS

ENERGY CONSUMPTION





WATER CONSUMPTION

WASTE MANAGEMENT



We must also take into account the natural environment that surrounds us, and the impact we cause on it through our activities. The concept of Nature Positive refers to the idea not only of halting nature loss, but of recovering it by strengthening the services provided by ecosystems. Ecosystems provide a wide variety of benefits, such as wildlife preservation, primary economic activities like agriculture, livestock, fishing or mining, protection against erosion, and carbon capture by trees.

Finally, it is very important to understand that without awareness, training, and consciousness-raising, we cannot fulfill our purpose. We want each of our hotels to become a school of sustainability for our employees, clients, and citizens of the communities where they are located. We want to be a benchmark for the values promoted by sustainability, and to achieve this, communication, participation, and collaboration of all people are essential. That is why we have developed the **Be the Change** project, to frame all our sustainability-related actions—not only environmental—and to ensure that our stakeholders take part.





CARBON FOOTPRINT

decarbonization

At ILUNION Hotels, we measure our carbon footprint to be able to establish a $\rm CO_2e$ (carbon dioxide equivalent) emissions reduction strategy. This measurement is part of our decarbonization plan, which also includes actions related to:

- Energy efficiency, which will allow us to optimize energy consumption in our facilities.
- **Electrification**, which will involve the gradual replacement of gas or fossil fuels with electricity.
- **Investments**, which will prioritize hotels with greater decarbonization potential.

At the beginning of 2024, we obtained approval of our emission reduction targets by the SBT initiative (**Science Based Targets initiative**), which sets the roadmap until

2030 for our decarbonization plan, with 2022 as the base year. The main objective of this organization is to promote collaboration and the adoption of science-based emission reduction goals, to limit temperature increase to 1.5°C.

Decarbonization is the process of reducing or eliminating GHG emissions by phasing out the use of fossil fuels, improving energy efficiency, switching to renewable energy sources such as solar, wind or geothermal heat, and implementing sustainable practices.

ILUNION Hotels is on the path to decarbonization in line with the Decarbonization Project of the ONCE Social Group and ILUNION. Our goal is to get ahead of the date set by the European Green Deal and current regulations, achieving carbon neutrality by 2040. To this end, we are implementing a Decarbonization Plan with three milestones (using 2022 as the base year):

20 27

20% REDUCTION IN CO, E EMISSIONS FOR SCOPES 1, 2 AND 3

20 30

42% REDUCTION IN CO₂E EMISSIONS FOR SCOPES 1, 2 AND 3 (SBTI COMMITMENT)

20 40

NET ZERO CO, E EMISSIONS



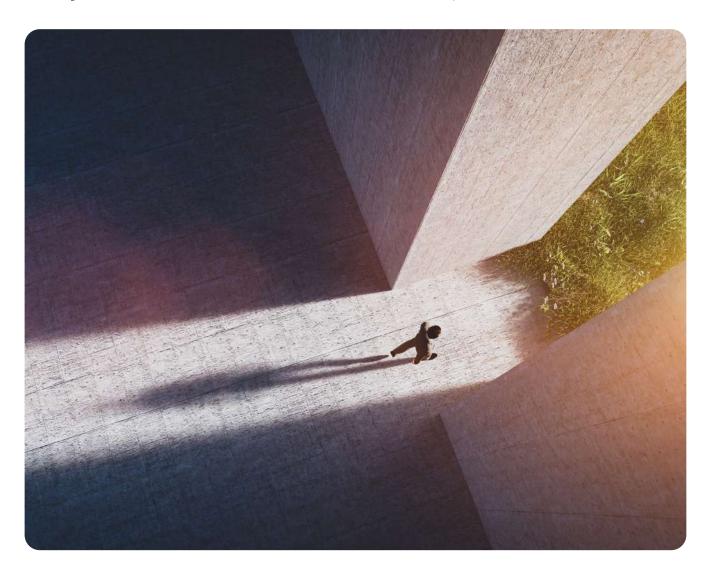


This year, 2024, our carbon footprint amounted to 4,827 t of $\rm CO_2e$ (Scope 1 + 2), representing a 10% increase in absolute terms, although it should be noted that two new hotels were added to our portfolio. Most of these emissions fall under Scope 1 (fuels, gases, and refrigerants), though we must also include the Scope 2 emissions from the two new additions, as the rest of the purchased electricity contributes zero emissions (market-based) because it is sourced with a guarantee of origin (GdO). Energy consumption increased by just 0.3%, despite the addition of two hotels, reaching 52,025,422 kWh. An important figure to highlight is that 62.7% of the energy is from renewable sources.

When calculated per room, energy consumption fell by 3.2% in 2024 compared to 2023, down to 36.7 kWh, which shows that the measures we are taking are proving effective. As for the carbon footprint, the increase per room was 6.2%, reaching 3.4 kg of CO_2 e. The main reason for this increase is the addition of

two new hotels that could not yet be included in the renewable electricity procurement scheme.

Regarding Scope 1, which we began measuring in 2021, emissions increased by 18% compared to 2023, reaching 42,010 t $\rm CO_2e$. A large part of this rise is due to the increase in the number of hotels. Among all applicable Scope 3 categories for ILUNION Hotels, the most significant are capital goods (the purchase of two establishments in 2024), which account for 56% of total emissions, and the supply chain, representing 33% of total Scope 1 emissions. In this latter case, we are continuing to develop a joint emission reduction strategy with ILUNION within the framework of the decarbonization plan, as we share suppliers with other companies in the group. Our aim is to foster a supply chain aligned with the sustainability criteria we have set, promoting local suppliers at each hotel location to reduce transportation, packaging, and thus $\rm CO_2e$ emissions, in line with our Responsible and Sustainable Procurement Policy.







To achieve the targeted reductions within the established timeframe, in 2024 the **Decarbonization Plan** began to

be rolled out. This plan has been designed based on the methodology set by ISO 50001-2 with the following phases:

- Establishment of the baseline carbon footprint (2022). Calculation and verification of the data.
- Establishment of the future carbon footprint. Forecast of the data based on projections.
- Establishment of the carbon footprint reduction target (2027–2030–2040). Milestones validated by SBTi and aligned with European regulations.
- Design and development of the Decarbonization Plan, with specific strategies and measures to implement.
 - Identification of Emission Reduction Measures (ERM).
 - Collection and analysis of existing information from the hotels.
 - **Processing** of information from the plan's actions.
 - Calculation of emission reductions for each of the Emission Reduction Measures (ERM).
 - Estimation of the necessary investments.
 - Presentation and approval of the 2024–2027 DP.
- Review and update. The plan is reviewed annually, and deviations are taken into account.
- Implementation of the Decarbonization Plan.
- Monitoring of the Plan Calculation of avoided emissions. Results are measured considering that the calculation of each ERM begins the year following its implementation.

We use a range of tools to monitor all the information:



OLIVO (consumption monitoring)

This app allows us to monitor the main consumption indicators of the hotels, ratios, and the share of renewable energy in real time. It will also allow for the monitoring of Energy Baselines.



SPREADSHEET

A tool used to track the progress of the Plan, compare actual data with the expected emissions reduction.



STRATEGIC BASELINES

This tool compares actual consumption with the Energy Baseline, which accounts for the dependent variables that influence the hotel's energy use.





Emission Reduction Measures that we are gradually implementing across all hotels are as follows:

TRAINING AND AWARENESS

Training aligned with the new systems implemented to optimize their use, as well as awareness-raising among our staff and customers on efficient energy resource usage.



SYSTEM AUTOMATION

Centralized control of building systems to optimize consumption and improve overall management.



ELECTRIFICATION OF PRODUCTION

The electrification of heating and domestic hot water production is a key strategy for decarbonization and the fight against climate change. The transition to renewable electricity sources drastically reduces emissions associated with heat production.



LED LIGHTING AND DETECTORS

LED technology stands out for its high energy efficiency, resulting in lower electricity consumption, reduced energy bills, and greater durability, which in turn reduces maintenance costs.



Furthermore, in 2024 we have once again verified our carbon footprint together with other ILUNION group companies. The purpose of this verification is to independently ensure that the reported greenhouse gas emissions, as detailed in the emissions report, are complete, accurate, consistent, transparent, and free from significant discrepancies. This process was conducted by AENOR.

In terms of sustainable mobility, we have a **Sustainable Mobility Plan** developed in collaboration with ILUNION, aimed at reducing emissions from employee travel and commuting, as well as offering our hotel guests sustainable alternatives for transportation. In addition, we have electric vehicle charging points in the 19 hotels where we manage parking facilities.





RESPONSIBLE

water management

Water management has become one of the most significant challenges the planet must face in the coming decades. At ILUNION Hotels, we are committed to using water responsibly. Moreover, this issue has gained considerable relevance in the updated version of our materiality matrix, now ranking as one of the most impactful topics. Therefore, in 2024, we carried out our first-ever calculation of our water footprint (based on 2023 data), which has served as the basis for developing an action plan focused on responsible water management.

The water footprint is an environmental indicator that measures the volume of water (in liters or cubic meters) used

throughout the entire production chain of a consumer good or service. This system not only measures the volume of water used but also distinguishes between rainwater, surface and groundwater, and polluted water. It is the result of three indicators, depending on the water source: green water footprint (rain), blue water footprint (freshwater), and grey water footprint (water quality). Additionally, it distinguishes between direct and indirect water footprints—meaning the water used by the company for production, manufacturing, or maintenance activities, and the water used in the production processes of the goods and products acquired by the company.

Direct WF results		Indirect WF results			
Blue (m³)	Green (m³)	Grey (m³)	Blue (m³)	Green (m³)	Grey (m³)
519.535,40	20.353,10	80.795,74	2.588.747,87	18.393.370,76	1.812.067,13
Total direct WF (m³)		To	otal indirect WF (n	n³)	

620.684,24 22.794.185,76

Total Water Footprint (m³)

23.414.870,00

Based on this calculation, we have established a three-year action plan aligned with our corporate strategy, prioritizing investments in those hotels with the greatest potential for water savings, aiming to optimize usage and consumption.

In 2024, total consumption reached 515,701,586 liters,

representing an absolute reduction of nearly 1% compared to 2023, even considering the addition of two new hotels. Therefore, we can conclude that the measures implemented have had a positive impact. Per room, consumption stood at 363.1 liters, reflecting a 4.4% reduction compared to 2023.





We have carried out various actions to optimize water management:



SERVICES

Replacement of taps and showers with more efficient models, installation of aerators, improvements to swimming pools, and adaptation of green areas.



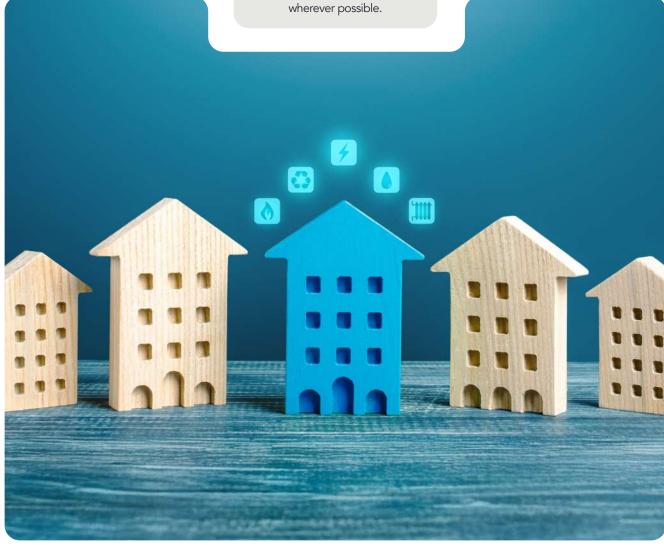
FOOD

We are committed to sustainable food with a reduced water footprint, cutting down on the consumption of foods that require more water, such as meat, and supporting local and sustainable agriculture, livestock farming, and fishing wherever possible



PAPER

Digitalization and reduction of paper use both in hotels and at central offices.







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CIRCULAR ECONOMY

ILUNION Hotels advocates for the circular economy as a model of responsible production and consumption. Waste minimization and responsible waste management are among our top priorities. Additionally, we aim to extend the lifecycle of products and reduce resource usage.

Together with ILUNION, we are developing a global strategy aligned with our sustainable business model, where raw materials remain in the production cycle longer and can be reused regularly, always striving to generate less waste.

Waste management

In 2024, the company generated 1,895,760 kilos of waste, representing an 8% increase compared to 2023 (with two fewer hotels). However, the recycling rate continues to improve, rising from 32.6% in 2023 to 35.8% in 2024, meaning that even though the volume of waste increased, we are improving its management.

To support **waste management**, we continue developing tools that make the process easier for hotels. A platform has been created to digitize waste data collection in four of our hotels. After a pilot phase in 2023, this platform was rolled

out across all properties in 2024.

In compliance with current regulations, we continue to eliminate single-use plastic items and reduce the use of disposable plastics. These materials have been replaced with biodegradable, returnable, and bulk alternatives.

To reduce waste, we are focusing on waste reduction and recycling, seeking and establishing partnerships with organizations to support reuse initiatives.











OIL

Through the "Aceite Solidario" initiative led by the NGO Rastro Solidario, ILUNION Hotels has collected 8,678 kilos of used vegetable oil from our establishments through proper waste management. The proceeds from this initiative are donated to Fundación ONCE, which promotes the full social inclusion of people with disabilities, and to the NGO's own "Aprende Sin Barreras" Academy, which offers training aimed at young people with intellectual disabilities.

In collaboration with **Otro tiempo otro planeta**, we are also involved in a social project for the collection of used oil in the Community of Madrid. This initiative offers job opportunities to women at risk of social exclusion and/or survivors of gender-based violence. In 2023, 3,011 kilos of oil were collected.

TEXTILES

We are committed to giving hotel textiles a second life. In partnership with an external provider, we are developing furniture and other items from compressed curtains and sheets. These materials are mixed with resins and natural carbonates using innovative, low-carbon technology to produce new products.





FOOD WASTE

Food waste has become a growing concern due to the large volumes it generates. Thanks to our agreement with Too Good To Go, we offer surprise packs every day containing a variety of surplus items from the breakfast buffet. In 2024, 8,816 food packs were saved, which translates into 22 tonnes of CO₂e emissions avoided.





ENVIROMENTAL

certifications

Ecostars*





At ILUNION Hotels, we are committed to obtaining environmental certifications to strengthen our market position and establish ourselves as a unique and distinctive model. We began in 2023 with BREEAM certification in five of our hotels and continued the certification process in 22 more throughout 2024. In 2025, we will evaluate the remaining four hotels (recent additions or pending contractual renewal). These hotels vary widely in type and location, so not all requirements are fulfilled in the same way. Management-related criteria are more consistent than those related to the building itself. BREEAM is the world's leading and most technically advanced sustainability assessment and

certification method for buildings, recognized globally for the number of certified projects since its inception.

The assessment consists of two parts: Part 1 concerns the building, and Part 2 covers management. ILUNION Hotels has chosen to assess both parts in company-owned hotels, where we have more flexibility (12 properties), and only Part 2 in hotels managed under lease agreements (15). As a result, we have obtained certification for 27 of our hotels, improving our scores since the initial pre-assessment. We are the hotel company with the most BREEAM-certified hotels in the world (87% of our portfolio).

In addition, we maintain the Q Sostenible and ECOSTARS certifications across all our establishments.







NATURE POSITIVE

The tourism industry is intrinsically linked to nature. At ILUNION Hotels, we aim to recognize and enhance the value of nature in our strategic decisions, contributing to a Nature Positive planet by 2030—not only by halting negative impacts but also by restoring nature through the generation of a positive impact. To achieve this goal, in 2023 we conducted an **analysis of nature-related impacts** and dependencies across our value chain, using the LEAP framework developed by the TNFD as a reference. We also identified protected areas and natural sites of interest located near our hotel operations. This information allows us to make more informed decisions when investing in Nature-Based Solutions (NBS) that promote sustainability

and resilience in our operations.

Furthermore, since 2024, we have been working in coordination with the ILUNION group to contribute to its global Nature Positive strategy, as well as supporting the Biodiversity and Natural Capital Pact of the Spanish Business and Biodiversity Initiative.

In 2025, we aim to propose a series of initiatives and nature-based solutions. To do so, we are collaborating with leading organizations and associations in the fields of nature, biodiversity, and water, whose expertise will support us in achieving this objective.







TRAINING

and awareness

Awareness, training, and engagement are fundamental if we want our guests to understand what we do and why we do it. We are Changemaker hotels, and we want each of our hotels to become a school of sustainability for our employees, guests, and the wider community in which we operate. We aim to be a benchmark for the values that drive sustainability and to achieve this, communication, participation, and collaboration from everyone is essential. Our hotels serve as sustainability schools to inspire change

and transformation in our guests towards a better world.

In line with the project developed on the social side, we establish a connection to share a sustainability-related message with our guests, inviting them to take part in our purpose and helping them understand why we are changing the way we do things. Through training for our employees, we aim to raise awareness among our guests about the importance of conserving natural resources and biodiversity.







In 2024, we began the Be the Change project.

Through this program, we aim to keep our guests informed so they become aware that their decisions and actions can generate impact and carry consequences. The program includes several initiatives, some launched in 2024, and others to be rolled out in 2025:



- Creation of a dedicated section on the hotel website highlighting ILUNION Hotels' environmental initiatives, sustainable practices, and commitments. It will feature information on energy and water-saving measures, recycling programs, locally sourced food, and other sustainable initiatives.
- Promotion of the hotel's certifications. These achievements will be featured on the hotel website, social media, and marketing materials to demonstrate differentiation, credibility, and a firm commitment to sustainability.
- Development of special packages or offers that specifically promote the hotel's sustainability initiatives, linked to the company's loyalty program. Guests will be invited to take part in these sustainability-focused efforts.
- Collaboration with local environmental and social non-profit organizations. This includes jointly organized events and participation in community sustainability projects to further boost the hotel's visibility and reputation.
- Development of in-room or digital materials to educate and raise guest awareness about the hotel's sustainable practices, offering practical tips on how to behave in an environmentally responsible manner during their stay.
- Promotion of the hotel's experience and capabilities in organizing sustainable events and meetings.





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TRANSFORMA CHALLENGE: BE THE CHANGE

In 2024, in collaboration with the Innovation department, the fourth Transforma intrapreneurship challenge was launched: Be the Change. This challenge aimed to engage employees across the organization in generating new ideas to inspire guests and support them in adopting more sustainable habits in their daily lives—thus aligning with ILUNION Hotels' strategic vision.

Be the Change has been the most successful challenge to date, generating more than double the ideas and significantly more interactions compared to previous editions. This initiative served as a platform to harness internal talent and contribute from within to the company's purpose. Key results and impacts include:

- Twice as many ideas submitted compared to the 2023 challenge
- Double the number of interactions and likes
- LWinning idea: "Company and care, a chain of favors"

PARTNERSHIPS: COCA-COLA

In the environmental area, beyond the initiatives mentioned regarding circular economy and waste management, we highlight the partnership signed with Coca-Cola, now in its third year.

This partnership combines training and volunteering. On the training side, a masterclass on sustainability is delivered to vocational training students who are about to enter the job market, as part of the Gira Jóvenes program. As for volunteering, we take part in a waste collection day at Cala Galdana (Menorca), in collaboration with our ILUNION Menorca hotel.

This initiative is part of the Mares Circulares program, led by Coca-Cola, with support from the Ferreries Town Council. A total of 66.5 kilos of waste were collected by volunteers and subsequently sorted for recycling.

Mares Circulares is aligned with the United Nations Sustainable Development Goals, particularly 12 (Responsible Consumption and Production), 13 (Climate Action), 14 (Life Below Water), and 17 (Partnerships for the Goals).









Innovation acts as a driving force that supports our purpose through the successful and meaningful transformation of the company by delivering new solutions that are incremental, disruptive, and sustainable, and which generate value for our stakeholders. In September 2022, the company proposed a new definition of innovation, captured through a survey of our senior management:

ILUNION Hotels practices purpose-driven innovation, collaborative innovation inspired by our organizational culture that goes beyond economic value to generate tangible social, environmental, or ethical value. All while addressing the needs of our stakeholders.

In 2024, we launched a new section on our website dedicated to innovation. It outlines the main strategic axes of our innovation efforts and serves as an open knowledge repository where we share documents, reports, and analyses produced by our Innovation Observatory. Through this platform, we reaffirm our commitment to sharing knowledge as a way to inspire other stakeholders. We believe that contributing to a better world also means sharing learnings, methodologies, and reflections that can create value beyond our own organization.

2024 Highlights



Creation of the first Tourism and Hospitality Trends Observatory



Completion of a new benchmarking study with companies in the sector



Implementation of the Room Lab Project to experiment within hotel spaces



Publication of the first Innovation Report

2025 *Goals*

1

Obtain ISO 56001 certification.

2

Continue developing innovations that support the company's sustainable growth.

3

Further promote an international, oper innovation ecosystem.



Establish a consistent project management culture across all departments.





	2022	2023	2024
Ideas for innovation projects	451	460	490
Projects initiated	21	30	26
Projects scaled	6	14	15
% of workforce trained in digital transformation / innovation	29,44	26,8	27,1
Spending on innovation suppliers (€)	474.000	600.000	722.000
Number of innovation suppliers	23	24	35







INNOVATION MODEL

Our "innovation with purpose" model is built around three core goals:



BE

Pioneers in innovation: Establish a culture of innovation and procedures that facilitate the company's continuous development and position ILUNION Hotels as a business leader with the recognition and trust of our stakeholders.



ADD VALUE

Social and economic value: Delivered to all our stakeholders (employees, clients, suppliers, partners, investors, regulators, and society as a whole) through co-creation.



INSPIRE

A change: And make a call to action to our stakeholders to promote innovation as a catalyst for business transformation with a positive social impact.

This model has led to a 7% increase in the number of ideas in 2024, reaching 490. The number of projects remained stable with a 13% reduction compared to 2023, as some projects consolidated over the year. The number of scaled

projects rose to 15 in 2024, one more than in 2023. Investment in innovation grew by 20%, reaching $\[\]$ 720,000 compared to $\[\]$ 600,000 in 2023, alongside a 46% increase in the number of innovation suppliers over the previous year.







CONTEXT

analysis

In 2024, ILUNION Hotels carried out a new internal and external diagnostic to assess the current level of innovation within the organization. This was based on an Innovation Survey sent to employees and interviews with other stakeholders, which provided a detailed picture of the state of innovation in the company.

Among the main internal findings were:

- Training needs and the introduction of new work tools.
- Automation and robotics: Automating low-value processes and integrating Al and robotic solutions are identified as key areas for the future.
- 40% of employees believe that technology is the most present form of innovation in their work.
- 88% of employees said they would be willing to share ideas on innovation, highlighting a strong participatory culture.

Surveys and interviews were also conducted with stakeholders from the ONCE Social Group, Fundación ONCE, and ILUNION to understand their needs and expectations regarding ILUNION Hotels' innovation model.

The results of these surveys and the stakeholders' concerns have been highly valuable in identifying actions that have informed ILUNION Hotels' various strategies.

Additionally, a comparative analysis was conducted on the innovation, technology, and cybersecurity strategies, actions, and partnerships of leading hotel sector players.

The 2024 **benchmark study** on innovation and technology in the hotel industry analyzed adoption and standout innovation examples among major national and international hotel chains, as well as smaller yet innovative brands. The conclusions reveal that, although hotel chains are focusing on innovation, the degree of implementation remains moderate. The main applications of innovation include new technologies, process optimization, and strategic partnerships.







INTERNATIONALISATION

of the model

At ILUNION Hotels, we are taking decisive steps towards internationalization. This process was already underway, but in 2024, we have accelerated it with greater determination. Our innovative and responsible model transcends borders, and turning it into a global benchmark is one of our key objectives.

We are working with international partners and suppliers in key areas such as technology and sustainability. Our

relationship with international tour operators and travel agencies, who represent approximately half of our customer base, has strengthened, reinforcing our presence in global markets.

In 2024, we signed our first international partnerships, enabling us to find transformative solutions at a global level.

Our goals are to:

Inspire internationally with our innovation model.

Gain access to advanced knowledge and technologies.

Increase the social impact of ILUNION Hotels.

International innovation-focused partnerships signed by ILUNION Hotels in 2024:



GMI

A partnership was established with GIMI Innovation (Global Innovation Management Institute), one of the largest international associations of innovation and technology leaders.



STANFORD/TECNOLÓGICO Stanford / Tecnológico de Monterrey

The University of Monterrey is a key academic and research player in Latin America, while the Stanford Social Innovation Review is one of the world's leading platforms for social innovation dissemination.



INNOVO8RS

A Dutch organization working primarily in the European sphere, providing access to new markets and audiences.

These partnerships are vital for our future growth and success. They enable us to internationalize our value proposition, gain access to cutting-edge knowledge and technologies, and

amplify our social impact on a global scale. We believe these partnerships will unlock new opportunities for continued innovation and transformation in the hotel sector.





TOURISM AND HOSPITALITY SECTOR TRENDS OBSERVATORY

To provide rapid and efficient access to information that supports well-informed and effective decision-making, and thereby achieve a competitive edge, ILUNION Hotels launched the first professional Competitive Intelligence Observatory for the tourism and hospitality sector in 2024.

For the company, staying informed about the latest trends, products, and solutions is essential to identify changes in the environment and gain a clearer vision of the future, allowing the organization to stay ahead of developments. Advantages of the Observatory:



Facilitates the identification of trends and innovative solutions.



Enables deeper analysis of emerging patterns across different trends.



Anticipates industry developments to support strategic decision-making.



Creates synergies with other stakeholders.

INNOVACTION X-PACE ECOSYSTEM

INNOVACTION X-Pace is the name of the ILUNION Hotels Innovation Ecosystem. Under this brand, the company collaborates with stakeholders through an open innovation

model to address current challenges and drive forward #InnovACTION through co-creation.

The X in X-Pace represents three interconnected ideas:

eXploration

A constant search for new frontiers and the exploration of innovative ideas that can transform the tourism industry.

coneXion

A meeting point where disciplines, technologies, and organizations intersect—creating a collaborative and enriching environment.

eXperience

Designing meaningful experiences for both clients and employees, using innovation as a key tool.







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HOTEL INDUSTRY INNOVATION BAROMETER

In collaboration with the Les Roches Global Hospitality Education School, ILUNION Hotels published the first Hotel Industry Innovation Barometer in 2024. This report explores how innovation is being adopted across the hospitality sector, with a focus on the integration of technology and digitalization throughout all operations. The insights gathered represent

a broad cross-section of the industry, highlighting the challenges, strategies, and opportunities shaping innovation across various hotel types worldwide.

Key objectives of the study:



INSPIRE

To spark a mindset shift around innovation within the hospitality sector.

RESEARCH

To identify innovation opportunities and guide hoteliers in refining their strategies.



DEVELOP

To create a framework for cross-sector partnerships and build collaborative structures with other industries.

The study sample included 12 international hotel chains, each managing a portfolio of over 100 properties, 23 Spain-based hotel chains, and 5 independent hotels, offering a comparative view of innovation between major brands and independent establishments.

The significance of this report is reflected in the industry's response: 87% of professionals requested the full report, 48% expressed interest in follow-up discussions, and 65% requested a benchmarking comparison of their own company's results with the study's findings.







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TECHNOLOGY

Technology Master Plan 2024-2027

Technology is a key enabler of ILUNION Hotels' strategic objectives, supporting all business areas and stakeholders in achieving their goals. At our company, technology plays a cross-functional role, with a holistic approach and a strong commitment to transparency—ensuring information is clearly communicated to employees and stakeholders to help navigate a complex digital landscape and facilitate decision-making.

To position the organization as a technological benchmark in the hospitality industry and to support innovation across all business areas, ILUNION Hotels has launched a Technology

Master Plan for 2024-2027.

Three key pillars of ILUNION Hotels' cybersecurity strategy:

Cybersecurity is a core element in ILUNION Hotels' technology governance, aimed at protecting both IT systems and operational data. To ensure maximum protection, the company focuses on implementing robust security protocols and fostering a cyber-aware culture across the organization—encouraging best practices to guard against emerging digital threats. Cybersecurity is both a strategic focus of the Technology Master Plan and a key initiative within the company's broader Strategic Plan.

The objective is to raise awareness, reduce risk exposure, and strengthen defense capabilities to protect data and systems.

CYBERSECURITY POLICY

Establishes the corporate standards and guidelines required to ensure the security and protection of company information.

PREVENTIVE MEASURES

Includes the implementation of security protocols and simulated cyberattack exercises.

AWARENESS INITIATIVES

Target all employees with educational content such as training sessions, videos, infographics, and webinars.

In 2024, as part of our cybersecurity awareness and training strategy, we carried out the following educational and awarenessraising activities:

ACTIVITY	FREQUENCY
Anti-phishing webinars	2
Monthly cybersecurity newsletter with tips & insights	12
Mandatory training sessions	2
Webinar on access management and data protection	1
Simulated phishing exercises	3
Company-wide cyberattack simulation	1
Webinar on phishing campaigns	1
Awareness activities during company assemblies	5
Spotlight	3





DATA-DRIVEN

culture

Data culture is a core pillar of our strategy, aimed at transforming ILUNION Hotels into a data-driven company. The goal is to enhance operational efficiency and customer experience by making decisions based on accurate data and advanced analytics models.

Key objectives include:

Improving decision-making

Building a data-centric culture

Increasing operational efficiency and profitability

Promoting cross-departmental collaboration

Adopting Business Intelligence (BI) technologies

In 2024, the data team experienced significant growth, strengthening the company's ability to execute its data strategy. New support roles were also introduced in other areas, such as Data Stewards, whose mission is to ensure data quality, consistency, and accessibility across the organization. They oversee data governance by establishing standards, naming conventions, and validation protocols, and serve as a bridge between business units and the BI department.

To ensure efficient execution, a management and monitoring model was implemented. This includes action plans that identify improvement areas in each department along with initiatives to address them. Additionally, monthly Data Councils are held to assess the impact of these initiatives, review data quality, and align strategic priorities.

As of 2024, ILUNION Hotels had generated 87 reports in Power BI across various business areas, with a total of 404 dashboards developed to support data-driven decision-making in each department.









INNOVATION

projects

Some of the most emblematic innovation projects in 2024 included:

DEIB COACH

Managing employee Diversity, Equity, Inclusion, and Belonging (DEIB)

This strategic initiative aims to enhance the employee experience and support talent development within the organization through an innovative approach tailored to each individual's unique needs. It focuses on managing diversity, equity, inclusion, and belonging (DEIB) to foster a more inclusive and equitable workplace. The project identifies the needs of various employee groups and offers targeted actions to improve their daily experience and professional growth—always with a commitment to excellence.



UMÁNIKO

The world's first fully accessible and sustainable dining concept, UMÁNIKO is a one-of-a-kind gastronomic experience designed to be entirely accessible and sustainable, reflecting our values of inclusion and responsible consumption. It brings together accessibility, inclusion, and sustainability into a unique culinary proposal that delights a diverse world of diners. Through UMÁNIKO, we aim to inspire the industry with a pioneering restaurant model where people are at the heart of everything we do—they are the soul of our hospitality.







CRUPIER 2.0

Crupier 2.0 builds on the original Crupier tool launched in 2022 to monitor incoming business and extract key data for tracking performance KPIs. The updated version enhances operational efficiency and collaboration between the central office and individual hotels. Key upgrades include automated customer email responses and instant quote generation, significantly reducing response times and streamlining workflows. Additionally, it features OXI connectivity with our Property Management System (PMS), improving resource management and eliminating repetitive administrative tasks.



INFO SAVE

This audiovisual project promotes transparency in the management of customer data. Developed in collaboration with ILUNION's legal department, it features a series of short videos, educational content, and an infographic guide explaining data protection principles, how customer data is used, and the security measures in place to protect it. This educational approach ensures users understand how their data is handled, aligning with current regulations and encouraging greater transparency in the hospitality industry.



BRILL-IA-NT

This initiative kicked off with the launch of the Competitive Intelligence System, which analyzes AI (IA in Spanish) as a disruptive force through the lens of business needs and its impact on both employees and guests. Economically, the automation and process optimization enabled by AI is projected to generate €320,000 in value during 2024 through revenue enhancement and operational savings, with this figure expected to rise to €1,540,000 by 2025.







I'M CURIOUS / BE CURIOUS

This initiative was launched to expand training in innovation across the company. Its goals include building a strong innovation culture, boosting engagement, strengthening leadership capabilities, and inspiring purposeful action. The initial pilot showed high levels of knowledge and participation, leading to a decision to focus training efforts, establish a network of innovators, and roll out targeted training sessions alongside ongoing assessments.



CERTINNOVA PROJECT

This project focuses on adapting ILUNION Hotels' innovation system to the new ISO 56001 standard for Innovation Management. Its objectives are:

- Reassessing the current innovation model.
- **Aligning** innovation processes with international best practices.
- Increasing process efficiency to optimize resources, enhance competitiveness, and ensure effective innovation management.
- **Positioning** ILUNION Hotels as a sector leader and a source of inspiration for stakeholders.



PIC PROJECT

The Competitive Intelligence Project (PIC) is a pioneering initiative in the tourism sector, aiming to unify the various intelligence procedures developed at ILUNION Hotels to maximize outcomes. It introduces three key tools: an Innovation Funnel, a Competitive Intelligence System, and a Trend Observatory. Highlights of this system include publishing trend reports, identifying and evaluating strategic solutions, and producing the Hotel and Tourism Innovation Barometer.







DA VINCI

The Da Vinci project represents the evolution of project management procedures at ILUNION Hotels. It follows two previous iterations and stems from the creation of a dedicated area to formalize and professionalize project management within the organization. The philosophy behind Da Vinci centers on process standardization, continuous learning, and promoting a strong project management culture throughout the company.



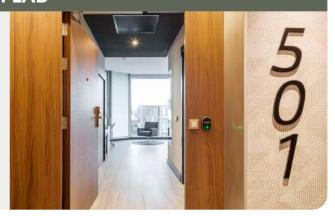
DIGITAL TWIN

This project aims to centralize critical hotel data and represent it in a real-time virtual model that reflects operations and facility status. It enables the monitoring of elements such as energy consumption and equipment condition, helping to identify areas for improvement and anticipate potential failures. Key benefits include enhanced operational efficiency, predictive maintenance, and the ability to personalize guest experiences.



ROOM LAB

Room Lab transforms hotel rooms and other spaces into controlled experimental environments for testing and evaluating innovative concepts, solutions, and technologies in a live hospitality setting. It focuses on identifying market trends, enhancing guest experiences, and assessing the feasibility of emerging technologies through pilot projects. This initiative helps anticipate guest needs, evaluate the performance of vendors and innovations, and promote data-driven improvements.







08

ABOUT THIS REPORT



MATERIALITY

Materiality is a key element in the company's management approach. It involves analyzing and identifying the issues deemed most relevant for ILUNION Hotels and its stakeholders. These material topics encompass both those that are vital for the sustainable management of the business and those that can influence stakeholder decisions and behaviors in relation to our company.

Since 2024, in alignment with the new European sustainability reporting regulations and in collaboration with ILUNION, we have adopted a new methodology based on the principle of double materiality.

Double materiality emphasizes the need for organizations to assess not only how their activities impact society and the environment, but also how external environmental and social factors affect their financial performance. A topic is considered material if it meets the criteria from either an impact perspective, a financial perspective, or both.

Focuses on identifying material issues related to significant actual or potential impacts on people or the environment, whether caused directly by

IMPACT MATERIALITY

the company or through its value chain.

Through the double materiality assessment, we are able to identify the most relevant ESG issues and integrate them into decision-making and reporting processes. Once ILUNION Hotels' stakeholder groups have been identified and prioritized, an internal and external data analysis phase is conducted. This results in a list of material topics, each evaluated through a dual lens: (1) its relevance to stakeholders and (2) its potential impact on ILUNION Hotels' strategy and financial performance. The process also includes direct

FINANCIAL MATERIALITY

Focuses on identifying material issues that result in or may result in financial effects on the company, generating risks or opportunities that influence future cash flows and, therefore, the company's value.

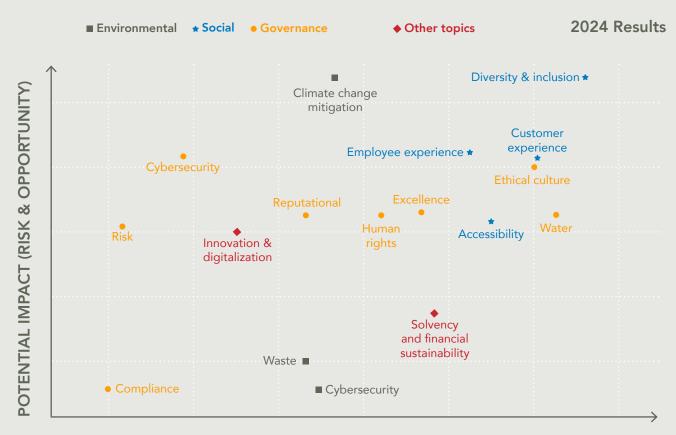
stakeholder engagement through surveys, focus groups, and other feedback mechanisms to better understand their perspectives.

The 2024 updated prioritization of material topics is shown in the matrix below. The X-axis represents the importance of each topic, weighted by the influence of each stakeholder group. The Y-axis reflects the potential impact (both risk and opportunity) of each topic on ILUNION Hotels.









RELEVANCE TO STAKEHOLDERS

Social topics are positioned as the highest priority in the materiality matrix. Within the environmental category, climate change and water stand out, while ethical culture takes the lead in governance-related topics.

Compared to the 2022 matrix, several notable changes have been observed:

• Water has gained significant relevance from a stakeholder perspective.

- **Customer experience** has increased in importance and is now considered one of the most material topics.
- Accessibility has been renamed and has also gained greater visibility and priority.
- None of the top-tier material issues from the previous matrix have fallen into the mid-priority zone.
- Other shifts in position were observed, but none are considered particularly significant.





ALIGNMENT WITH GRI STANDARDS

Global Reporting Initiative

This report outlines ILUNION Hotels' sustainability performance, progress, and management approach throughout 2024, as well as the challenges the company is currently facing. The goal of this document is to transparently present clear and accurate information on the company's most significant positive and negative impacts on its various stakeholders. The report follows the Global Reporting Initiative (GRI) Standards.

For further information about this report, you can contact us at:

sostenibilidad@ilunionhotels.com

	Content	Location	SDGs
GRI 2: General	2-1 Organizational details	14	n/a
Disclosures 2021	2-2 Entities included in the organization's sustainability reporting	14	n/a
	2-3 Reporting period, frequency, and point of contact	134	n/a
	2-4 Restatements of information	134	n/a
	2-5 External assurance	109	n/a
	2-6 Activities, value chain, and other business relationships	10	n/a
	2-7 Employees	75	n/a
	2-8 Non-employee workers	66	n/a
	2-9 Governance structure and composition	14,15	n/a
	2-10 Nomination and selection of the highest governance body	14	n/a
	2-11 Chair of the highest governance body	14	n/a
	2-12 Role of the highest governance body in overseeing the management of impacts	14	n/a
	2-13 Delegation of responsibility for managing impacts	14,15	n/a
	2-14 Role of the highest governance body in sustainability reporting	15	n/a





	Content	Location	SDGs
	2-15 Conflicts of interest	15	n/a
	2-17 Collective knowledge of the highest governance body	14,15	n/a
	2-19 Remuneration policies	15	n/a
	2-22 Statement on sustainable development strategy	7,11,41	n/a
	2-23 Commitments and policies	60,74,102,120	n/a
	2-24 Embedding of commitments and policies	60,74,102,120	n/a
	2-25 Processes to remediate negative impacts	102	n/a
	2-27 Compliance with laws and regulations	62	n/a
	2-28 Membership in associations	97	n/a
	2-29 Approach to stakeholder engagement	68,70,134	n/a
	2-30 Collective bargaining agreements	83,89	n/a
Material topic			
CDI 2: Matarial	3-1 Process to determine material topics	134	n/a
GRI 3: Material Topics 2021	3-2 List of material topics	135	n/a
	3-3 gement of material topics	65,135	n/a
GRI 201: Economic	201-1 Direct economic value generated and distributed	17	8
Performance 2016	201-2 Financial implications and other risks and opportunities due to climate change	65	13
GRI 202: Market	202-1 Ratios of standard entry-level wage by gender compared to local minimum wage	75	5,8
Presence 2016	202-2 Proportion of senior management hired from the local community	75	8





	Content	Location	SDGs
Material topic			
GRI 201: Economic Performance 2016	203-1 Defined benefit plan obligations and other retirement plans	15,17	11
GRI 204: Procurement Practices 2016	204-1 Proportion of spending on local suppliers	66	12
	205-1 Operations assessed for risks related to corruption	62	16
GRI 205: Anti-Corruption 2016	205-2 Communication and training about anti-corruption policies and procedures	62	16
2010	205-3 Confirmed incidents of corruption and actions taken	48,61	16
GRI 206: Anti-Competitive Behavior 2016	206-1 Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	62	16
GRI 301: Materials	301-2 Recycled input materials used	112	12
2016	301-3 Reclaimed products and their packaging materials	112,113	12
	302-1 Energy consumption within the organization	17,19,46,103	12, 13
	302-2 Energy consumption outside of the organization	46,103	12, 13
GRI 302: Energy 2016	302-3 Energy intensity	46,103	12
	302-4 Reduction of energy consumption	103	12, 13
	302-5 Reductions in energy requirements of products and services	103	12, 13
	303-1 Interactions with water as a shared resource	103,110	6
GRI 303: Water and Effluents 2018	303-2 Management of water discharge-related impacts	103,110	6
	303-3 Water withdrawal	103,110	6





	Content	Location	SDGs
	303-4 Water discharge	103,110	6
	303-5 Water consumption	103,110	6
GRI 304:	304-1 Operational sites owned, leased, managed in, or adjacent to protected areas and areas of high biodiversity value outside protected areas	115	15
Biodiversity 2016	304-2 Significant impacts of activities, products, and services on biodiversity	115	15
	304-3 Habitats protected or restored	115	15
	305-1 Direct (Scope 1) GHG emissions	103,106	13
	305-2 Energy indirect (Scope 2) GHG emissions	103,106	13
	305-3 Other indirect (Scope 3) GHG emissions	103,107	12,13
GRI 305: Emissions 2016	305-4 GHG emissions intensity	103,106	11, 13
	305-5 Reduction of GHG emissions	103,106	12,13
	305-6 Emissions of ozone-depleting substances (ODS)	103,106	13
	305-7 NOx, SOx, and other significant air emissions	103,106	13
	306-1 Waste generation and significant waste- related impacts	103,105,112	12
GRI 306: Waste	306-2 Management of significant waste-related impacts	105,112	12
2020	306-3 Waste generated	103,105,112	12
	306-4 Waste not destined for disposal	103,105,112	12
	306-5 Waste directed to disposal	103,105,112	12





	Content	Location	SDGs
GRI 308: Supplier environmental assessment	308-1 New suppliers screened using environmental criteria	66	12
GRI 401: Employment 2016	401-1 New employee hires and employee turnover	75	8
	403-1 Occupational health and safety management system 65, 66, 68 7	42,77,82,91	3,8
	403-2 Hazard identification, risk assessment, and incident investigation	91	3,8
	403-3 Occupational health services	82,91	3,8
	403-4 Worker participation, consultation, and communication on occupational health and safety	82,91	3,8
GRI 403: Occupational Health and Safety 2018	403-5 Worker training on occupational health and safety	87,91	3,8
,	403-6 Promotion of worker health	82,91	3,8
	403-7 Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	82,91	3,8
	403-8 Workers covered by an occupational health and safety management system	82,91	3,8
	403-9 Work-related injuries	91	8
	404-1 Average hours of training per year per employee	87	8,10
GRI 404: Training and Education 2016	404-2 Programs for upgrading employee skills and transition assistance programs	87	8,10
	404-3 Percentage of employees receiving regular performance and career development reviews	87	8,10





	Content	Location	SDGs
GRI 405: Diversity	405-1 Diversity of governance bodies and employees	14,15,79,81	5,8
and Equal Opportunity 2016	405-2 Ratio of basic salary and remuneration of women to men	75	5
GRI 406: Non- discrimination 2016	406-1 Incidents of discrimination and corrective actions taken	48,61	5
GRI 408: Child labor 2016	408-1 Operations and suppliers with significant risk for incidents of child labor	99	8
GRI 409: Forced or compulsory labor 2016	409-1 Operations and suppliers with significant risk for incidents of forced or compulsory labor	99	8
GRI 411: Rights of Indigenous peoples 2016	411-1 Incidents of violations involving the rights of Indigenous peoples	99	16
GRI 413: Local communities 2016	413-1 Operations with local community engagement, impact assessments, and development programs	19-34,95	11
GRI 414: Supplier social assessment 2016	414-1 New suppliers that were screened using social criteria	66	12
GRI 415: Public policy 2016	415-1 Political contributions	62	16
GRI 416: Customer health and safety 2016	416-1 Assessment of the health and safety impacts of product and service categories	66	12
	416-2 Incidents of non-compliance concerning the health and safety impacts of products and services	61	12
GRI 418: Customer privacy 2016	418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data	61,63	16



