

2024 SUSTAINABILITY REPORT



GRANDSIRENIS
RIVIERA MAYA RESORT & SPA
RIVIERA MAYA - MÉXICO ★★★★★



**SIRENIS
SOSTENIBLE**



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SIRENIS
SOSTENIBLE

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1. ABOUT GRAND SIRENIS RIVIERA MAYA RESORT & SPA

1.1. MESSAGE FROM THE CARIBBEAN REGIONAL DIRECTOR



Message from the Caribbean Regional Director

Sirenis is an international company with more than 30 years of experience in the tourism sector. We are committed to providing the best experience and satisfaction for our guests and stakeholders, and our vision is aligned with sustainability. Our strategy is grounded in three pillars: quality, the environment, and customer satisfaction.

At the Grand Sirenis Riviera Maya Resort & Spa (**GSRM-R&S**), our primary motivation is ensuring that our guests enjoy our destinations by caring for and conserving them. Therefore, we value the reefs, beaches, dunes, mangroves, jungles,

cenotes, flora, and fauna of the region through our actions. We also value our employees, communities, suppliers, and cultural and historical heritage. With 19 years of experience in operations and three years of reporting on sustainability issues, we understand the responsibility and opportunity that our model represents.

Sustainable experiences in tourist destinations

GSRM-R&S has been committed to sustainability since (our opening in) 2006. The company is distinguished by its commitment to sustainability, as evidenced by its alignment with the United Nations' Sustainable Development Goals (SDGs) and 2030 Agenda, prioritizing the initiatives disseminated through the Global Compact. Additionally, **GSRM-R&S** has continued to adhere to the UN Global Compact and the Global Initiative on Plastics in Tourism (UNWTO). We have also successfully integrated the Global Sustainable Tourism Criteria, as well as the best national and international sector practices, into our operations.

Our Sustainability Management System (SMS) aligns operations with the concept of regenerative tourism. In 2024, we recorded an average KPI performance of 96.55%. We will continue to focus on improving and fostering well-being for our stakeholders, as well as conserving

and regenerating the natural capital of our destinations. We achieved EarthCheck certification in the same year, which reaffirmed our commitment to providing sustainable experiences in tourist destinations.

We uphold the highest standards for our stakeholders.

We adhere to the highest standards, which is why we have maintained international recognition and certifications, such as: Great Place to Work, Global Compact, Blue Flag and 4 Diamonds. We are also members of ECPAT, which stands for "End Child Prostitution, Child Pornography, and the Trafficking of Children for Sexual Purposes."

Contributing to the development of increasingly prosperous communities.

Since its inception, **GSRM-R&S** has been conceptualized as a "sustainable tourism community or destination." Currently, after continuous collaborative efforts, it is distinguished by offering the best hotel facilities and services. At the same time, it contributes to generating decent employment opportunities for the inhabitants of the destinations where we operate. We take our responsibility to our 1,291-plus employees and local suppliers seriously. We focus on the social and economic benefits of our operations because we want to contribute to the growth of prosperous communities.

Thrilled about what lies ahead.

We will continue to implement our sustainability model, incorporating improvements in the areas of the environment, society, the economy, and governance. Through this report, we reaffirm our commitment to the destinations in which we operate. We are pleased to showcase our sustainability efforts and achievements from January 1 to December 31, 2024. I am grateful for the contributions of everyone who collaborated on its development, and I am looking forward to the challenges ahead.

Sincerely,

Antonio Riera Costa,
Regional Director for the Caribbean, Sirenis Group.

1.2. CORPORATE PHILOSOPHY



INTEGRITY



SUSTAINABILITY



EQUITY



SENSE OF
RESPONSIBILITY



COMMITMENT
TO SERVICE

VOCATION OF SERVICE

It is a virtue that characterizes who we are and what we do. We always strive to have the right attitude of service, performing all our activities in a proper manner, always enjoying what we do and conveying this to our internal and external customers. We constantly value commitment, dedication, and teamwork.



SENSE OF RESPONSIBILITY

Committing to what we do, regardless of the challenges, being proactive, responsible, and taking ownership of our roles to give our best.



SUSTAINABILITY

Promoting sustainability through joint actions with our stakeholders in a social context of shared value and in harmony with the natural environment.

INTEGRITY

Conducting ourselves with loyalty and humility, acting consistently, always leading by example. It means having the virtue of knowing that you are good at something and yet maintaining the same qualities that characterize you as a human being and as a company. At Sirenis, we clearly understand our strengths, weaknesses, and areas of opportunity, and we act with simplicity, lead by example, and are empathetic toward our internal and external customers.



EQUITY

Treating everyone equally and fairly, without favoritism, and adhering to justice in everything we do. We foster a harmonious environment where people can express themselves freely and feel secure in the way they do their work so that they can perform their duties properly. We are proud to listen to our people and make decisions together.



1.2.1. OUR COMMITMENT, MISSION, VISION AND VALUE PROPOSITION

OUR REASON FOR BEING

PURPOSE

Providing well-being and happiness while respecting the environment.

MISSION

To achieve the full guest satisfaction by exceeding their expectations, fostering the personal and professional development of our employees, and making a positive impact on our communities and our stakeholders.

VISION

To establish Grand Sirenis Riviera Maya Resort & Spa as a renowned international chain, profitable and a benchmark in sustainable tourism, promoting a culture that encourages creativity, teamwork, the development of its employees and that recognizes efforts to always exceed the expectations of our customers.

1.2.2 OUR VALUES

- **Integrity:** Conduct ourselves with loyalty and humility. Act in a congruent manner. Always lead by example. It means having the virtue of knowing you're good at something while maintaining the qualities that define you as a person and a company. At the Grand Sirenis Riviera Maya Resort & Spa, we know our strengths, weaknesses, and areas of opportunity. In light of this, we lead by example, acting with simplicity and empathy toward our internal and external clients.
- **Sense of responsibility:** We are committed to what we do. Regardless of the challenges, we are proactive and responsible, taking ownership of our roles to give our all.
- **Calling to Service:** It is a virtue that defines who we are and what we do. We strive to maintain an attitude of service and perform all our activities well. We enjoy what we do and share this attitude with our internal and external customers. Commitment, dedication, and teamwork are permanently valued by us.
- **Equity:** Provide equal and equitable treatment, free of favoritism, and adhere to justice in all our actions. We promote harmony so that people can express

themselves freely. We provide security in the way each person performs his or her job, allowing him or her to develop correctly in the process. We take pride in listening to our employees and making decisions together.

- **Sustainability:** Promote sustainability by taking joint action with our stakeholders in a social context of shared value, while maintaining harmony with the natural environment.

HOW DO WE CREATE VALUE FOR EACH STAKEHOLDER?



CLIENTS

- Quality services
- Natural luxury
- Shared value



TRAINED WORKERS

- To offer skill and expertise
- Personal and professional development
- Equal and equitable treatment



SHAREHOLDERS

- Return on their investment
- Risk control
- Interdisciplinary viewpoints for decision making



EXECUTIVES

- Personal growth and development
- Specials
- Financial compensation



SUPPLIERS

- To be a significant driver of economic growth
- Prestige
- Fostering a close relation



TOUR OPERATORS

- Maximizing profits
- Responsible and sustainable destination



AUTHORITIES

- Sustainable use of resources
- Compliance with legal obligations



CSOs

- Building resilient and sustainable societies
- Reducing negative social and environmental impact

1.3. HUMAN CAPITAL: ORGANIZATIONAL STRUCTURE AND MANAGEMENT INFORMATION

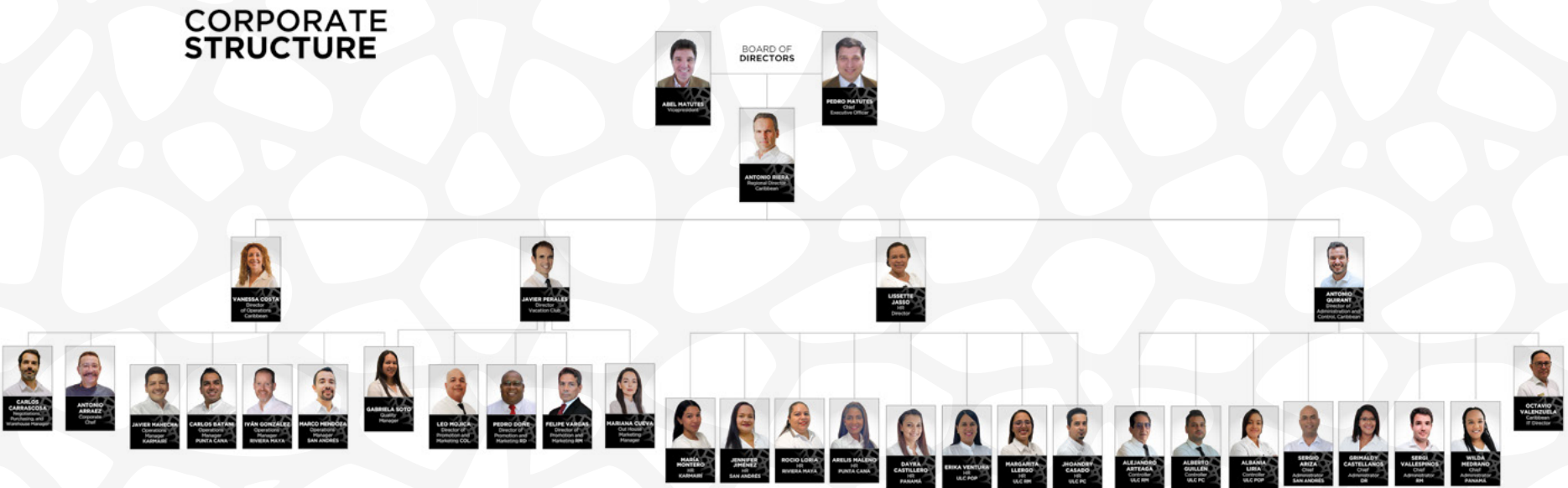
1.3.1. BOARD OF DIRECTORS

The Board of Directors is the essential strategic pillar that guides and oversees the Group's growth and development. This board is comprised of a diverse team of leaders with extensive experience in hotel management, finance, and international operations. They are committed to ensuring service excellence and sustainability in our practices. Thanks to the vision and leadership of our members and the support of our workers that make up our corporate structure, we continue to strengthen our success in the

hotel sector. This enables us to anticipate trends, optimize our resources, and uphold our commitment to maintaining high-quality standards and long-term customer satisfaction.

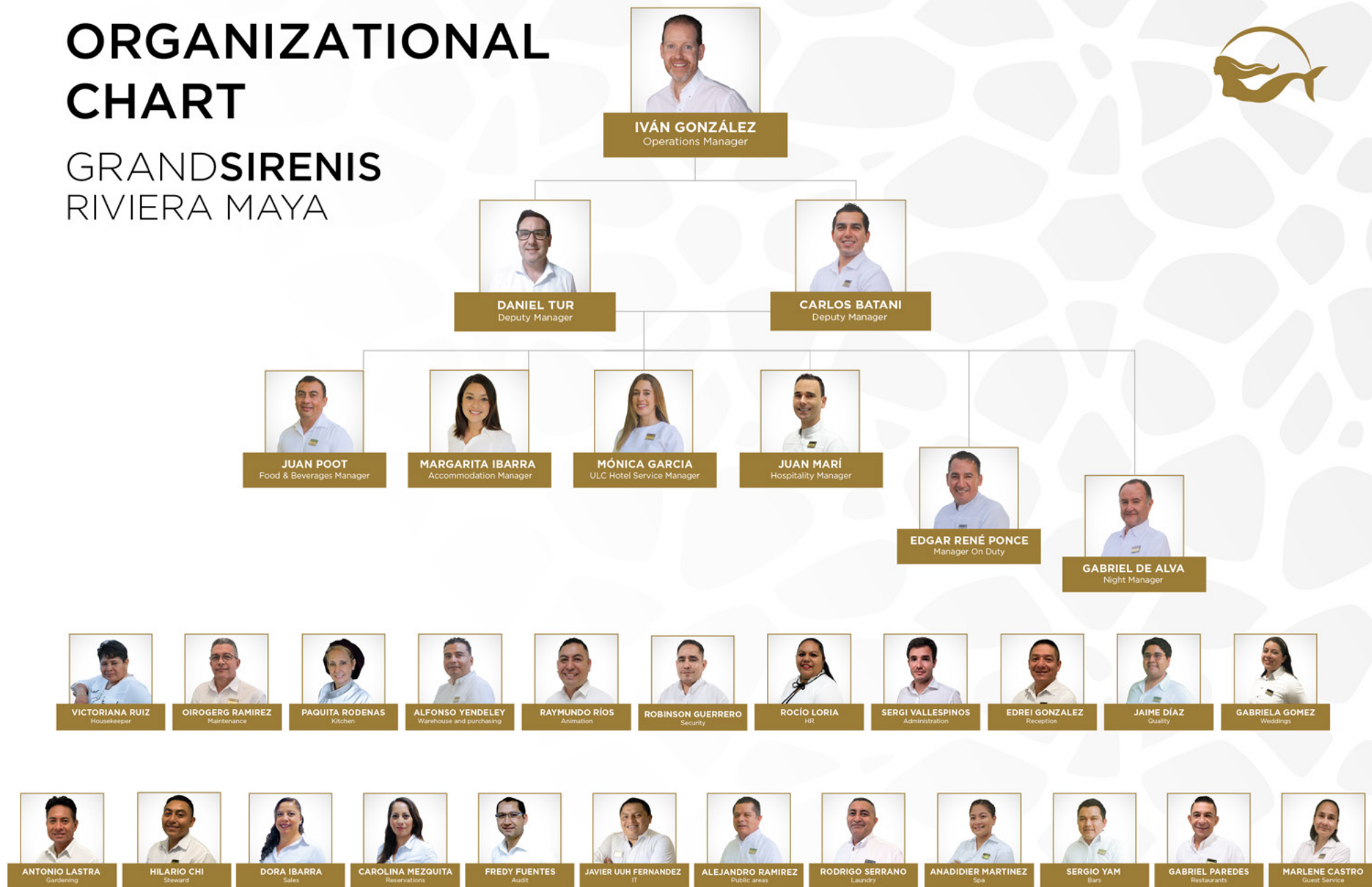
The Board of Directors' performance is evaluated by the owners at least once a year based on how it manages social, environmental, and economic issues. Additionally, the performance of directors, managers, supervisors, and collaborators is evaluated through assemblies at the same frequency.

The following figure illustrates the composition of the Board of Directors and its organizational structure:



ORGANIZATIONAL CHART

GRANDSIRENIS RIVIERA MAYA



1.3.2 DELEGATING AUTHORITY

Maintaining **GSRM-R&S** standards is an ongoing challenge. It requires ensuring quality, assessing guest behavior, optimizing destination profitability, and making quick, effective decisions to ensure optimal performance. Key decisions of relevance are managed within this framework as follows:

ACTIVITIES	PROPERTY	DGC	DOC	MANAGEMENT, CARIBBEAN	HR, CARIBBEAN	DIR, VACATION CLUB	MAINTENANCE, CARIBBEAN	REGIONAL DIR, VACATION CLUB	COMMERCIAL DIR	HOTEL DIR	FINANCIAL DIR
Budget authorization by destination											
Election of proxies at hotels under management											
Authorization of services and/or recurring work contracted to third parties within the established budgets.											
Rate fixing											
Leasing of premises and rendering of services (income).											
Hiring, salary changes and dismissal of personnel											
Loan authorizations											
Holidays											
Annual training plan											
Career and development plan											
Supplier selection											
Contracting specialized services											
Definition of ideal stocks											
Approval of the preventive maintenance plan											
Annual travel schedule and budget											



DECIDE



PROPOSE



INFORMED



CONSULTED

1.3.3. ETHICS, TRANSPARENCY AND RISK MANAGEMENT

Our organization is committed to complying with international standards of quality, ethics, and independence. In line with the Code of Ethics issued by the Board of Directors, we provide annual training on independence and integrity. This training ensures the dissemination of the key principles that govern our commitment to these regulations. We are supported by a cybersecurity company that specializes in protecting business continuity by preventing security breaches. They combine legal and technological approaches to protect data. Additionally, we use tools and programs that are designed to anticipate

potential independence- or conflict-of-interest-related risks. Our anti-corruption policy strengthens this commitment by establishing effective measures to prevent and combat bribery and corruption. The Code of Ethics applies to the entire organization and is supported by internal mechanisms that ensure any complaint is addressed. These are managed by the Ethics Committee and are available by email at: **denuncias.sirenis@sirenishotels.com**



Our purpose, mission, vision, and values



Our people and human rights



Relationship with clients



Relationship with shareholders



Relationship with suppliers



Relationship with the community



Anti-bribery



Gifts, hospitality, and other courtesies



Political contributions and activities



Financial controls and records



Confidential information and asset protection



Conflicts of interest and business opportunities



Relationship with authorities



Relationship with competitors



Relationship with tour operators



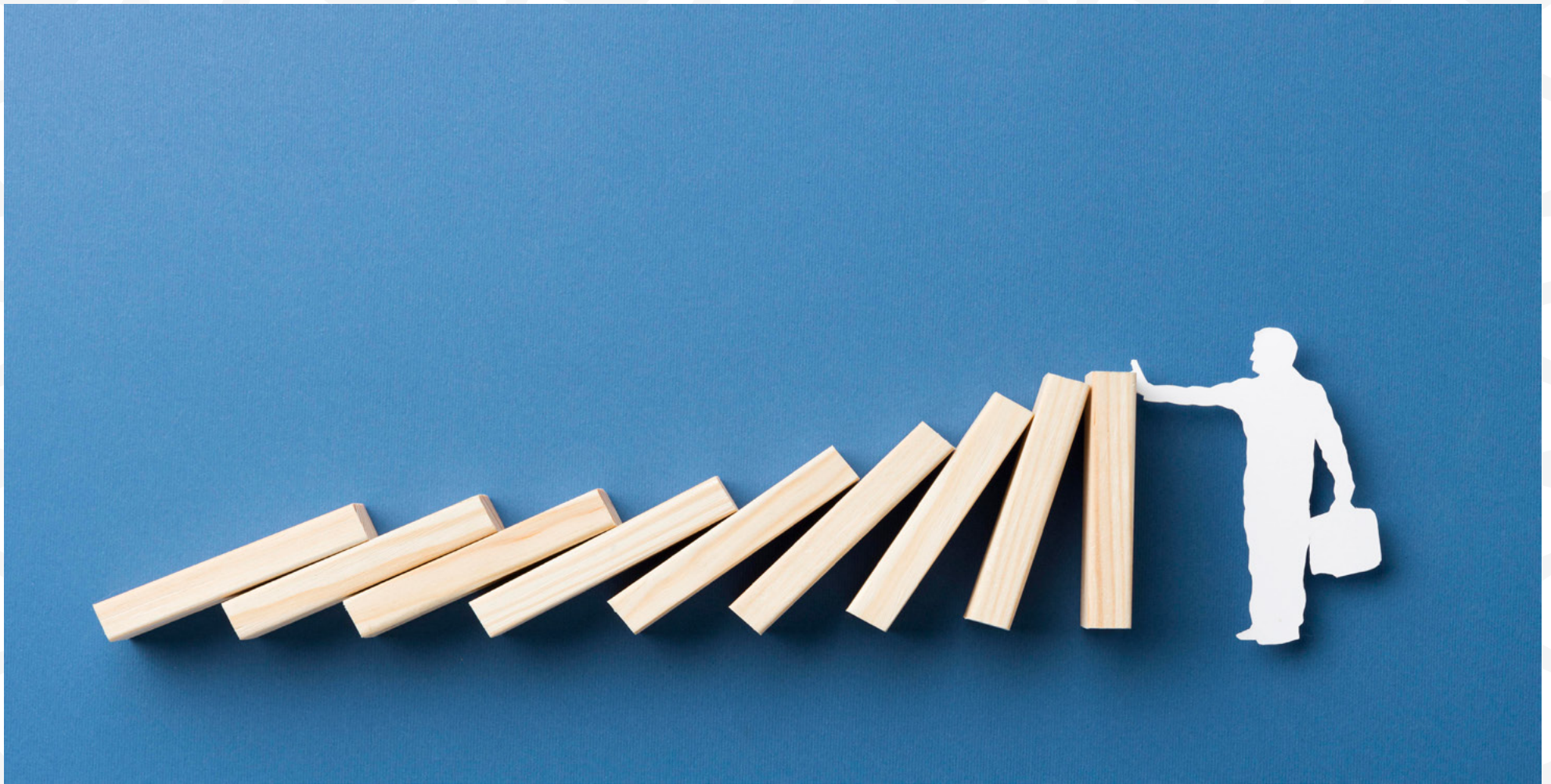
Relationship with stakeholders



Relationship with NGOs



Operation and activities



1.3.4. RISK MANAGEMENT

We have a Management System supported by corporate-scope policies, commitments, and responsibilities designed to prevent undesirable impacts that could compromise customer satisfaction or hinder continuous improvement. To this end, we conducted a SWOT analysis that allows us to identify both threats and opportunities in our operational and support procedures. To monitor and guarantee compliance with established objectives, we evaluate processes and develop a risk matrix. This matrix includes follow-up actions based on the frequency and impact of each identified risk. This ensures effective control and proactive management.



1.3.5. GSRM-R&S IN 2024

"Development opportunities are open to all, regardless of age or gender."

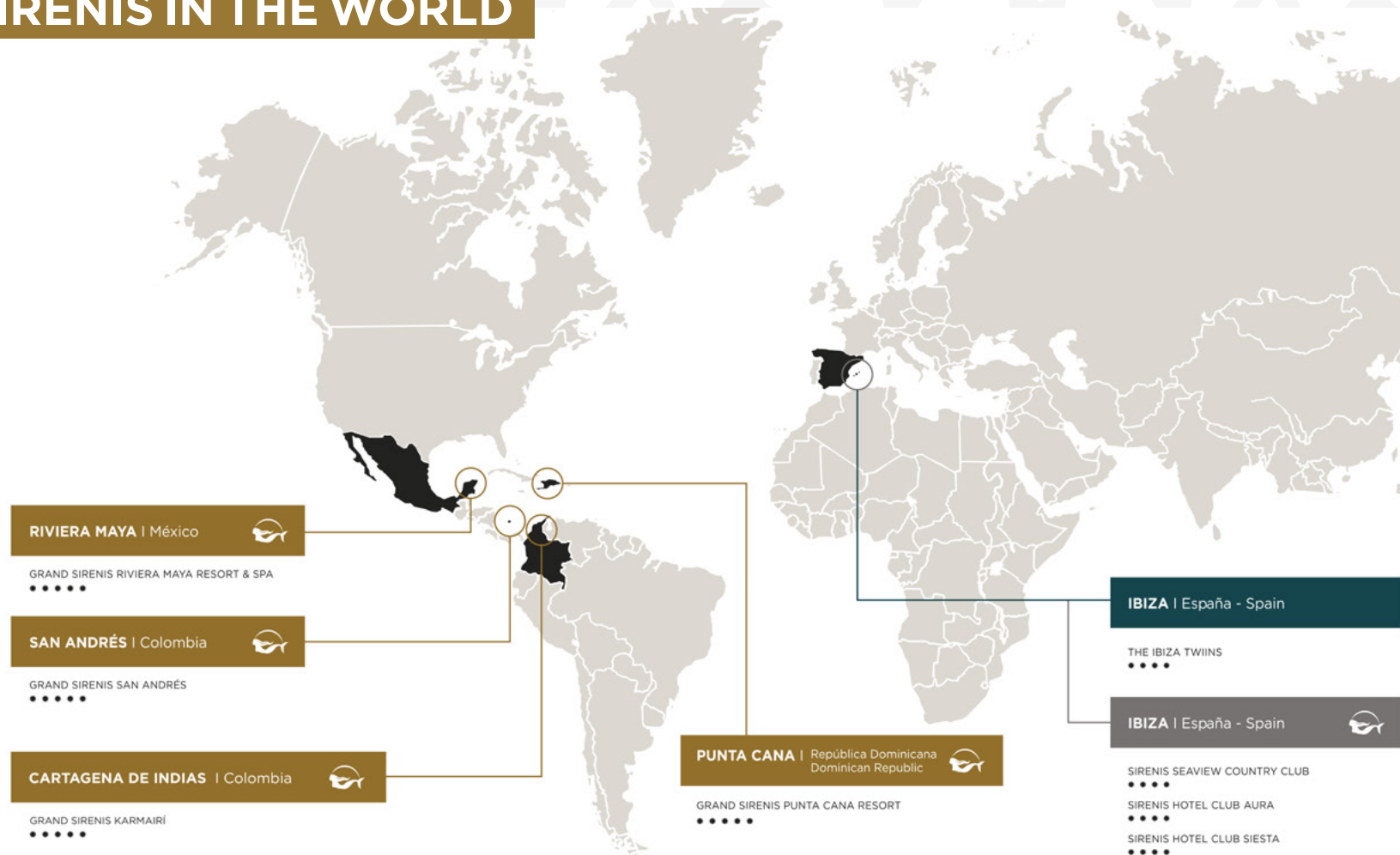
We are a company committed to the development and well-being of our employees and their families. Our organization is guided by principles and values that promote social responsibility, safety, health, and the professional and personal growth of all its members. At **GSRM-R&S**, all employees are valued and treated with respect, fairness, and dignity, without exception.

Our policies guarantee a work environment that is free from any form of discrimination based on race, gender, religion, nationality, social or economic status, age, disability, sexual orientation, or other personal

characteristics. Additionally, we strive to prevent and eliminate any form of abuse or human rights violation. For this reason, we have adopted an internal communication policy based on transparency and direct access. This policy promotes an "open door" approach, allowing employees to immediately express and resolve any concerns, negative situations, or discriminatory acts.

We are committed to building and maintaining an inclusive culture that attracts, develops, and supports a diverse and talented workforce. Fostering a harmonious, respectful and healthy work environment, both personally and professionally, is one of our priorities. We support the development of young talent by promoting a culture of independence and responsibility.

1.4. SIRENIS IN THE WORLD



1.4.1. SCOPE

The **Grand Sirenis Riviera Maya Resort & Spa** is a family-owned business that is constantly expanding. It has a strong presence in five countries: Dominican Republic, Mexico, Cuba, Colombia and Spain are the countries where we currently operate 10 hotels. We have maintained an unwavering commitment to sustainability for 28 years. In 2022, the Steering Group launched a sustainability-focused communication strategy, beginning with the **Grand Sirenis Riviera Maya Resort & Spa (GSRM-R&S)**, located in the Riviera Maya, Mexico.

This sustainability report focuses exclusively on **GSRM-R&S** and covers the period from January to December of 2024. It highlights our commitments in environmental, social, economic, and governance areas. It also addresses the challenges we have faced and presents our performance results in each area. We use it to provide our stakeholders with a comprehensive view of our identity, achievements, and path toward sustainable development.

1.4.2. SERVICES

At **Grand Sirenis Riviera Maya Resort & Spa** everything is included: food, sports, entertainment, and services. This resort is the perfect place to enjoy an unforgettable vacation with your significant other or family.



We have:

- ◉ 2 Activity pools
- ◉ 1 quiet pool
- ◉ 1 Separate children's pool at the Kids Club: The Sirenios Kids Club is a space for children between the ages of 4 and 12, where they can enjoy refreshing moments filled with smiles. Our specialized staff will attend to the children's needs at all times.
- ◉ 1 slow river
- ◉ Terrace with sunbeds and parasols
- ◉ 24-hour front desk
- ◉ Luggage room
- ◉ Concierge
- ◉ Bellboys
- ◉ ATM
- ◉ TV Room
- ◉ WiFi
- ◉ Laundry Room
- ◉ Parking Area
- ◉ Currency Exchange
- ◉ E-mail
- ◉ AK Nightclub
- ◉ Stores
- ◉ Minimarket
- ◉ 24h Medical Service
- ◉ Beach Club



- ◉ Gym (discs, barbells, dumbbells, benches, quadriceps and chest machines, pulleys, cardio and aerobic equipment, etc.)
- ◉ Ping-Pong
- ◉ Pool Tables
- ◉ Darts
- ◉ 2 Tennis Courts
- ◉ Beach volleyball
- ◉ Multi-sports Court
- ◉ Dance Lessons
- ◉ Miniclub
- ◉ Game Room
- ◉ Theater
- ◉ Professional Shows
- ◉ Nightly entertainment offered in Spanish, English and French
- ◉ Daytime entertainment offered in Spanish, English and French
- ◉ -FIT BISTRO: snack bar offering salads, sandwiches and fruit smoothies.

Aqua Excursions is a PADI Gold Palm 5-Star Dive Center that oversees activities at the center. The center is staffed by experienced professionals.

- ◉ Outdoor pool area with counter-current swimming, foot massages, waterfalls and goosenecks.
- ◉ Wet area with sauna, Turkish bath, baths with essential oils, pediluvium, sensory showers, and ice fountain.
- ◉ Outdoor hot tub.
- ◉ Temazcal Zone (Mayan-style steam bath).
- ◉ Several relaxation rooms with water beds and chromotherapy.
- ◉ Hairdresser and beauty salon.
- ◉ SPA: Single, double, and double deluxe massage rooms for couples. Services include sports massage, relaxing massage, aromatherapy massage, hot stone massage, Swedish massage, Thai massage, and deep tissue massage.
- ◉ Inspirations of well-being; the richness of the four elements offered by nature:

WATER

Relaxing sensory treatment with orchids with vitamins A, E and F

AIR

A detoxifying treatment based on lymphatic massage with a blend of grapeseed oil, lemon, sage, and tangerine



EARTH

A revitalizing treatment based on holistic massage with hazelnut extract oil.

FIRE

An energizing treatment with a cocoa and caffeine-based wrap.

◉ Beyond Flavors

Starting in December 2024, the Grand Sirenis Riviera Maya Resort & Spa will invite guests to rediscover the resort through unique experiences. These experiences will introduce guests to new flavors that bring us closer to other cultures and enrich our lives. Beyond Flavors combines eating, drinking, and living at each of our restaurants, buffets, and bars.



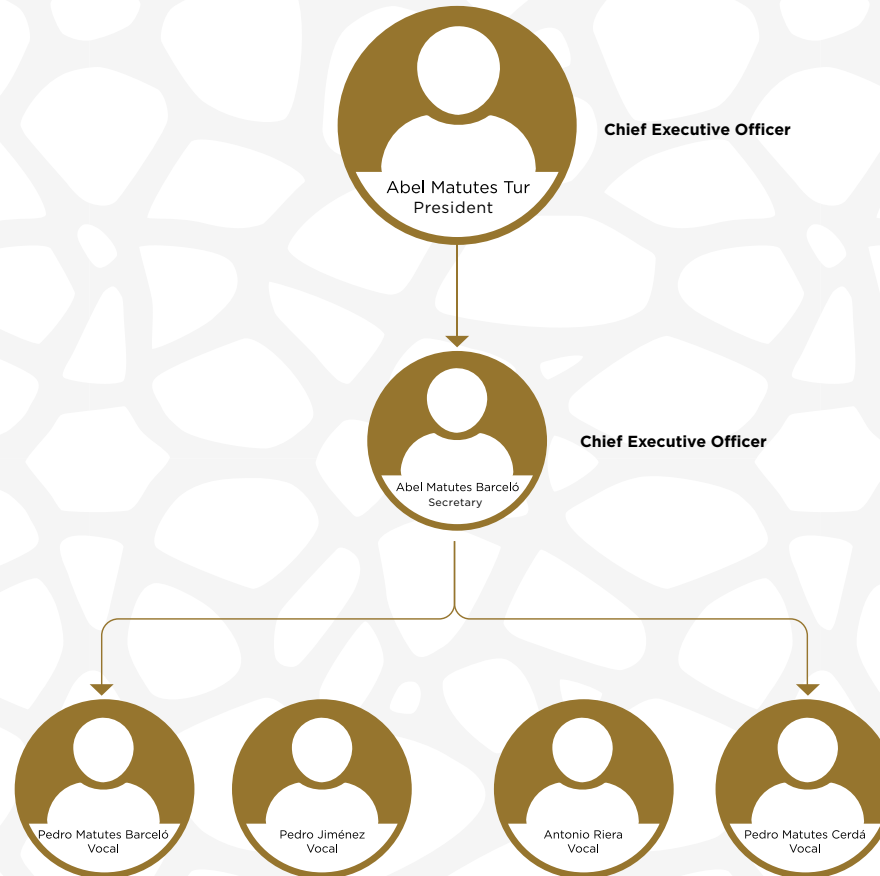
1.5. ABOUT GRAND SIRENIS RIVIERA MAYA RESORT & SPA



The Grand Sirenis Riviera Maya Resort & Spa (**GSRM-R&S**) is a residential resort complex located in Riviera Maya, Mexico, 96 kilometers from Cancún and 32 kilometers from Playa del Carmen. This resort stands out because of its unique architecture, which combines elements inspired by ancient Mayan constructions with a modern, minimalist design. The resort is surrounded by lush vegetation and natural gardens. It offers visitors the opportunity to connect with nature, explore biodiversity, and immerse themselves in the region's culture.

The **GSRM-R&S** has 940 rooms spread across two miles of pristine beachfront. One of its most emblematic features is the perfectly preserved, authentic Mayan ruins located in a heart-shaped inlet. This setting provides a unique and captivating environment. This complex offers a wide range of activities, products, and services that allow visitors to enjoy the region's nature and landscapes. This is all done under a sustainability approach that highlights a commitment to environmental conservation and promoting luxury in harmony with the natural and cultural environment.

1.6. OWNERSHIP AND LEGAL FORM



We are a publicly traded corporation with a solid Board of Directors in charge of ensuring excellence in every strategic decision. The owner family selects the president, secretary, and four members of this board. As the guardians of management efficiency, the executive directors assume responsibility for leading the group with vision and commitment. Its work includes monitoring risk, managing economic, social, and environmental impacts, and communicating critical concerns.

The director of operations leads day-to-day operations at **Grand Sirenis Riviera Maya Resort & Spa**. He works closely with the food, beverage, and

lodging managers. This leadership is complemented by an exceptional team of managers overseeing key areas such as rooms, maintenance, the kitchen, the warehouse and purchasing, entertainment, security, human resources, administration, the spa, the reception area, and quality control. Thanks to the work of specialized teams in gardening, housekeeping, weddings, sales, reservations, auditing, systems, public areas, laundry, customer service, and bars and restaurants, every detail is carefully taken care of. Together, we will create a destination where excellence and sustainability are reflected in every detail, establishing GSRM-R&S as a benchmark in the hospitality industry.

1.7. CONFLICTS OF INTEREST AND GOVERNMENT ASSISTANCE RECEIVED



Conflict of interest

Senior management has implemented a robust conflict of interest and business opportunity management policy, which is set forth in our Code of Ethics. They emphasize that "everyone who works at **GSRM-R&S** has an obligation to act transparently and ethically, always upholding the company's interests." To prevent potential conflicts of interest and facilitate resolution of any situation that may arise, all team members must disclose any financial or non-financial interests that could affect their performance or decision-making within the organization. This policy is essential for maintaining the integrity of our operations and reaffirming our team's dedication to the company's core values.

Financial assistance received from the government.

At **GSRM-R&S**, we respect our personnel's right to participate in political activities, either individually or through committees and entities associated with our company, provided that these activities comply with current legislation. We support and value this personal right as long as it does not interfere with fulfilling work responsibilities. Please note that these facilities are not intended for political purposes. The company does not accept or make contributions of this nature. Our priority is to maintain integrity and focus on our business responsibilities.

2. SUSTAINABILITY



SIRENIS SOSTENIBLE

For the **Sirenis Group** and particularly for **GSRM-R&S**, sustainability is more than just a commitment, it's a priority that guides every action and decision. Our responsibility extends beyond the conscious use of the destination's natural and social resources. We are committed to managing the socio-environmental impacts of our operations in the region in a comprehensive manner.

We are committed to creating genuine value for all stakeholders in our supply chain. At **GSRM-R&S**, sustainability is more than just a principle, it's a great responsibility. Our goal is to ensure that the Riviera Maya's natural, social, and cultural resources are available for future generations. To achieve this, we promote our own initiatives and collaborate with existing ones to neutralize environmental impacts and transition to a regenerative and inclusive tourism model.

2.1. OUR COMMITMENT TO SUSTAINABLE DEVELOPMENT THROUGH OUR SUSTAINABLE SIRENIS BRAND



SIRENIS SOSTENIBLE

"Sirenis Sustainable is our commitment to being a responsible tourism business that understands and responds to sustainability-related ambitions and concerns."

In 2024, one of **GSRM-R&S's** priorities, was to consolidate and strengthen our internal brand "*Sustainable Sirenis*". This emblem reflects our mission, vision, sustainability policy and core values. This brand has become our central priority, guiding all our operations and strategies and aligning our tourism business model with responsible principles. "*Sirenis Sustainable*" is more than just an identity; it's a roadmap for a better future. It drives positive change and innovation through every action.

The launch of "*Sustainable Sirenis*" reaffirms our commitment to sustainability. It serves as a key tool for standardizing and promoting sustainable practices within the hotel's daily operations. It also promotes the education and engagement of our employees, customers, and suppliers. This ensures that we maintain high standards of social and environmental responsibility while strengthening and differentiating our brand in a competitive marketplace.

One outstanding achievement in 2024 was achieving 96.55% compliance with the *Sustainable Action Plan* (SAP), which included 58 specific actions in crucial areas such as business, the environment, society,



and the economy. This development highlights **GSRM-R&S's** ongoing dedication to corporate sustainability and its promotion of best practices that address the primary concerns of our stakeholders.


















Additionally, we have the "*Strategy for the Sustainable Development and Management of the Tourist Destination GSRM-R&S*", which incorporates environmental commitments made with the Ministry of Environment and Natural Resources (SEMARNAT). This strategy complies with regulations and goes further by improving operational efficiency, managing risks, and ensuring compliance with corporate objectives related to socio-environmental issues.















Through the effective implementation of the Sustainable Management System (SMS), **GSRM-R&S** can accurately monitor and evaluate the impact of its sustainable practices. This aligns the company with the best strategies in the tourism sector. This approach aligns with the highest international and national sustainability standards, including the Global Sustainable Tourism Criteria (GSTC), Sustainable Development Goals (SDGs), and Nature-Based Solutions (NBS). It's a firm step towards more responsible and transformative tourism!

2.1.1. OUR SUSTAINABLE MANAGEMENT MODEL

Our Sustainable Management Model, **GSRM-R&S**, was developed with a structure of axes, programs, and subprograms that focus on specific areas.

This system is divided into four main categories that cover the dimensions of sustainable development: Business, Environmental, Sociocultural, and Economic, which are guided by the following commitments and principles of conduct:

PRIORITY	COMMITMENTS AND PRINCIPLES OF CONDUCT	SPECIFIC TOPICS	SDGS BY PRIORITY AND THEME
Business Priority	To generate strategies and instruments that align with our corporate identity, strengthening the business in an increasingly sustainable way. We aim to influence the improvement of our collaborators' quality of life by offering products and services that meet the highest market standards and ensure customer satisfaction.	 Governance <ul style="list-style-type: none">- Corporate Identity- Legal Compliance- Communication- Circular Economy	<div></div> <div></div>
		 Quality Management <ul style="list-style-type: none">- Visitor Health and Safety- Customer Satisfaction	<div></div>
		 Quality of Work Life <ul style="list-style-type: none">- Training and Education- Work-Life Balance- Health and Safety	<div></div> <div></div> <div></div>

PRIORITY	COMMITMENTS AND PRINCIPLES OF CONDUCT	SPECIFIC TOPICS	SDGS BY PRIORITY AND THEME
Environmental Priority	We set the framework for our commitment to a healthy environment based on the impact caused by our activities by developing strategies to minimize consumption, ensure proper management and handling of ecosystems, implement nature-based solutions, and sustainable development initiatives.	Water <ul style="list-style-type: none"> - Water availability - Water consumption and uses - Treatment and disposal of wastewater 	 
		Energy <ul style="list-style-type: none"> - Use and Consumption of Energy - Energy Efficiency 	 
		Waste <ul style="list-style-type: none"> - Liquid and sanitary waste - Urban Solid and Special Management Waste Management - Hazardous Waste 	   
		Land use <ul style="list-style-type: none"> - Maintenance of Green Areas - Management of special areas - Responsible land use 	  
		Sustainability Dissemination <ul style="list-style-type: none"> - Environmental image and signage - Sustainability Training 	  

PRIORITY	COMMITMENTS AND PRINCIPLES OF CONDUCT	SPECIFIC TOPICS	SDGS BY PRIORITY AND THEME
Sociocultural Priority	We contribute to local development and to the responsible conservation and enjoyment of the cultural and archaeological heritage of the region, through the implementation of actions and projects of shared value that contribute to the socioeconomic development of its environment.	Local Development <ul style="list-style-type: none"> - Commitment to the Community - Volunteering and Engagement - Local Consumption Cultural Heritage <ul style="list-style-type: none"> - Protection of Cultural Heritage. - Cultural Promotion 	 
Economic Priority	We implement measures and practices that generate inclusive and sustained economic growth for the local community, creating decent jobs and sustainable purchases through shared value partnerships.	Sustainable Economy <ul style="list-style-type: none"> - Employment - Sustainable Procurement - Community Support and Investments 	   

2.1.2. MATERIALITY ANALYSIS

It is a process through which an organization identifies, evaluates, and prioritizes the most relevant issues related to its economic, environmental, and social impacts. Through this analysis, **GSRM-R&S** determined the key aspects for its stakeholders. These aspects serve as the basis for measuring the organization's performance. This process facilitates identifying and managing risks and opportunities. It guides long-term corporate strategies and promotes more effective, strategic sustainability management.

The first **GSRM-R&S** materiality exercise was carried out as part of the sustainability strategy. It aimed to identify and define stakeholders, as well as recognize their current impacts, both positive and negative. We place great importance on our relationships with our stakeholders, those who can influence or be affected by our activities. We strive to meet their expectations and needs while managing their perception of our organization.

For further information, please contact us at the following e-mail address: **gsoto@sirenishotels.com**

2.1.3. MATERIAL TOPICS FOR GSRM-R&S,

Our material topics are as follows:

- Customer health and safety
- Economic performance
- Customer privacy
- Customer satisfaction
- Discharges and waste
- Market presence
- Employment
- Water
- Sargassum
- Energy
- Company-worker relationship
- Regulatory compliance
- No Discrimination
- Pay for performance
- Occupational Health and Safety
- Safety practices
- Performance Evaluation
- Local Community
- Diversity and equal opportunity



In 2022, we conducted our first materiality analysis according to the Global Reporting Initiative (GRI) methodology. This analysis included relevant information on environmental and social issues, but not economic priorities. In order to prevent damage to health and the environment from our operations, the organization has specific health and safety procedures and contingency plans, which are part of the application of the precautionary principle.

If you have any questions about our materiality analysis, please email us at: **gsoto@sirenishotels.com**.

2.1.4. COVERAGE OF THE IMPACT OF RELEVANT ASPECTS

The **GSRM-R&S** materiality analysis is aligned with our vision, principles, strategy, and business impact. This allowed us to identify a total of 46 key aspects organized into the following categories: Economic, Talent Attraction and Retention, Environment, Labor Standards, Corporate Governance - Human Rights, Society - Anti-Corruption, Product Responsibility and others.

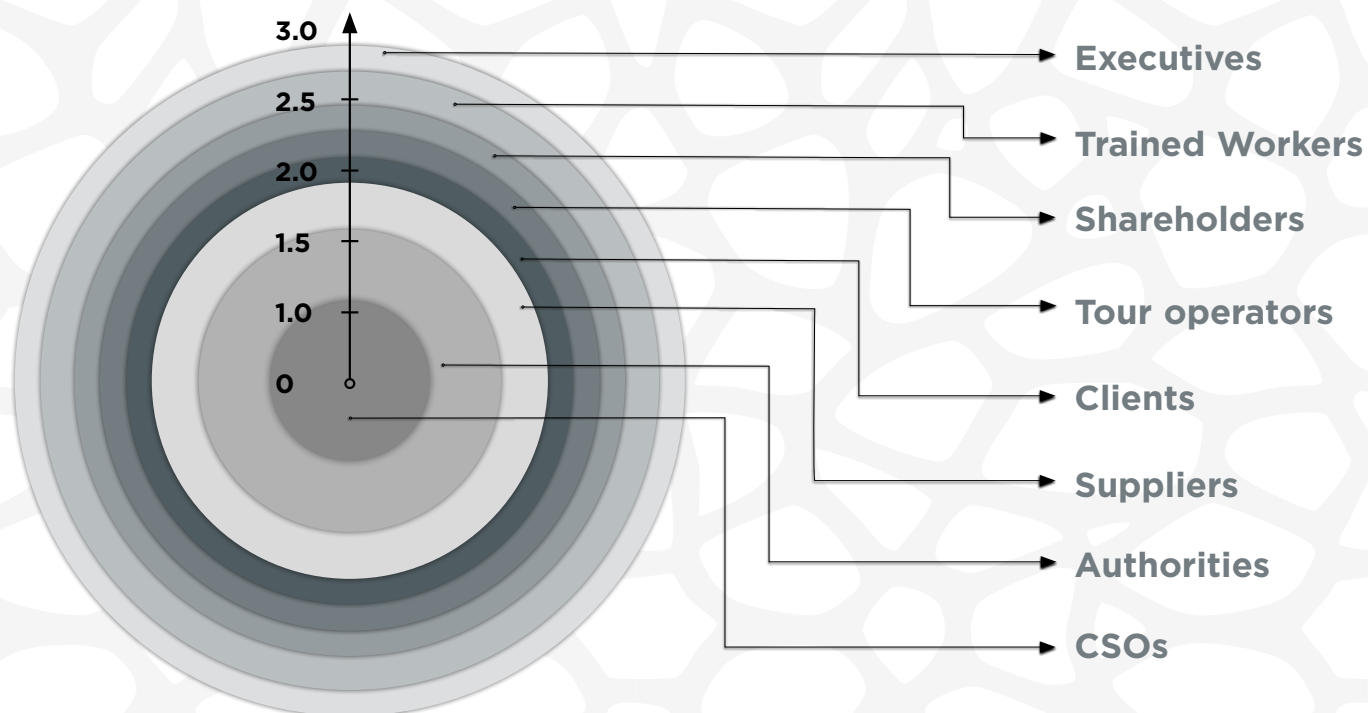
Of the 46 aspects, four were classified as Very High Priority, and 16 were classified as High Priority. Eleven aspects were considered Medium priority, eight were considered Low priority, and seven were considered Very Low priority. Accordingly, the 20 essential aspects with Very High and High priority are the aspects that are truly relevant to the company's sustainability. Additionally, the analysis revealed that these aspects have an impact both inside and outside the company in 80% of cases. Meanwhile, 15% affect only internal factors, and 5% occur exclusively outside the company.

2.2. STAKEHOLDERS

In 2022, we conducted a stakeholder prioritization exercise that transformed the way we manage relationships and make decisions, promoting greater alignment between our key stakeholders' objectives and interests. We concentrate our resources and efforts on those that have the greatest potential to influence the company's success by identifying and classifying them according to their impact and relevance. This approach enabled more efficient resource allocation, optimized communication, and strengthened key relationships, ensuring the needs and expectations of key groups were addressed more effectively.

Prioritization facilitated the anticipation of risks and opportunities by providing a clear vision of the areas on which the company should focus to mitigate potential conflicts and enhance collaboration. The results of the prioritization exercise in **GSRM-R&S** revealed that shareholders, managers, and employees are the stakeholders with the highest priority, while customers, suppliers, and tour operators are at a medium level of priority. The lowest priority group corresponds to authorities and civil society organizations (CSOs).

Prioritization of stakeholders Sirenis Riviera Maya



A materiality analysis was performed in the same year to ensure adequate monitoring of the results of the stakeholder prioritization. This analysis efficiently prioritized resources by identifying the most relevant aspects for **GSRM-R&S**. It improved decision-making, facilitated risk management, and ensured regulatory compliance and transparency in sustainability reporting.

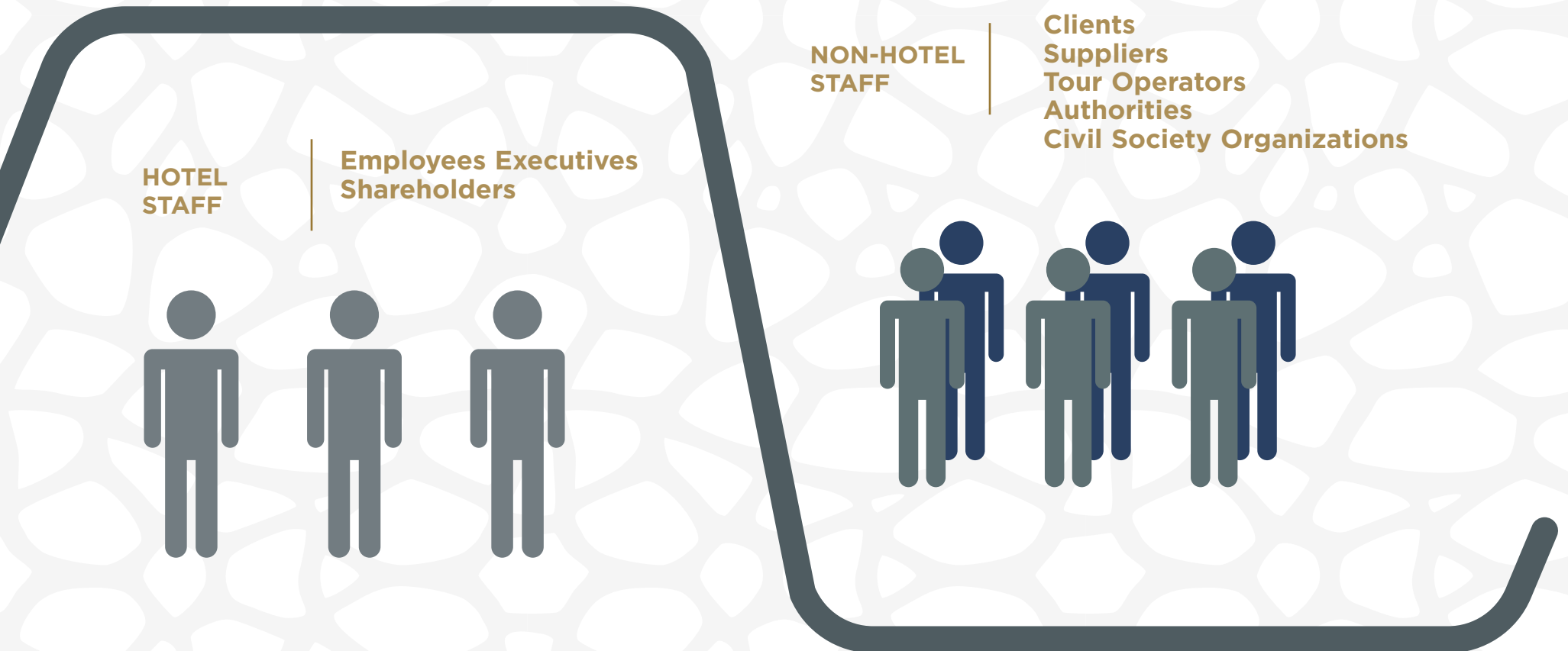
The materiality analysis has become the basis for establishing **GSRM-R&S**'s sustainability principles, providing us with more effective and sustainable corporate governance that benefits our company and stakeholders. Identifying material themes has been key because these aspects significantly impact stakeholder assessments and decisions.

2.2.1. OUR COMMITMENT TO STAKEHOLDERS

Strong stakeholder engagement is essential for the success and sustainability of any organization. Understanding and addressing the concerns and expectations of our stakeholders is essential because they are part of our identity and have a significant impact on our company's performance.

At **GSRM-R&S**, we are committed to having a positive impact on the community and business environment. We firmly believe that, through this commitment and the creation of value through our services, we will continue to contribute to long-term sustainability, promote responsible practices and strengthen mutual trust and collaboration, while aligning our operations with the values and objectives of our stakeholders.

2.2.2. OUR STAKEHOLDERS



2.3. COMMITMENTS AND AMBITIONS

For **GSRM-R&S**, corporate governance is key to the consolidation of our sustainability practices. Accordingly, the business focus of our sustainability report highlights our ongoing commitment to ethical, transparent and effective management, which guides our operations and promotes responsible practices that benefit our guests, employees, local communities, the environment and other stakeholders within our socio-environmental setting.

2.3.1. GLOBAL COMMITMENTS

Making global commitments helps us to focus our efforts and ensure that our operations meet the highest quality standards. We are proud to have been able to continue with the following certifications and adherence:

1



ISO 9001

As the most recognized quality management standard worldwide, this certification helps us as an organization to improve our performance in a comprehensive manner and to meet the expectations of our customers and workers.

2



Great Place To Work

Our company's organizational culture is focused on providing our employees with the best possible work experience, recognizing the value of their contributions and providing a safe and close space for their professional development. We were awarded the Great Place to Work certification once again this year.

3



Global Compact

We are committed to maintaining a management system that contributes to achieving the Sustainable Development Goals. This is why we remain signatories of the Global Compact.

Our comprehensive approach to governance is supported by committed leadership and a clear and thorough accountability system, which ensures that our Resort continues to grow in a sustainable manner, maintaining high ethical and operational standards while facing the challenges and opportunities of the industry.

4



The Global Code of Ethics for Tourism

(GCET) is core to our corporate governance and sustainability strategy. Through our adherence, we seek to generate benefits for local communities and mitigate our environmental and social impacts.

5



The code.org

GSRM-R&S is committed to being a safe space for everyone. It is necessary to put an end to the sexual exploitation of children and adolescents linked to the hospitality and tourism industry. For this reason, we are members of "The code.org".

6



Earth Hour, promoted by the World

Wildlife Fund (WWF), allows us to show our support for urgent climate change mitigation and adaptation measures. In 2024, **GSRM-R&S** joined Earth Hour by reducing electricity usage for one hour on March 23rd. We also offer related activities, lectures, and workshops.

7



Blue Flag

It is considered "the leading Civil Society Organization in the implementation of actions focused on mitigating the environmental impact of tourism operations." This certification is achieved by obtaining a score of 90% or more during the evaluation of the badge criteria. In 2023, we began the process of obtaining this certification. In 2024, we continued our efforts and commitment to the Blue Flag certification, reaffirming our actions to mitigate the environmental impact of our operations.



8



4 Diamonds

For another year, the AAA (American Automobile Association) has ranked us as a four-diamond hotel in recognition of our exceptional level of service and hospitality.



9



EarthCheck

It is the world leader in certification, consulting and advice for sustainable tourism destinations and organizations. This certification is granted based on an evaluation of an organization's performance in areas such as commitment to the local community, water management, energy consumption, waste management, paper consumption, pesticide use, cleaning and hygiene product use, and implementation of a sustainable development policy. In 2024, GSRMR&S achieved the Bronze level.

10



RCI Green Awards Platinum Award

RCI is the world leader in vacation exchanges. They have around 4,500 affiliated resorts spanning over 100 countries. They also have the "RCI Green Awards," which recognize affiliated resorts that stand out for their active participation in sustainable practices. This award has been given out for the last 12 years, until 2022. It was only given out in North America until 2023, when the invitation was extended to all affiliated developments globally. The winners are evaluated and selected by GreenCircle Certified, an external company that specializes in sustainability certifications. We are proud to announce that the Grand Sirenis Riviera Maya Resort & Spa has received a platinum award for its sustainable initiatives!



2.4. SUSTAINABILITY ORGANIZATIONAL STRUCTURE

2.4.1. INTERNAL SUSTAINABILITY COMMITTEE AND TECHNICAL ADVISORY COMMITTEE.

Having a planning and management structure in place is essential for implementing and operating the Sustainable Management System (SMS) and the Sustainable Action Plan (SAP). In this regard, **GSRM-R&S** established an Internal Sustainability Committee (ISC). The ISC is composed of a proactive and participative work team and has the support of Senior Management. The ISC was incorporated in September 2021. It operates under the direction of its CEO. It consists of a sustainability manager and a group of leaders representing each of **GSRM-R&S**'s strategic areas, such as destination planning, operations, and management.

The sustainability officer leading the committee has the following main objectives:

- 1** Determine the most appropriate composition of the Committee.
- 2** Periodically develop the SAP and update the SMS.
- 3** Coordinate and supervise the development of programs and actions proposed in the SMS.
- 4** Evaluate the destination's environmental performance on a quarterly basis.
- 5** Establish and submit the Sustainability Report annually to Senior Management. This report should detail the progress of the SMS and be disseminated to stakeholders.

The Technical Advisory Committee (TAC) operates at the same level as the ISC. TAC members are experts from outside the resort who provide the ISC with technical and scientific support. This committee provides the necessary guidance to ensure that the ISC's sustainability initiatives are effective, innovative, and aligned with industry best practices and standards. This helps the Resort remain at the forefront of the latest scientific methods.

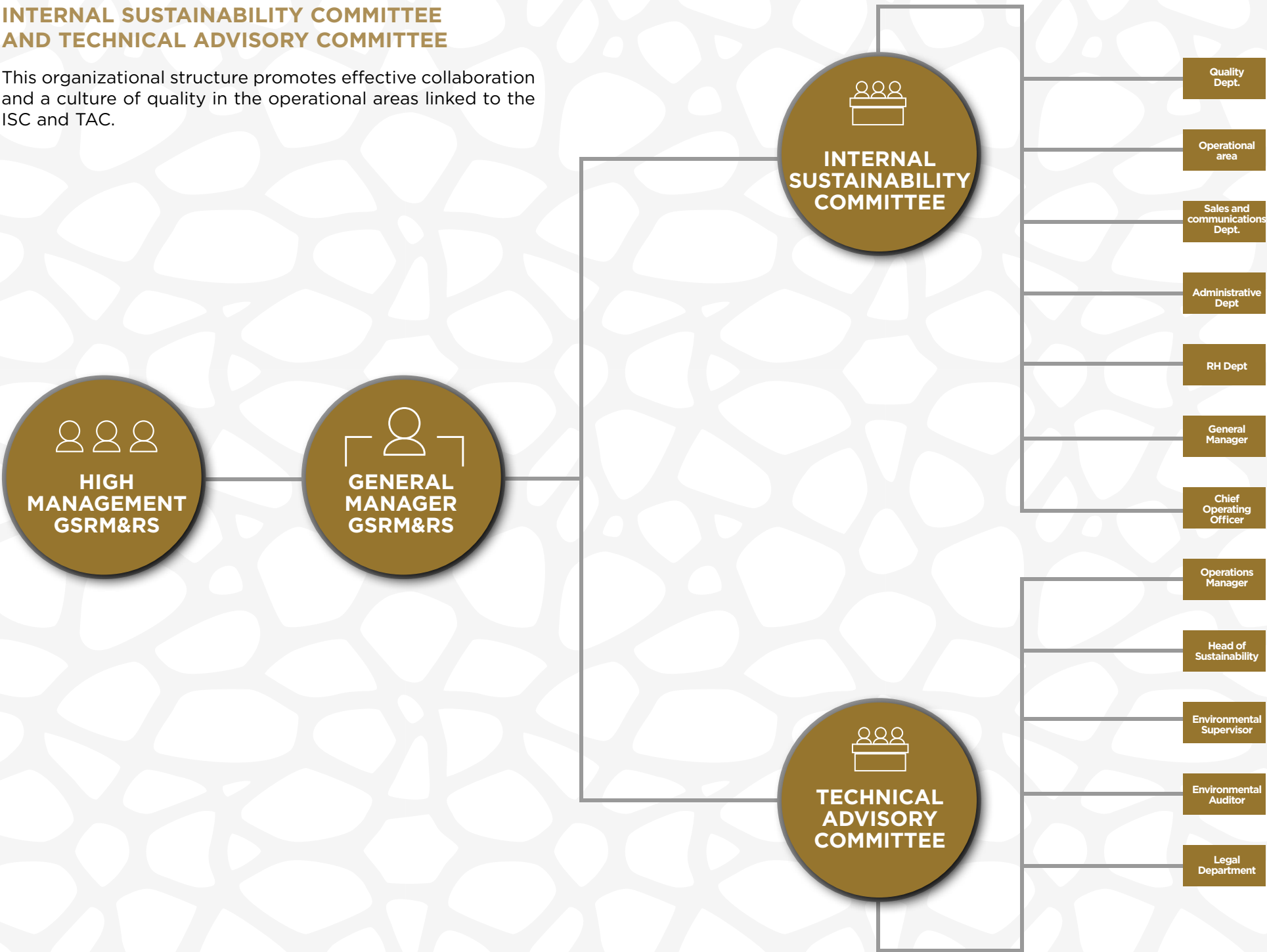
The main roles of the TAC are:

- 1** To support ISC activities.
- 2** To collaborate on the coordination in the ISC and technical oversight of SMS programs.
- 3** To assist the ISC and in the development and oversight of the SAP.
- 4** To prepare monthly SMS and SAP monitoring reports.
- 5** To conduct environmental monitoring studies required by SEMARNAT.
- 6** To develop and coordinate the Environmental Programs requested by SEMARNAT.
- 7** To prepare the Environmental Terms and Conditions Compliance Reports (ETC&CR) required by the authority and submit them in a timely manner for evaluation.
- 8** To periodically audit the level of compliance with environmental obligations.
- 9** To monitor the environmental quality of the destination, proposing and implementing mitigation or compensation measures for unforeseen environmental impacts, if necessary.
- 10** To propose value-adding projects to the ISC to evaluate their implementation.
- 11** To support the ISC in the management of agreements with stakeholders, as well as accessions with international organizations in sustainability matters.
- 12** To provide technical support in legal issues related to the environmental field.

This organizational structure promotes effective collaboration and a culture of quality in the operational areas linked to the ISC and TAC.

**INTERNAL SUSTAINABILITY COMMITTEE
AND TECHNICAL ADVISORY COMMITTEE**

This organizational structure promotes effective collaboration and a culture of quality in the operational areas linked to the ISC and TAC.





2.4.2. SUSTAINABILITY POLICY

The **GSRM-R&S** commitment framework establishes sustainable development and corporate social responsibility by creating social, economic, and environmental value. This ensures that all our business activities address the social, environmental, and economic needs of our stakeholders. This creates a competitive advantage for our business and promotes sustainability values. It also supports the achievement of the SDGs, the Global Sustainable Tourism Criteria, and international best practices.

Our Sustainability Policy demonstrates our commitment to sustainable development. We contribute to environmental protection and social welfare by generating value. It also provides concrete advantages in terms of attracting customers and satisfying employees. Implementing and continually updating our sustainability policy is a strategic investment that can generate positive, long-term returns for the resort.

Our policy is committed to complying with the applicable legal framework. It is based on the following principles and commitments:

PRINCIPLES AND COMMITMENTS OF CONDUCT

BUSINESS PRIORITY

- ◉ To implement strategies, principles, policies, actions, and projects within a sustainability framework that guides our actions and the application of instruments that improve the main processes and change the organizational culture.
- ◉ To involve our stakeholders in the implementation and dissemination of sustainable practices.
- ◉ To be accountable to stakeholders for the organization's performance by communicating the sustainability program.
- ◉ To avoid accidents and minimize risks to strengthen occupational health and safety
- ◉ To enrich attitudes and skills of human capital through the training and talent development program, considering environmental, social, cultural, economic, quality, discrimination, health, safety, anti-corruption and sustainability management aspects.
- ◉ To improve the work-life balance of our employees.
- ◉ To provide a service with the highest standards to achieve our guests' satisfaction and exceed their expectations.
- ◉ To maximize the creation of sustainable value for the different stakeholders.
- ◉ To prevent and mitigate the potential negative impact derived from our activity.

PRIORITY - ENVIRONMENTAL

- ◉ Reducing water and energy use in our operations by implementing strategies to minimize consumption and emissions to the atmosphere.
- ◉ Reducing the generation and disposal of single-use plastics and promote recycling of solid, liquid and hazardous waste.
- ◉ Conservation of ecosystems and ecological processes of natural capital.
- ◉ To achieve the proper management of the current ecosystems and natural resources requires collaboration to implement actions that ensure the conservation and improvement of environmental goods and services.
- ◉ Implementing nature-based solutions and applying sustainability best practices
- ◉ To link the values and principles of the **Grand Sirenis Riviera Maya Resort & Spa** with sustainable development by raising awareness and conducting training and communication campaigns.
- ◉ To promote its own initiatives and those of its stakeholders to achieve the Sustainable Development Goals and the Global Sustainable Tourism Criteria.

SOCIOCULTURAL PRIORITY

- ◉ To raise the quality of life and improve the well-being of local communities through the implementation of social projects that promote equal opportunities, the participation of collaborators and the promotion of local products from small producers linked to the tourism production chain in the community.
- ◉ To design and coordinate strategies that contribute to safeguarding the Cultural Heritage of the area of influence of the **Grand Sirenis Riviera Maya Resort & Spa** through the dissemination of informative materials on the region's history, culture, gastronomy, traditions, behavior, and creative activities.

ECONOMIC PRIORITY

- ◉ To implement measures and practices that generate inclusive and sustained economic growth for the **Grand Sirenis Riviera Maya Resort & Spa** and the local community, and the creation of decent jobs, as well as sustainable purchasing.
- ◉ To establish and promote sustainable alliances to implement shared value projects.

2.5 BUSINESS PRIORITY



Corporate governance is the backbone that propels **GSRM-R&S** toward excellence. It ensures that we always act with the highest standards of ethics, transparency, and accountability. Our commitment is clear. We are dedicated to maintaining a governance structure that ensures the company's sustainable growth and aligns our strategies with the interests of our shareholders, employees, customers, and communities.

Our corporate governance structure consists of the Board of Directors, the **GSRM-R&S** Operating Team, and our employees. To always be at the forefront of the tourism sector, we promote the continuous training of

all team members. We provide them with access to training programs and enriching exchanges with national and international experts in environmental, sociocultural, and economic fields. We strive to make every decision with an increasingly sustainable impact! In this section, we detail the commitments acquired from the company priority in 2024, with the objective of strengthening the trust of our stakeholders.

GOAL 2024	PERFORMANCE
To have a complete risk map.	<p>ACHIEVED.</p> <p>The objective is to establish control and sanction procedures for potential corrupt practices by creating a Risk Map. The safety manager prepared the risk map. In addition, we have an updated anti-corruption policy and procedures in case a criminal act is committed.</p>
To submit the second Progress Report to the Global Compact.	<p>ACHIEVED.</p> <p>In July 2024, we submitted the Communication on Progress Report as a follow-up to our commitment to the Ten Principles of the United Nations.</p>
To issue six communication newsletters on sustainability actions.	<p>ACHIEVED</p> <p>We have achieved 100% of the sustainability action communication newsletters planned for 2024.</p>
<ol style="list-style-type: none"> 1. To have the website 100% updated on sustainability content. 2. To conduct two sustainability campaigns, one focused on customers and the other on suppliers. 	<p>ACHIEVED.</p> <p>In 2024, our website was updated with sustainability information. We made 75 disclosures in Sirenis Jobs to promote and disseminate the principles, values, good practices, and performance in sustainability to our external value groups (customers and suppliers).</p>
To conduct an awareness campaign on circular economy.	<p>ACHIEVED.</p> <p>In 2024, two awareness campaigns were launched to inform customers and employees on how to minimize the environmental impact of storing, using, and consuming products and services.</p>
To sign the "Global Tourism Plastics Initiative" of the UNWTO.	<p>ACHIEVED.</p> <p>This adhesion was signed in 2024.</p>

GOAL 2024	PERFORMANCE
To achieve 100% compliance with all legal, health, and safety requirements by 2024.	<p>ACHIEVED.</p> <p>We achieved 100% health and safety compliance by 2024.</p>
To train 80% of staff on the 3Ps of sustainability (Profit, People and Planet).	<p>ACHIEVED.</p> <p>In 2024, our employees were trained on the 3Ps of Sustainability (1,714 Profit, 7,591 People and 1,584 Planet).</p> <p>Profit/Business:</p> <ul style="list-style-type: none"> A) Policies, mission, vision, code of ethics. B) Anti-corruption. <p>People/Sociocultural Priority:</p> <ul style="list-style-type: none"> C) Quality of work life, including stress levels, work and personal habits, and knowledge of and compliance with national employment regulations. D) Discrimination. E) Health and Safety. <p>Planet/Environment:</p> <ul style="list-style-type: none"> F) Good energy practices. G) Integrated waste management, including hazardous waste. H) Environmental contingencies. I) Occupational safety (STPS compliance).
To obtain 80% health and safety audit compliance.	<p>ACHIEVED.</p> <p>Occupational health and safety procedures were implemented on an ongoing basis, achieving a 93.9% compliance rate in health and safety audits conducted in 2024.</p>

2.6 ENVIRONMENTAL PRIORITY

2.6.1. PAS 2024: GOALS, PERFORMANCE AND EVIDENCE

At **GSRM-R&S**, we value the environment in which our operations take place. For this reason, we promote actions that guarantee its conservation and care. The environmental priority demonstrates our dedication to protecting and conserving the environment. It acknowledges the pressing need to mitigate the detrimental effects of human activities on ecosystems. Through our environmental commitments, we promote the development of efficient, resilient business models that reduce our ecological footprint and optimize the use of natural resources. We also encourage responsible practices.

The following are the results of our environmental performance in the areas of water management, climate change, land use planning and management, sustainability dissemination, and integrated waste management during the year 2024:



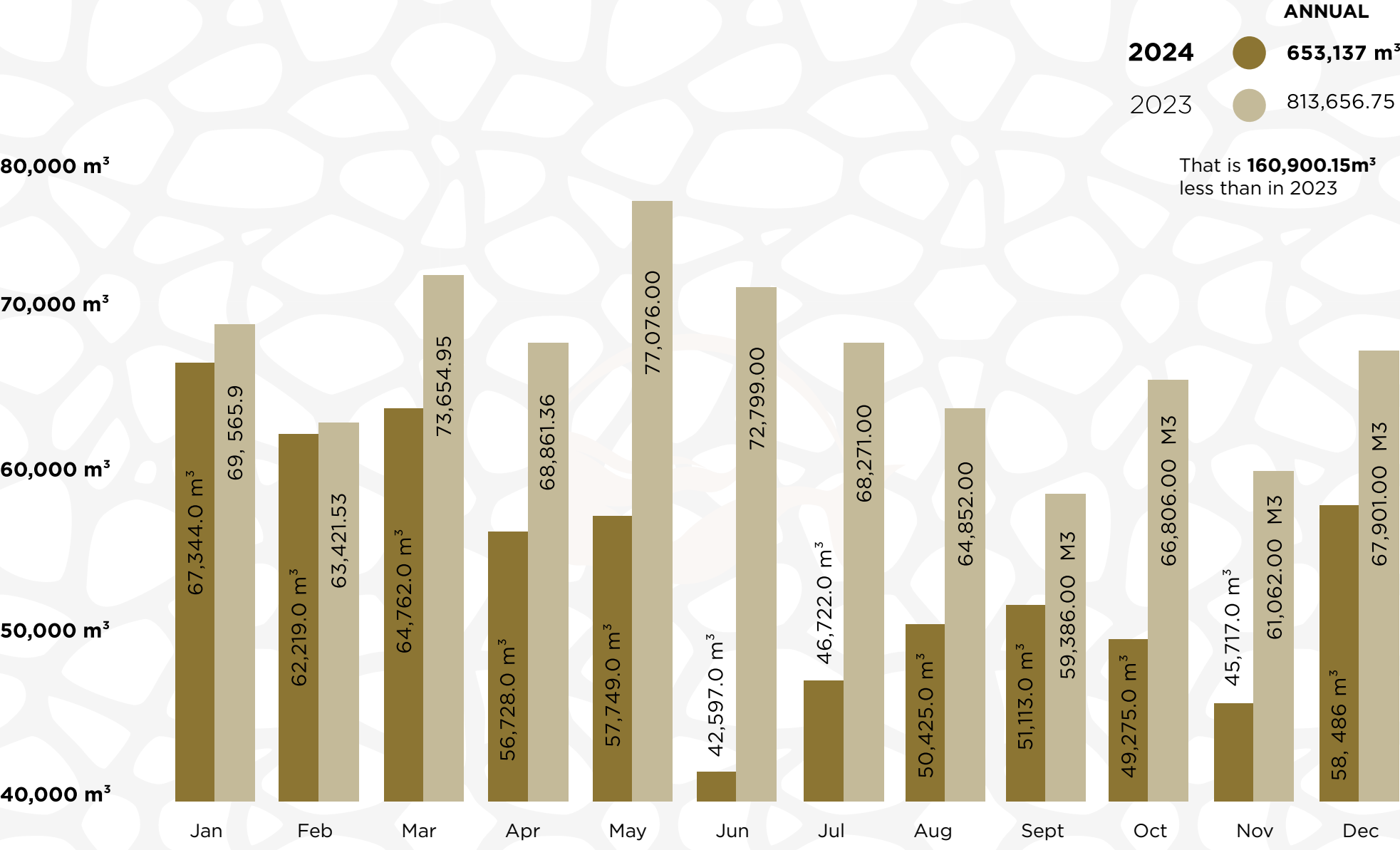
2.6.2 WATER MANAGEMENT

2024 was an atypical year because Grand Sirenis Riviera Maya Resort & Spa was undergoing renovations. We always seek to satisfy our clients and improve continuously. This is reflected by the significant difference in water consumption compared to the previous year.

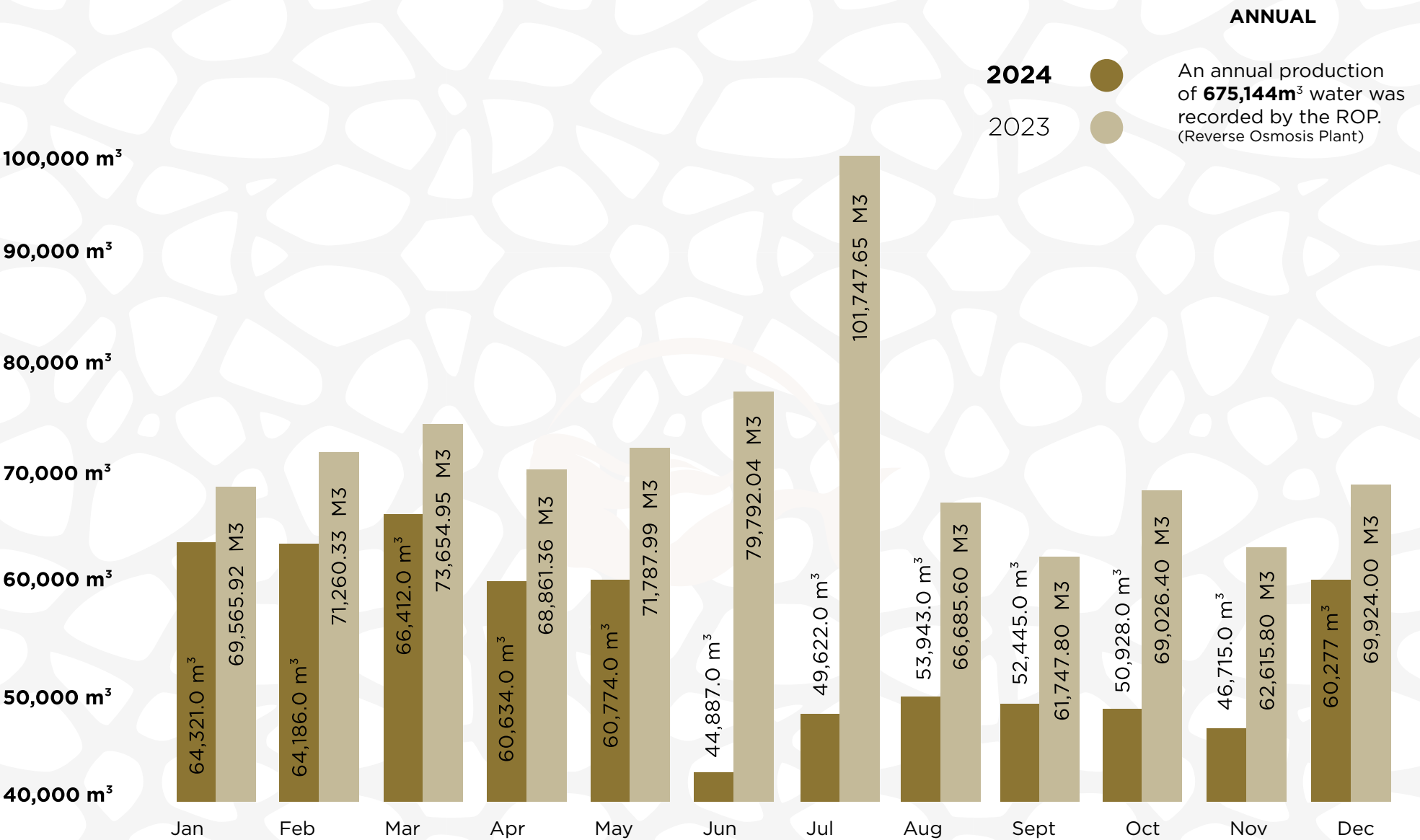
GOAL 2024	PERFORMANCE
To reduce 2% of the hotel's total water consumption.	ACHIEVED. We have systematized our records of water consumption throughout the year. Compared to 2023, we achieved savings of 160,900.15 m ³ in 2024.
To measure the consumption of the Reverse Osmosis Plant.	ACHIEVED. We have baseline data on the annual water production of the reverse osmosis plant at 11 meters.
To achieve that 80% of water leaks are solved.	ACHIEVED. This goal was exceeded in 2024 by efficiently addressing 100% of reported leaks in sinks, toilets, pipes, and sink drainage.



To reduce 2% of the hotel's total water consumption.



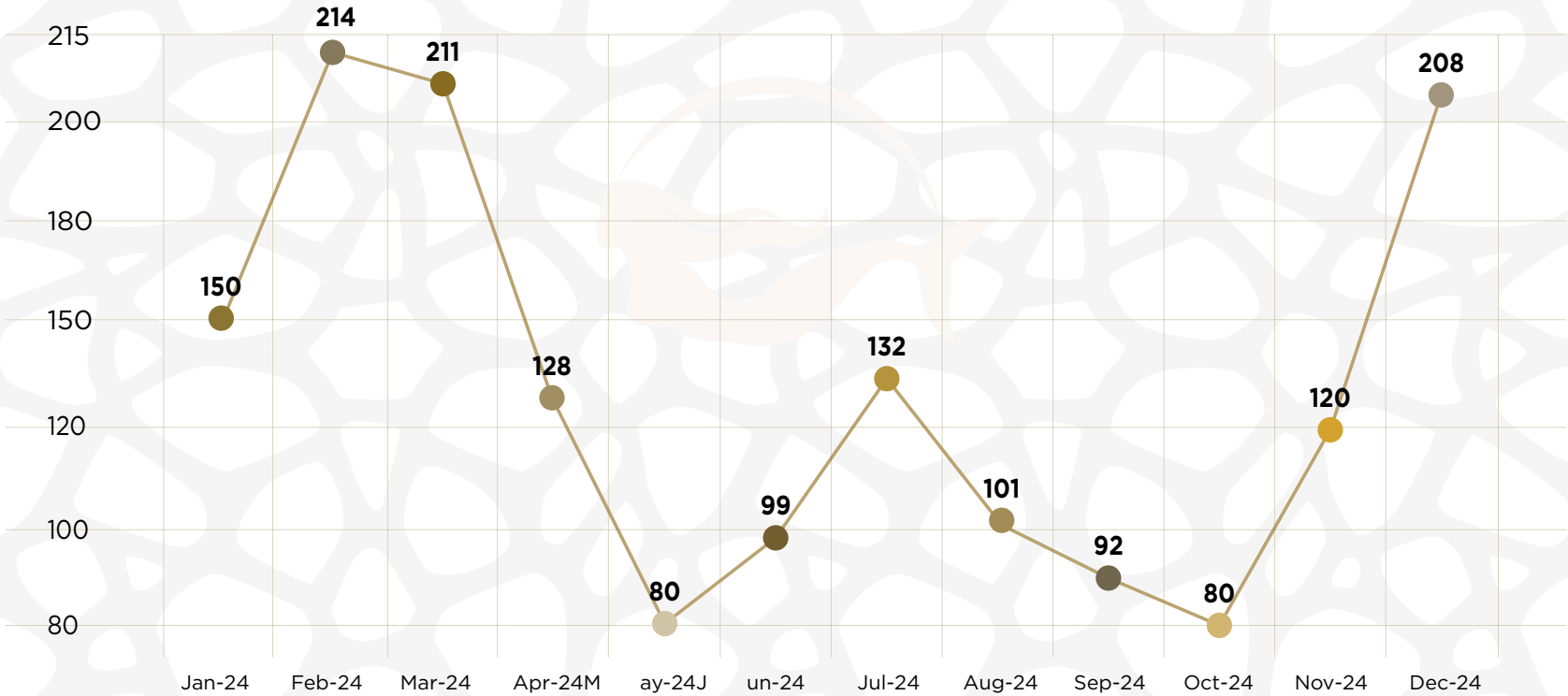
To measure the consumption of the Reverse Osmosis Plant.



THE GOAL IS TO SOLVE 80% OF WATER LEAKS.

Tickets leaks attended

Ensure that 80% of water leaks are repaired.



JAN

Leaky toilet: 85
Leaky sink: 21
Water leak: 37
Leaky drain: 7



FEB

Leaky toilet: 15
Leaky sink: 32
Water leak: 52
Leaky drain: 7



MAR

Leaky toilet: 90
Leaky sink: 32
Water leak: 85
Leaky drain: 4



APR

Leaky toilet: 62
Leaky sink: 30
Water leak: 32
Leaky drain: 4



MAY

Leaky toilet: 35
Leaky sink: 20
Water leak: 25



JUN

Leaky toilet: 53
Leaky sink: 10
Water leak: 34
Leaky drain: 2



JUL

Leaky toilet: 85
Leaky sink: 16
Water leak: 32
Leaky drain: 1



AUG

Leaky toilet: 52
Leaky sink: 14
Water leak: 34
Leaky drain: 1



SEP

Leaky toilet: 54
Leaky sink: 21
Water leak: 13
Leaky drain: 6



OCT

Leaky toilet: 46
Leaky sink: 13
Water leak: 19
Leaky drain: 2



NOV

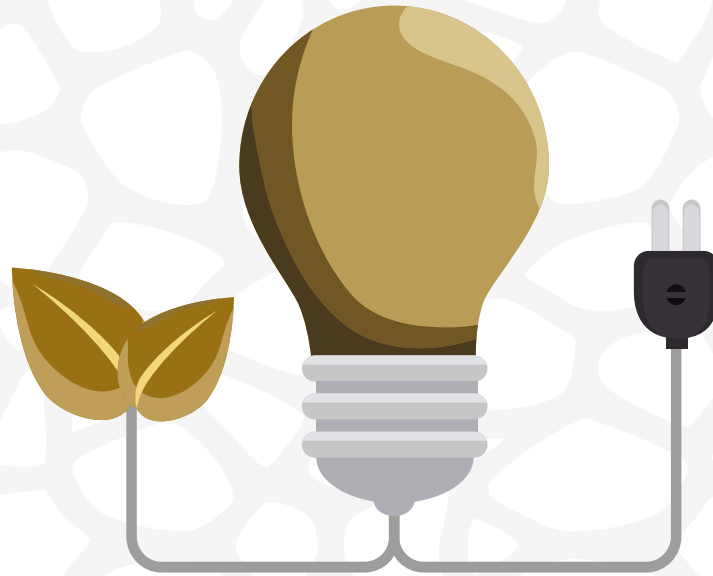
Leaky toilet: 61
Leaky sink: 21
Water leak: 35
Leaky drain: 3



DEC

Leaky toilet: 101
Leaky sink: 24
Water leak: 77
Leaky drain: 6





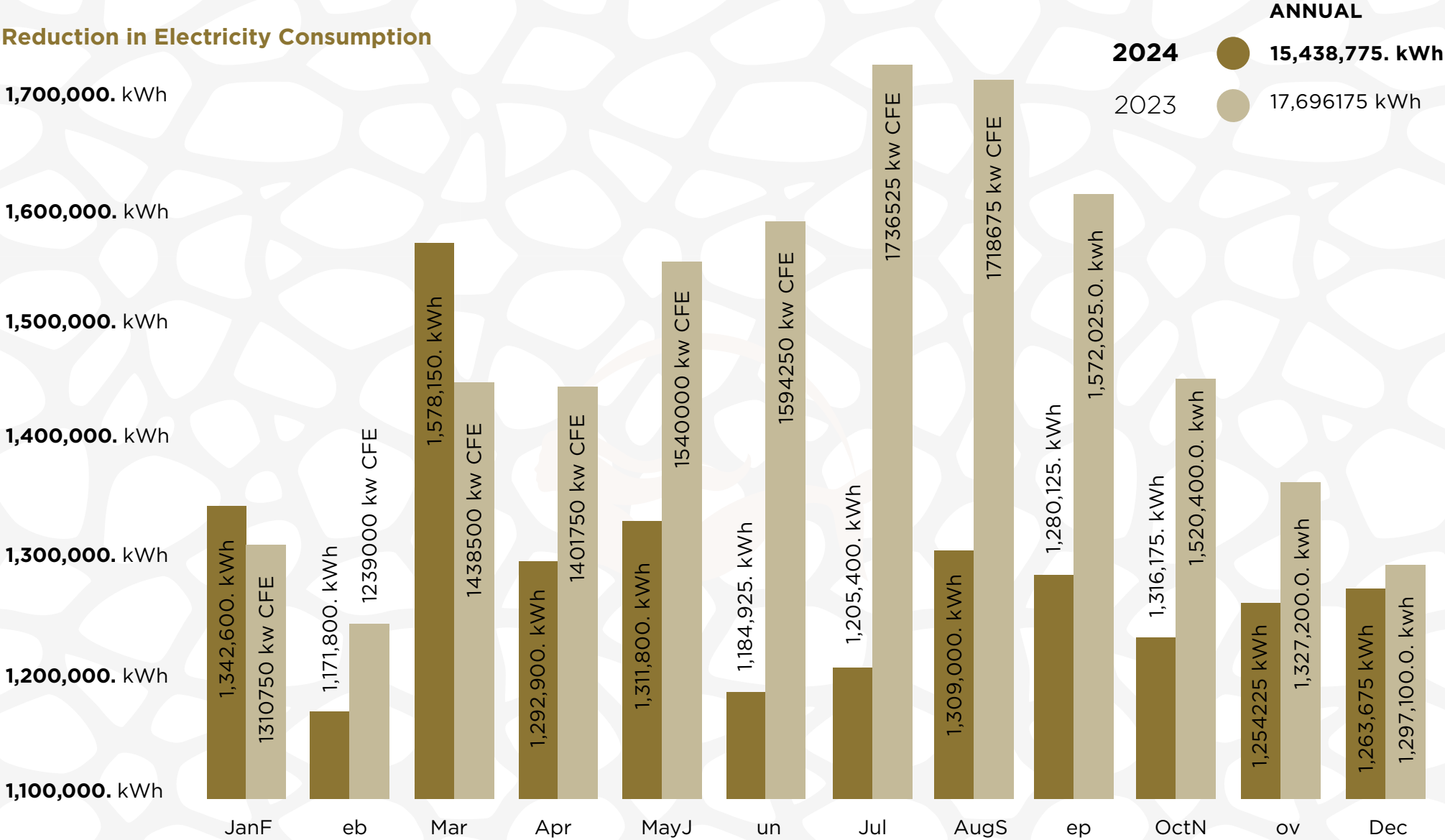
2.6.3 ENERGY MANAGEMENT

The Grand Sirenis Riviera Maya Resort & Spa was undergoing remodeling in 2024. This was reflected directly in energy consumption, which differed significantly from the previous year.

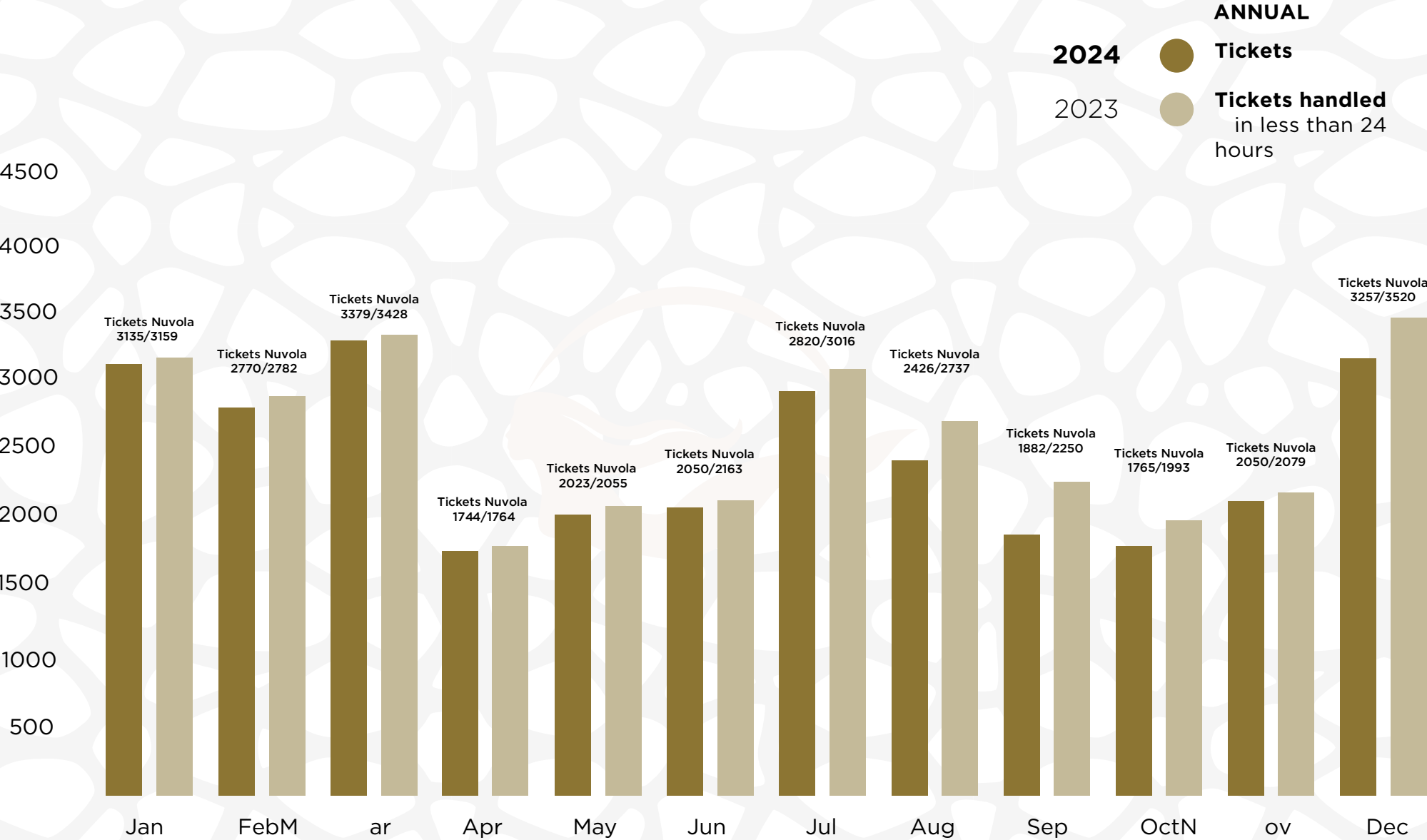
GOAL 2024	PERFORMANCE
To reduce the kwh consumption by 4% compared to the previous year.	ACHIEVED. The average energy consumption in 2024 was 15,438,775 kWh. In 2023 the average kwh energy consumption was 17,696,175, we achieved an annual reduction of 2,257,400 kwh.
Equipment and/or installations must be resolved at a rate of 90% or higher within 24 hours.	ACHIEVED. We achieved and surpassed our goal, since we were able to respond to 94.96% of the reports of equipment failures or deficiencies within 24 hours.

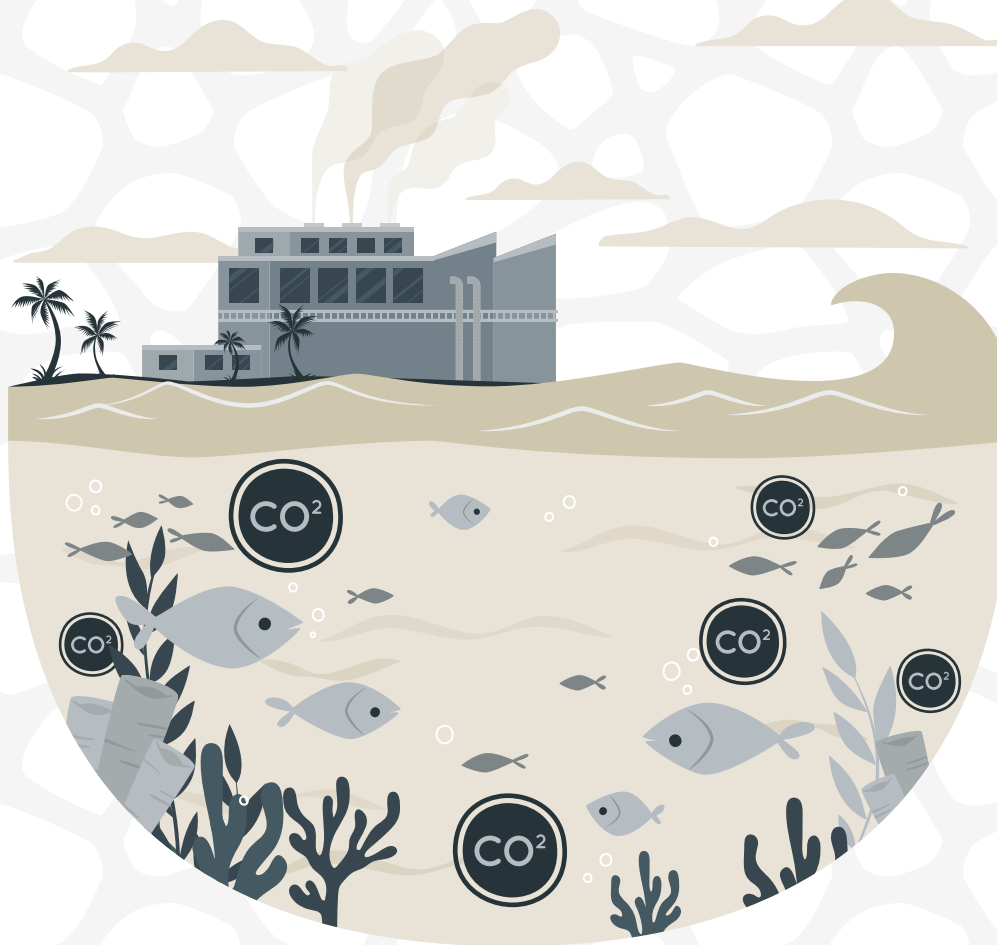
Reduce consumption (kwh) with respect to the immediately preceding year.

Reduction in Electricity Consumption



Solving 90% of equipment failures and deficiencies





2.6.4 CLIMATE CHANGE

GOAL 2024	PERFORMANCE
Record direct Greenhouse Gas (GHG) emissions.	<p>NOT ACHIEVED.</p> <p>Our inventory of GHG emissions is not updated to include the year 2024. In the 2023 inventory, we recorded 13.3 kg CO₂e per guest-night. This showed that our emissions were 1.2 kg CO₂e per guest-night lower than those of the regional leader and 6.9 kg CO₂e per guest-night lower than the regional average. CO₂e/guest-night.</p>

GOAL 2024	PERFORMANCE
To keep 65% of the native species in landscaped areas.	<p>ACHIEVED.</p> <p>We exceeded our goal because 90% of the species in our gardens are native. Some of the native species present in the resort are:</p> <p>Kuka Palm (<i>Pseudophoenix sargentii</i>)</p> <p>Chaca (<i>Bursera simaruba</i>)</p> <p>Siricote (<i>Gliricidia sepium</i>)</p> <p>Sea oregano (<i>Lantana involucrata</i>)</p> <p>Purple Heart / Moses-in-the-Cradle (<i>Tradescantia spathacea</i>)</p>
Placement of an information panel for the garden areas.	<p>ACHIEVED.</p> <p>We placed 60 information panels in the garden areas, so our landscaped areas have information about common names, the uses given to them in the community and their distribution.</p>
To plant a medicinal and/or edible plant garden.	<p>ACHIEVED.</p> <p>We currently have a small vegetable garden that contains:</p> <ol style="list-style-type: none"> 1. Peppermint. 2. Basil. 3. Aloe. 4. Mexican Oregano. 5. Rosemary. 6. Lantana.
Placement of an information panel for dune, coastal scrub, mangrove or native species areas.	<p>ACHIEVED.</p> <p>The information panels in the dune and coastal scrub areas are in good condition. These areas provide information on species, prohibitions, and additional sources of information.</p>
To have at least one access and basic furnishings suitable for people with disabilities.	<p>ACHIEVED.</p>



2.6.6 SUSTAINABILITY OUTREACH

GOAL 2024	PERFORMANCE
To participate in three beach cleanup campaigns per year.	<p>ACHIEVED.</p> <p>We exceeded our goals for participation in beach cleanup campaigns. Throughout the year we perform cleanings under the as follows:</p> <ol style="list-style-type: none"> 1. Volunteers. 2. Joining the Earth Hour. 3. Joining the Oceans Day. 4. Joining the Mangrove Day.
Maintain cleaning activities in 5 of the hotel's cenotes (natural sinkholes).	<p>ACHIEVED.</p> <p>Through monthly cleaning activities, 5 cenotes were cleaned during 2024.</p>
To conduct 12 sustainability awareness campaigns.	<p>ACHIEVED.</p> <p>We achieved 100% participation in our sustainability awareness campaigns. We conducted one campaign per month, with each campaign consisting of between five and 47 sessions. A total of 262 sessions were held throughout the year.</p>
Three competitions on sustainable development will be conducted in 2024.	<p>WE DID MEET AND EXCEEDED OUR GOAL.</p> <p>We conducted six competitions on sustainable development. Some of the topics we addressed were lid collection, the "Earth Hour" race, the autism rally, the basketball tournament, and the soccer tournament.</p>
To publish 100% of sustainability actions on the intranet by 2024.	<p>ACHIEVED.</p> <p>In 2024, we published several communications on our Soy Sirenis platform, in the E-News virtual magazine, and on social media.</p>

To keep all cenotes clean.

BEFORE



AFTER



IN PROCESS



To conduct 12 sustainability awareness campaigns.



To participate in three beach cleanup campaigns per year.



Three competitions on sustainable development will be conducted in 2024.



2.6.7. PRINCIPLES AND COMMITMENTS OF CONDUCT

Our commitment to environmental protection has always been strong. We prioritize compliance with applicable regulations, as well as with our own voluntary commitments. We have been using the "SUSTAINABLE SIRENIS" model for 3 years. Our objective is to protect the environment in which we conduct our operations through this model. Our objectives include improving our energy and water consumption habits and reducing waste.

In line with the Sustainable Management System of **GSRM-R&S** and our Sustainability Policy, we have aligned our daily activities in the "Planet" dimension with the Sustainable Development Goals and the Global Compact principles. For another year, we have reaffirmed our commitment to sustainability by taking daily actions that improve our performance. Within this framework, our objectives focus on the following topics: water and energy, plastic and waste disposal, ecosystems, nature-based solutions, and sustainability training.

2.6.8. WASTE

GSRM-R&S has an integrated waste management program derived from our Sustainable Management System. We have established objectives for sanitary liquid waste, urban solid waste, special handling waste, and hazardous waste. Throughout 2024, we have been steadily working to improve our waste performance.

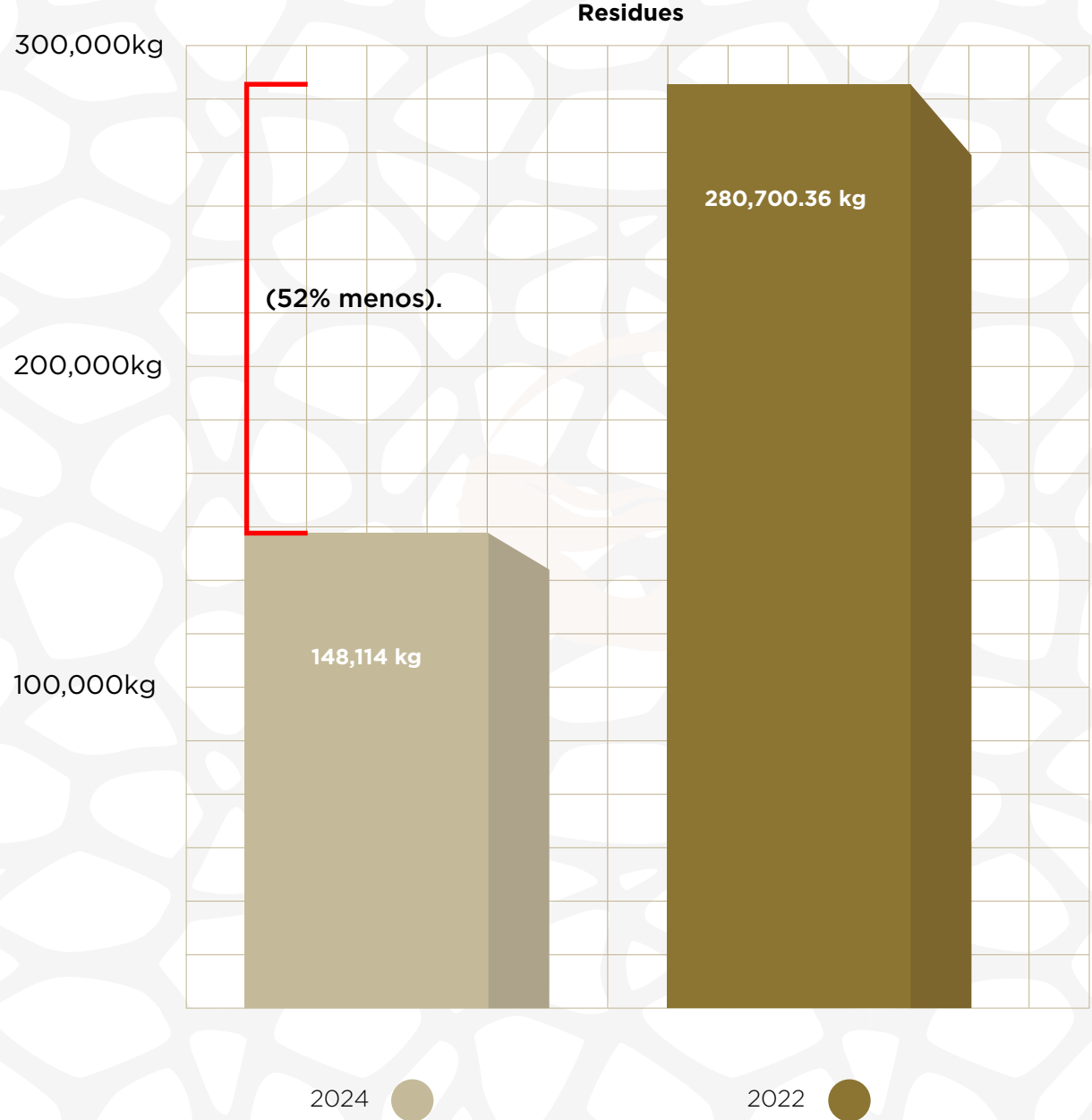


2.6.9. Comprehensive Waste Management

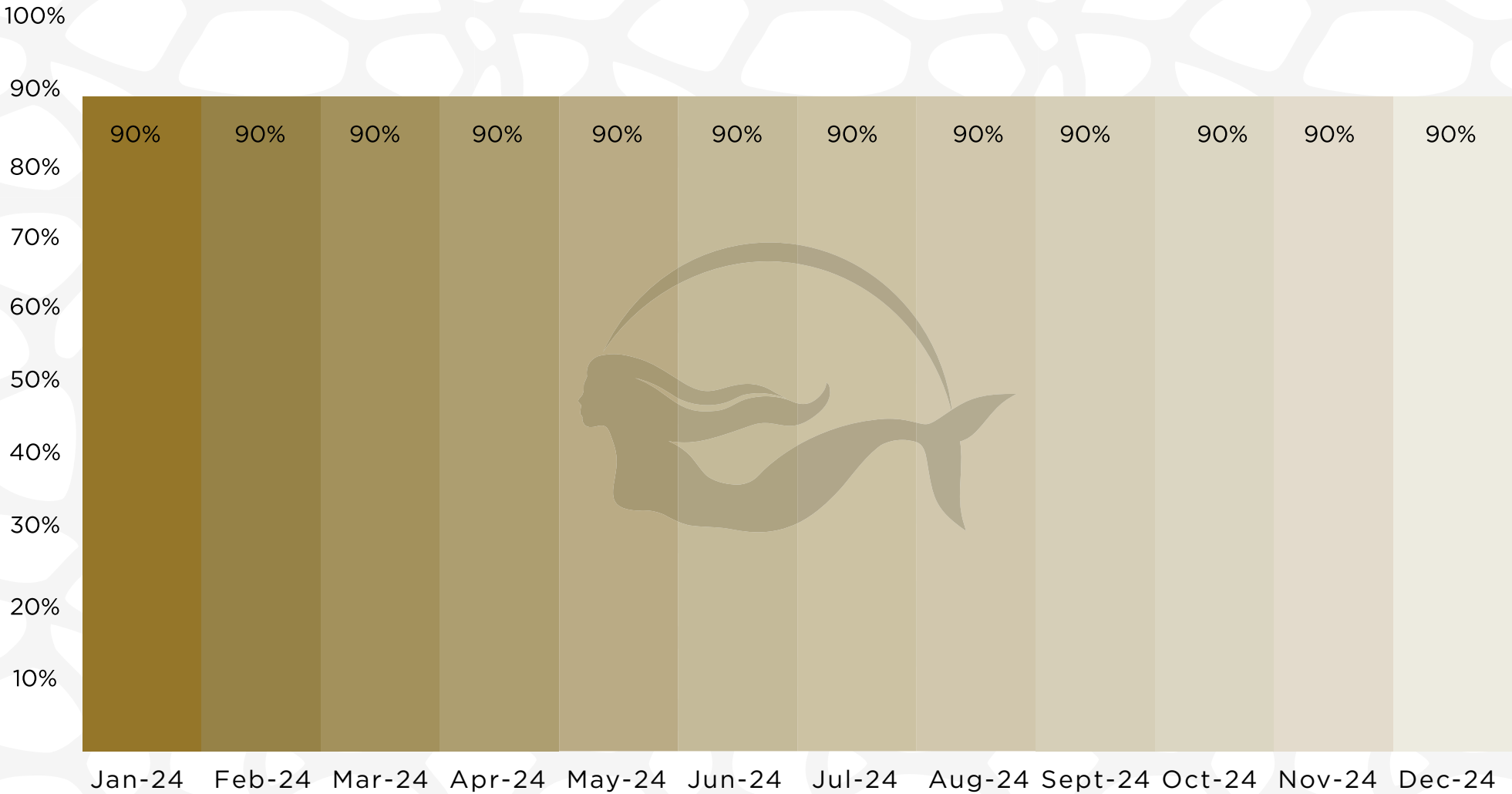
GOAL 2024	PERFORMANCE
To achieve 80% of cleaning products are biodegradable.	ACHIEVED. 100% of our cleaning products are biodegradable.
To reduce total waste by 10% (base: 2022).	ACHIEVED. In 2022, we recorded a waste production of 280,700.36 kg. By 2024, we had reduced this figure by 52%, to 148,114 kg.
To recycle 90% of waste.	ACHIEVED. We recycled 90% of the waste.
To recycle 35% of cooking oil.	ACHIEVED. Throughout the year, we were able to recycle an average of 35.03% of our cooking oil. Our best months were August, October and December.



To reduce total waste by 10% (base: 2022).



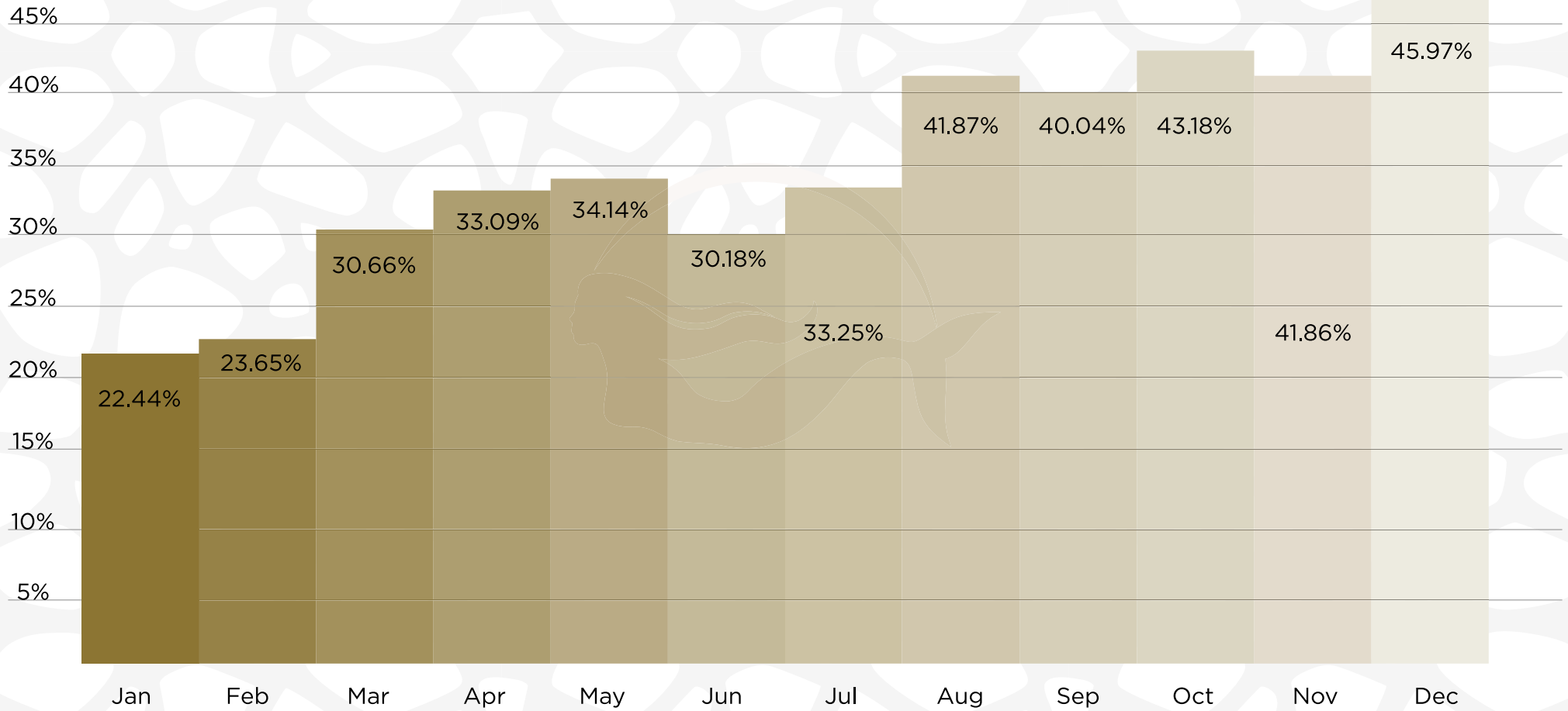
To recycle 90% of waste.



To recycle 35% of cooking oil.

Recycle 35% of cooking oil.

ANNUAL
35.03%



2. 7 ECONOMIC PRIORITY



The economic priority seeks to maximize the company's profitability and create a business model that promotes the efficient use of resources, innovation, and competitiveness. This model generates economic value in a responsible manner that aligns with sustainable development. Accordingly, this approach aims to ensure the organization's long-

term financial stability while promoting inclusive economic growth that benefits stakeholders and the communities where the company operates.

In this section, we will describe the **GSRM-R&S** efforts related to economic matters, as well as its performance in 2024:

GOAL 2024

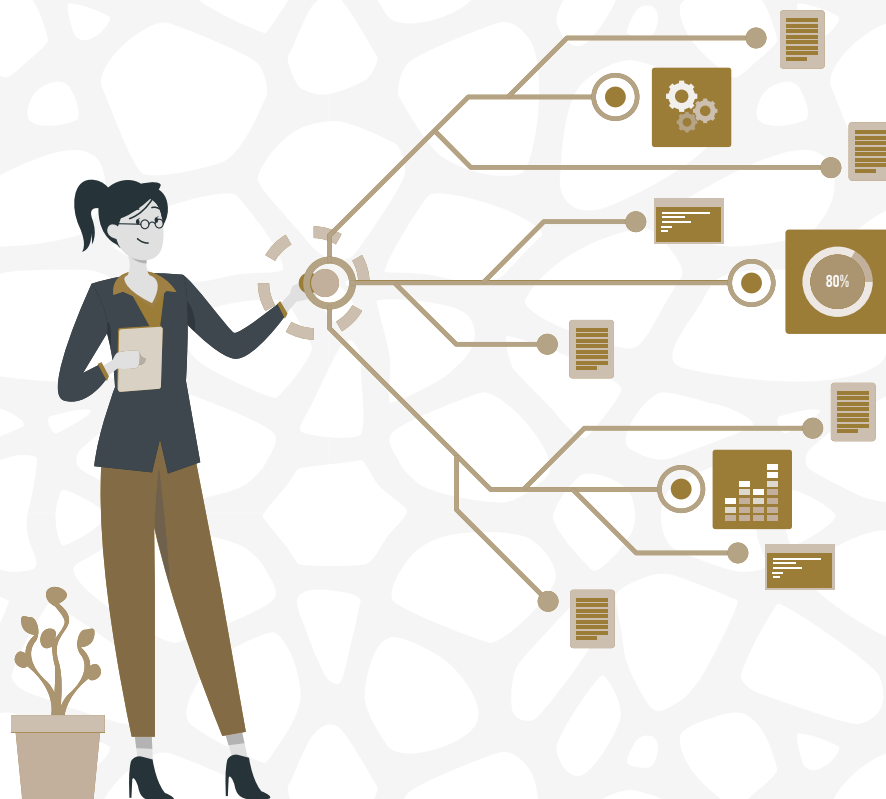
To implement three motivational campaigns on savings and health.

PERFORMANCE

ACHIEVED.

Throughout the year, we implemented the savings and health motivational campaigns that were planned for 2024. We address issues such as visual health, vaccination campaigns, sexual health, the detection of diabetes and hypertension, dental health, and the prevention of breast cancer and other diseases through preventive clinical analysis.

A collage of six photographs documenting the SIRENIS health fair. The top-left photo shows a nurse in a blue uniform checking a patient's blood pressure. The top-right photo shows a nurse in a blue uniform administering a vaccine to a patient. The middle-left photo is a graphic with the text "SIRENIS MAYA MAYA RESORT & SPA" and "DIA DE SALUD 2024" along with a logo of a heart with a cross. The middle-right photo shows a group of staff members in white uniforms sitting in a room. The bottom-left photo shows a nurse in a blue uniform checking a patient's blood pressure. The bottom-right photo shows a nurse in a blue uniform checking a patient's blood pressure.



GOAL 2024

To have a single database of suppliers, differentiated by type of service.

To recycle 90% of waste.

To recycle 90% of waste.

PERFORMANCE

ACHIEVED.

We have an updated supplier database in which we have categorized suppliers by the type of service they provide.

ACHIEVED.

We recycled 90% of the waste.

ACHIEVED.
We recycled 90% of the waste.

GOAL 2024	PERFORMANCE
To allocate an annual % of sustainable economic contribution.	ACHIEVED. Through our Shared Value Program, we make a financial contribution equal to 6% of our annual budget.



2.8 SOCIOCULTURAL PRIORITY



The socio-cultural dimension is fundamental to the integral and equitable development of **GSRM-R&S** stakeholders. This priority focuses on how promoted practices, policies, and strategies contribute to social well-being, cultural identity strengthening, and people and community inclusion. The sociocultural approach is essential to ensuring that progress toward set goals and objectives is sustainable. It contributes to creating a more equitable and respectful environment.

2.8.1. PAS 2024: GOALS, PERFORMANCE AND EVIDENCE

This section describes the commitments and actions carried out in 2024 to promote education, access to culture, and human rights, as well as an inclusive organizational culture.

2.8.2 LOCAL DEVELOPMENT

GOAL 2024	PERFORMANCE
To execute 100% of the shared value program.	<p>ACHIEVED.</p> <p>We achieved our objective by reaching an agreement with a non-formal educational institution for the "EcoSchool" program. This program involves sponsoring the school in terms of sustainability.</p>
Benefit through in-kind or cash donations to three stakeholders.	<p>ACHIEVED.</p> <p>Throughout the year, we benefited six organizations through more than ten social actions. The following stand out:</p> <ol style="list-style-type: none">1. Donation: "Contando con un amigo".2. Pet Food Drive 2024.3. Donation of linens and furniture.4. In-kind donations to educational institutions.
Generate five educational talks to local communities.	<p>ACHIEVED.</p> <p>Throughout the year, 100% of the educational talks were given, benefiting approximately 270 people from the "Contando con un amigo" foundation in the municipality of Solidaridad. Some of these talks were given to the children of "Contando con un amigo".</p> <p>Topics covered include:</p> <ul style="list-style-type: none">• Balanced Plate• Importance of endemic flora• Global action days• Biodegradable insecticides• Importance of sea turtles
To reach 5 concrete agreements with universities.	<p>ACHIEVED.</p> <p>We reached and exceeded our goal by signing 10 agreements with local universities. This collaboration helps us attract talent and provides participants with an introductory and formative environment in the labor market. We have signed agreements with the following universities:</p> <ul style="list-style-type: none">• UT de la selva• Universidad Riviera• Escuela Internacional de Turismo• Instituto Tecnológico Superior de Valladolid

GOAL 2024	PERFORMANCE
To have a formalized agreement promoting the elimination of child prostitution, child pornography, and child trafficking.	ACHIEVED. We reaffirm our commitment to combating child prostitution, pornography, and trafficking. We have joined ECPAT for the second year in a row.
To ensure that 40% of the seafood purchased comes from responsible sources.	ACHIEVED. 100% of our seafood consumption (69,973.19 kg) comes from two responsible suppliers. All of our suppliers have environmental certifications, such as ASC Global and SENASICA.

To execute 100% of the shared value program.



Benefit through in-kind or cash donations to three stakeholders.



Generate five educational talks to local communities.



To reach 5 concrete agreements with universities.



To have a formalized agreement promoting the elimination of child prostitution, child pornography, and child trafficking.



2.8.3 SOCIOCULTURAL HERITAGE

GOAL 2024	PERFORMANCE
To achieve that 50% of the consumption centers have a traditional menu.	ACHIEVED. 50% of the consumption centers have traditional menus. We incorporate traditional dishes from the area into our gastronomic offerings. We inform our guests about the nutritional content of the dishes, their cultural significance, and whether they are made for specific dates or local festivities.
To incorporate a sustainability activity into the mini-club program.	ACHIEVED. We exceeded our goal by implementing more than ten different activities in the mini-club program. Some of the activities we developed are listed below: Recycling game for Earth Hour Dolphinarium talk Piñatas with recycled rolls Pencil holders and telescopes Various handicrafts Decorate your Turtle Beach yoga

To achieve that 50% of the consumption centers have a traditional menu.



To incorporate a sustainability activity into the mini-club program.



3. WHAT'S NEXT?

3.1 WHAT DO THE RESULTS HAVE TO SAY?

In relation to the ambitions and goals set forth in the SAP for 2024, we are pleased to announce that we achieved a 96.55% level of compliance. Regarding the unmet ambitions, we are committed to resolving them and addressing them in the 2025 Sustainability Report.

3.2 RESULTS OF THE EFFORT

We are proud to report that, based on the effort, enthusiasm, and commitment to sustainability issues of those who collaborate with **GSRM-R&S**, we have made consistent progress in strengthening our sustainability model in 2024. Below, we share some of our most notable achievements as proof of this progress:

- ◉ Submission of our adherence report to the United Nations Global Compact.
- ◉ Renewal of recognition as a 4 Diamond Hotel
- ◉ Renewal as signatories of "The Code" initiative
- ◉ Earth Check audit report and certification renewal.
- ◉ Renewal of Blue Flag certification
- ◉ Maintained Great Place to Work recognition for another year.
- ◉ ISO 9001:2015 Quality Management System recertification.
- ◉ World Wellness Weekend "Wellness Heroes" Award
- ◉ ECO-SCHOOLS certification for the "Contando con un amigo" Foundation.
- ◉ Renewal of EarthCheck Bronze level, being regional leaders in three areas:
 - ◉ Waste sent to landfill
 - ◉ Energy consumption
 - ◉ Greenhouse gas emissions

METAS 3.3, 2025

Three years after conducting our first **materiality analysis** and recognizing the importance of addressing the current and future ESG needs of our operations, our interaction and our commitments to stakeholders, is that we make the commitment that during the second quarter of 2025 we will prepare a new **materiality analysis** that will allow us to identify the strategic issues of our sustainability model and SMS to establish the ambitions that we must set for the short and medium term with a view to 2030, in alignment with the SDGs and the United Nations Agenda 2030, the Global Sustainable Tourism Criteria and best practices in the tourism sector nationally and globally, as well as tourism initiatives with net zero and positive socio-environmental impacts.

It is clear that the current and future operations of **GSRM-R&S** depend directly on the conservation and responsible use of its natural capital, as well as the region's cultural, social, and historical heritage. That is why, by 2025, we are committed to implementing programs to adapt, improve, and comprehensively rehabilitate the ecosystems in the property and its surrounding region. These programs will ensure the maintenance of their environmental integrity, as well as the environmental goods and services they generate. It is important to note that these programs will be implemented according to the Nature-Based Solutions model.

The SGS will be updated and strengthened based on the **materiality analysis** to be carried out in 2025. The **PAS 2025-2026** will also be designed to allow for actions addressing new material issues and ambitions set for that period. Another one of the company's priorities for 2025 is to consolidate the renovation and integration of its built environment and services with the natural and sociocultural environments. The company also aims to generate new experiences

that allow guests and visitors to enjoy natural luxury responsibly and in harmony with **natural capital**.

Our commitment to sustainability is one of the pillars on which our resort's operations are based. That's why we're committed to improving our performance and promoting best practices in the industry. These efforts will enable us to contribute to the conservation and responsible use of current and future ecosystems, as well as the natural, social, and cultural resources of the property and region. This will benefit our guests, residents, visitors, collaborators, and stakeholders.

ACKNOWLEDGMENTS

On behalf of the **Sirenis Group**, we would like to express our sincere gratitude for taking the time to learn about **GSRM-R&S's** sustainability efforts in 2024. If you have any questions about this report or its recommendations, please email us at gsoto@sirenishotels.com.

Your comments and opinions are very important to **GSRM-R&S** and will certainly contribute to strengthening our sustainability strategy.

We would also like to thank all of your staff for their valuable daily contributions to the organization's collective efforts to achieve the results reported in this document. We also acknowledge the efforts of the companies involved in our supply chain.

The following professionals from our organization dedicated their time and effort to preparing our 2024 Sustainability Report:

Antonio Riera Costa- Caribbean Director

Antonio Quirant -Director of Administration for the Caribbean

Javier Perales - Director Vacations Club

Vanessa Costa-Operations Director Caribbean

Antonio Arraez - Corporate Chef

Iván González - Hotel Operations Director

Gabriela Soto - Quality Management Director Caribbean

Jaime Díaz - Quality Manager

Miguel Lope -Environmental Manager

Preparation and integration of the contents of the Sustainability Report:

Consultores
Gppa.