



2024

ANNUAL

SUSTAINABILITY

REPORT

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MESSAGE
FROM THE CEO

POSADAS®

MESSAGE FROM THE CEO

GRI 2-14, 2-22



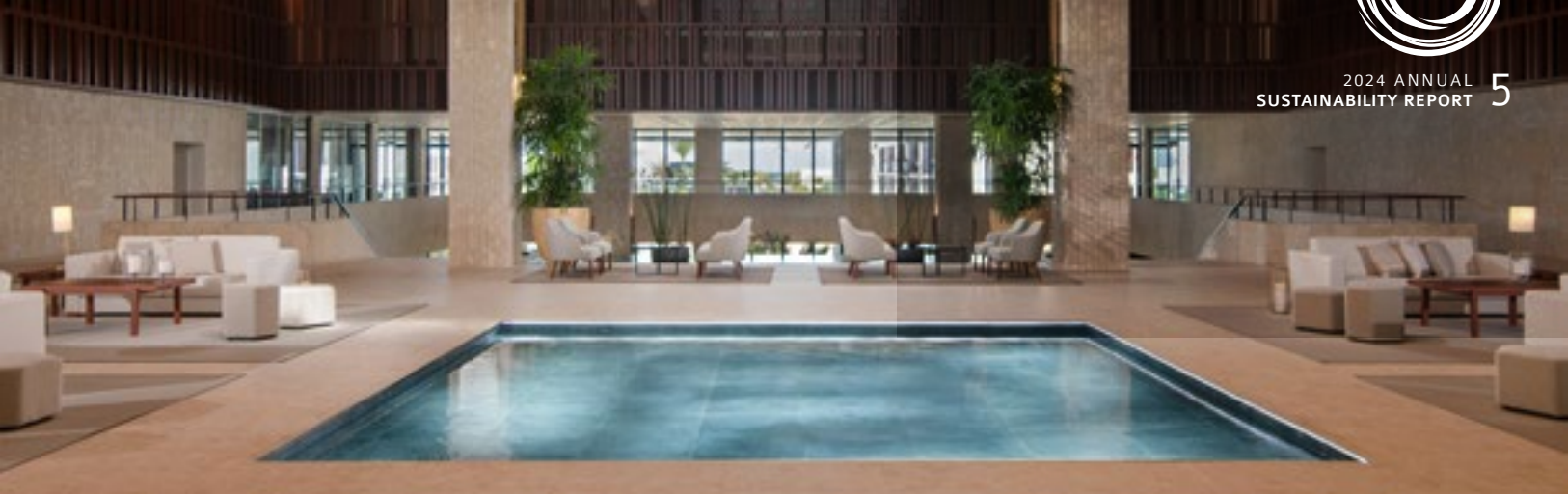
JOSÉ CARLOS AZCÁRRAGA
CEO

In 2024, we reaffirmed Posadas' leadership in the industry, advanced our sustainability goals, and laid the foundations for a promising future.

Posadas' sustainability strategy is structured around three pillars: Environmental, Social, and Governance (ESG), with the customer experience at its core. This strategy is articulated through:

- ESG Committees: Governance body in charge of supervising strategy implementation, defining goals and managing risk and opportunities.
- Sustainability Model: A materiality-based model that identifies 14 priority subjects such as GHG emissions, diversity and inclusion, social investment, ethics, wastes, etc., which are consistent and part of the consolidation process within our purpose: Make the world a better place to travel.

In light of changing perspectives on the importance of corporate sustainability, we reaffirm our commitment to these objectives, considering that they strengthen Posadas' business and expansion strategy, as well as our commitment to the environment and to each of our guests, customers, strategic partners, and employees. At Posadas, we are prepared to continue growing, seize opportunities, strengthen our unity and collaboration, and thus continue creating memorable experiences for thousands of families and people in a sustainable environment.



ABOUT THIS REPORT

GRI 2-2, 2-3, 2-4, 2-5

We renew our firm commitment to minimize the environmental impact of our operations, promoting sustainable tourism practices and social responsibility. At Posadas, we seek to promote the socioeconomic and cultural development of the communities where we operate, foster best labor practices, ensure the well-being of our employees, improve the operational eco-efficiency of our facilities, contribute from our position to the fight against climate change, and maximize customer satisfaction, while ensuring the resilience of our business by creating long-term value.

As a result of strengthening our sustainability strategy, this Sustainability Report consolidates the main Environmental, Social, and Governance (ESG) results corresponding to operations between January 1 and December 31, 2024.

Reporting Standards

This report was prepared with reference to ESG indicators under the main international non-financial information reporting standards: Global Reporting Initiative (GRI) and Sustainability Accounting Standards Board (SASB). By aligning the report with the above-mentioned standards, we maximize the robustness and comparability of the information disclosed, as well as transparency with our stakeholders.

This report is prepared in accordance with GRI Standards; this report has not been restated.


Please note that this document has not been subject to external verification or audit.

Posadas is exclusively responsible for the information contained herein.

CONTACT INFORMATION

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POSADAS

GRI 2-1

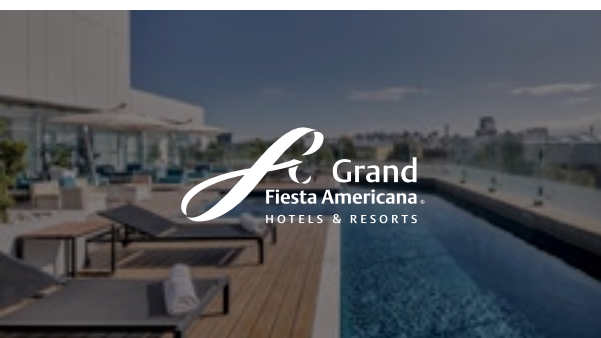
Since we were founded in 1967, we have positioned ourselves as a Mexican leader in the hotel sector. We closed 2024 with 201 hotels owned, leased, franchised, and managed under nine different brands, located throughout Mexico and the Caribbean, with more than thirty thousand rooms.

POSADAS®

PORTFOLIO AND FOOTPRINT



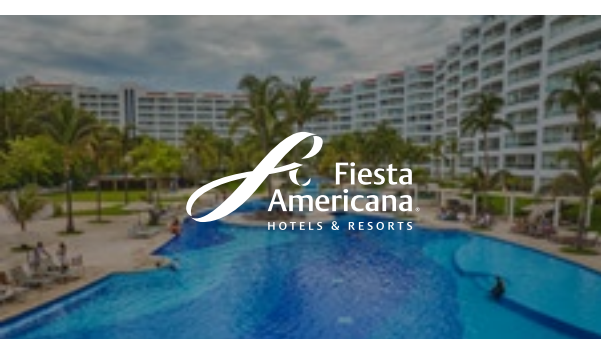
Live Aqua is an innovative concept that invites our guests to make the most of leisure time, where they feel free to go wherever their deepest desires take them. Everything is arranged for you to enjoy the pleasure of being and being seen. Every detail adapts to your own lifestyle. The sensations are infinite, and the experience is unique.



These hotels are designed for those seeking an atmosphere of luxury and sophistication, with grand details. All with excellent service based on personalized and warm attention, and unmatched hospitality. The hotels, located in Mexico's most spectacular destinations, offer the ideal setting for a memorable experience.



It is our new boutique hotel collection brand, inviting travelers to contemplate the beauty of each destination and admire it through the art, culture, gastronomy, and stories that surround them. Curamoria Collection is a franchise business model of small gems with unique beauty: very intimate spaces that highlight the customer's taste for the extraordinary.



Fiesta Americana offers an unforgettable stay in the best destinations in the country. Our proposal integrates the charm and hospitality of Mexico, providing open and avant-garde spaces, as well as warm service that is always close at hand and available to enjoy in a family atmosphere that is inspiring, comfortable, and perfect. Fiesta Americana opens its doors to those who wish to enjoy exceptional hospitality and experience wonderful moments accompanied by their loved ones.



The Explorea is an Experience-Oriented Resort that allows disconnecting from everyday life to be fascinated by contemplating natural beauty and embarking on a journey of self-discovery through outdoor activities in beautiful natural locations, with all the safety and comfort of an international-level resort endorsed by Fiesta Americana.

PORTFOLIO AND FOOTPRINT



Fiesta Americana
Funeeq
PUNTA CANA

Fiesta Americana Funeeq Punta Cana (498 rooms) is an extension of Fiesta Americana brand designed as a new generation all-inclusive resort, catering to guests of all ages.



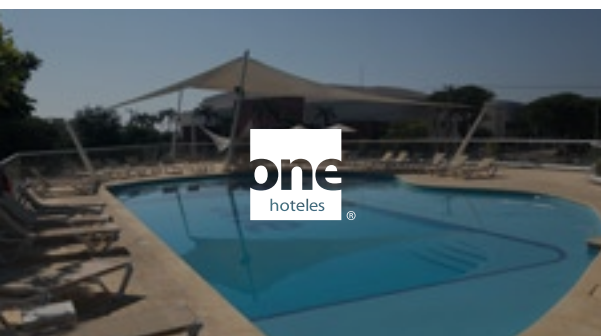
FIESTA INN.
HOTELES

We are evolving towards a new concept of greater adaptability to a new lifestyle. We offer accommodation options with the same quality of service but greater flexibility, striking a balance between productivity and relaxation to meet the different needs and experiences of each of our guests, especially those who are also looking for a place to unwind.



gamma
HOTELES




The essence of each destination and the charm of Mexico can be enjoyed in our safe and comfortable hotels, which retain their own style and unique personality to continue telling their own stories, offering warm service that will make travelers feel at home. We are the best option for discovering culture through local cuisine, history, and traditions.



one
hoteles

With an innovative self-service concept, we are the practical choice for travelers looking for a hotel that offers rest, security, and easily accessible technology, who want friendly service, breakfast included, and surprising details, all at a fair price. Because with one, you can travel for work, vacation, or a weekend getaway.

The following is a geographic breakdown of our portfolio of hotels, being Mexico City the location with the highest percentage of our assets.

 STATE	 HOTELS	 PERCENTAGE
Mexico City	18	9.0%
Jalisco	14	7.0%
Quintana Roo	13	6.5%
Veracruz	13	6.5%
Nuevo Leon	13	6.5%
Queretaro	11	5.5%
State of Mexico	10	5.0%
Puebla	9	4.5%
Guanajuato	8	4.0%
Coahuila	7	3.5%
Sinaloa	7	3.5%
Morelos	6	3.0%
Baja California Sur	6	3.0%
Chihuahua	6	3.0%
Sonora	5	2.5%
Aguascalientes	5	2.5%
Baja California	5	2.5%
Oaxaca	5	2.5%
Campeche	4	2.0%
Yucatan	4	2.0%
Tabasco	4	2.0%
San Luis Potosi	4	2.0%
Guerrero	4	2.0%
Michoacan	4	2.0%
Tamaulipas	3	1.5%
Durango	3	1.5%
Chiapas	4	1.5%
Hidalgo	2	1.0%
Colima	2	1.0%
Punta Cana	1	0.5%
Nayarit	1	0.5%
Zacatecas	1	0.5%
TOTAL	202	100%

2024 OPERATIONS

- The company's income by the end of the year were of **\$9,311 billion Pesos**.
- We maintained an average occupancy factor of **64%** and reported **4%** growth in RevPAR with respect to 2023.
- We serviced more than **10.5 million guests** throughout the year.
- Posadas achieved a Net Promoter Score (NPS) customer recommendation level of **64 points**, that is **20 points** above the average in the hotel industry worldwide (which is of 44). Besides, the NPS trend for Posadas has been positive: By the end of 2024, we obtained one point more than in 2023, and in the February 2024 measurement, we achieved the highest NPS in the history of Posadas with a result of **66 points**.
- We renovate our commitment to best sustainability practices. The Live Aqua San Miguel de Allende hotel has obtained the LEED Oro® certification, version 4.1 of the LEED O+M system. This award granted by the U.S. Green Building Council (USGBC) highlights the hotel's outstanding environmental performance over the course of a year, reflecting its dedication to sustainability and energy efficiency.
- We received the award as Sustainable Hydro Hotel granted by Fundación Helvex, which recognizes the hotel's sustainable practices in the use of water resources.
- For the second consecutive year we received the award as the **Best Hotel Chain in Latin America from Fiesta Americana Travelty Collection**; and for the 14th consecutive year, we received the award as **Best Hotel Chain in Mexico from Fiesta Americana Travelty Collection**.

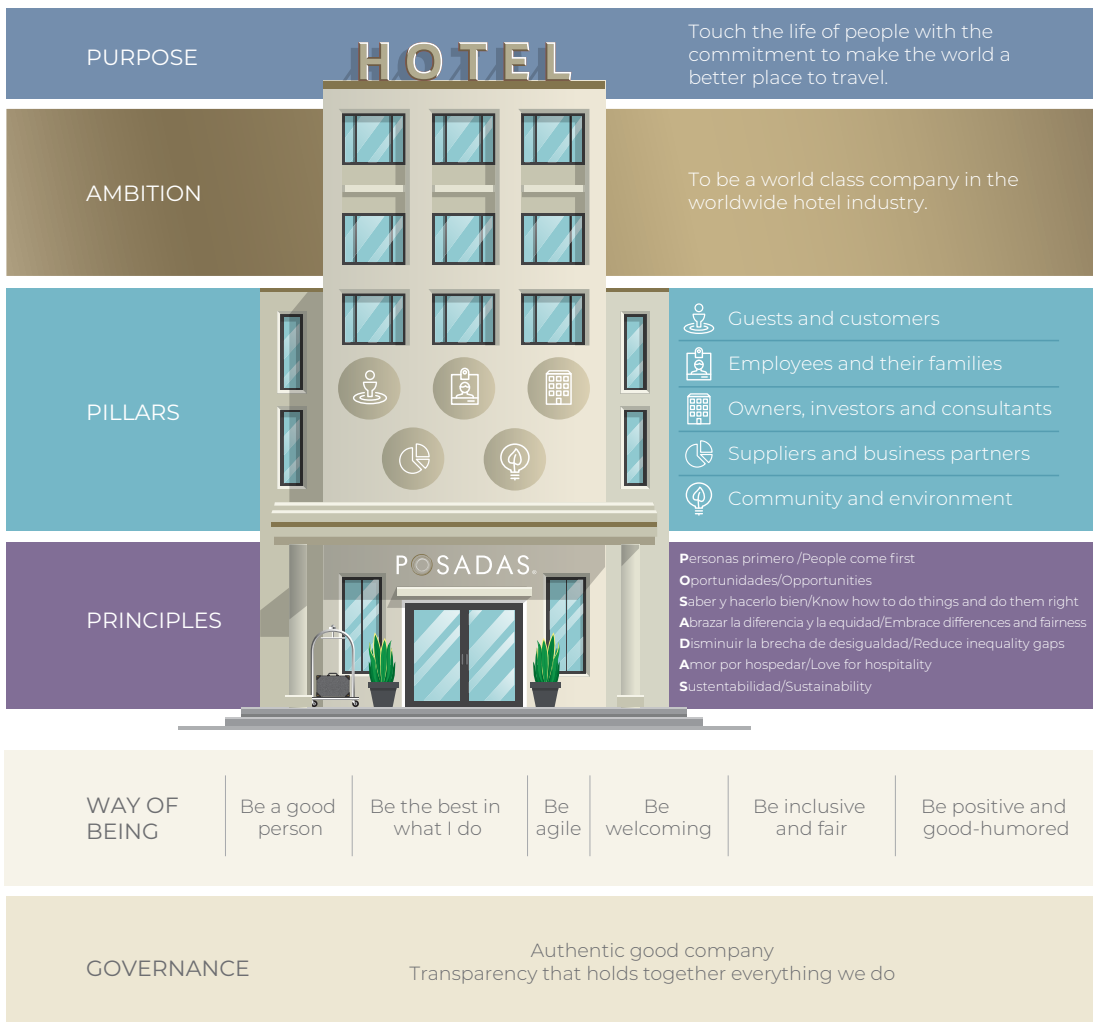
OUR PHILOSOPHY

“POSADAS STRATEGIC HOTEL”

Our philosophy model is named “Posadas Strategic Hotel”. This philosophy requires that each of our actions are in line with Posadas’ Purpose: “Touch the life of people with the commitment to make the world a better place to travel”. This purpose is enriched by our ambition-based approach: “To be a world class company in the worldwide hotel industry and an undisputed leader within the region”.

We use this premise to guide our actions, goals, and decisions to make a positive impact in five areas that cover the people, groups, and communities we share this commitment with and who we depend on to bring our purpose to life, all in line with our Posadas DNA and a governance framework that focuses on transparency.

STRATEGIC HOTEL POSADAS®



A 3D illustration representing a sustainability strategy. It features several interlocking gears of different colors (brown, green, tan). On the left, a white wind turbine stands on a green lawn. In the center, a blue solar panel is tilted. To the right, a white air purifier sits on a gear. In the background, a green tree is visible. The text 'SUSTAINABILITY STRATEGY' is centered over the solar panel.

SUSTAINABILITY STRATEGY

POSADAS®

MATERIALITY

GRI 3-1, 3-2, 3-3

In preparation of our strategy, we started by analyzing materiality, which allowed us to identify the most relevant environmental, social and governance issues from our own perspective and from the perspective of our stakeholders. The methodology used to analyze materiality consists of a series of steps that are described below:

1. Identification of relevant stakeholders for Posadas:

External stakeholders:

- Investors and shareholders
- Customers
- Regulatory agencies
- Suppliers
- Industry and competition
- Media
- Rating entities
- Voluntary initiatives

Internal stakeholders:

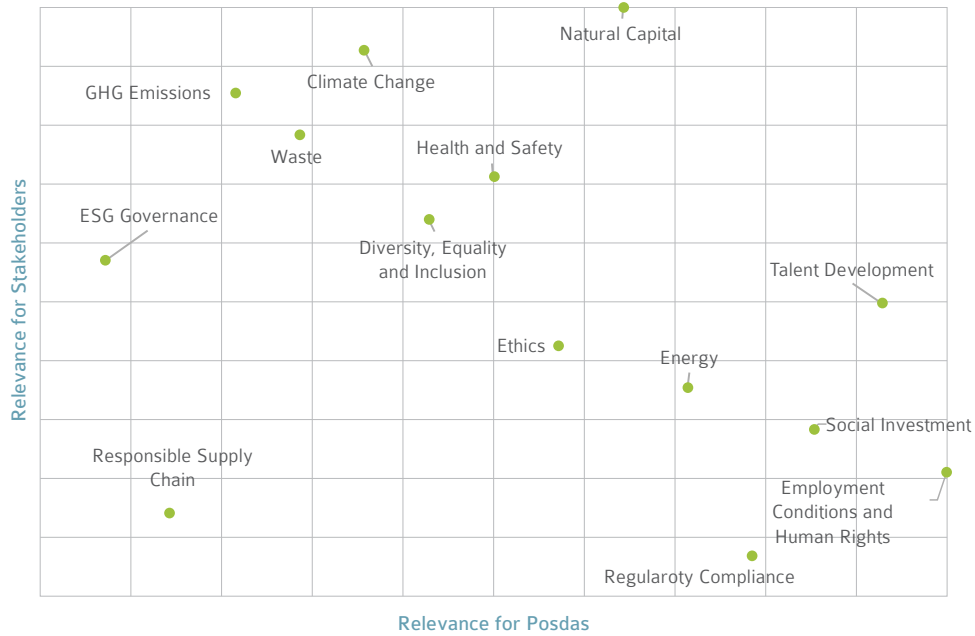
- Executive management
- ESG Committee
- Owner THREADS of hotel real estate

2. Analysis of priorities for external stakeholders identified in Y-axis (vertical) of the materiality matrix.

3. Identification and analysis of internal priorities in X-axis (horizontal) of the materiality matrix.

4. Development of materiality matrix and identification of top 14 ESG material issues.

POSADAS' MATERIALITY MATRIX

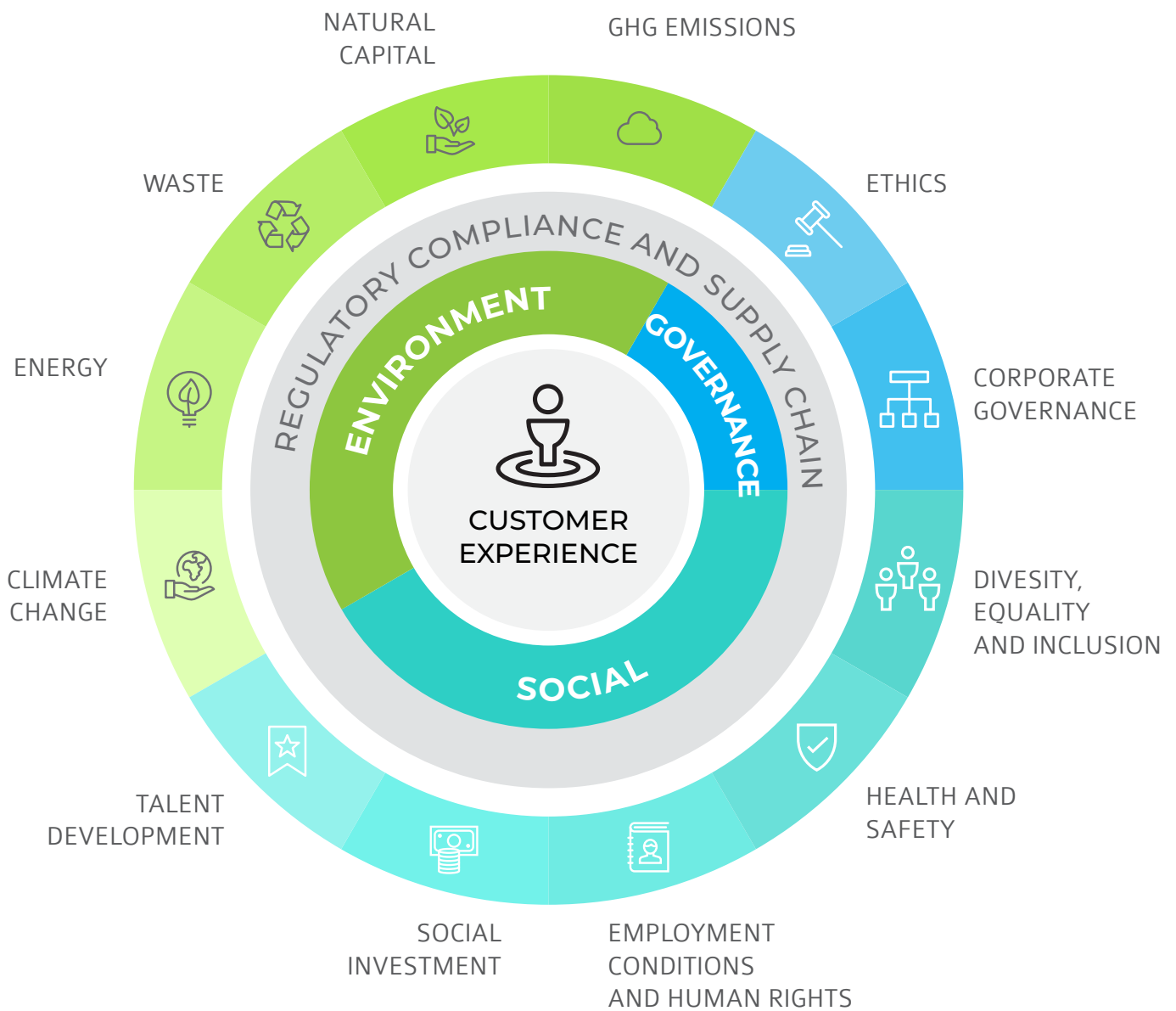


Issues located in the upper right quadrant of the matrix are priorities, however, all issues should be taken into account in the strategy.

Material Issue	ESG Aspect
Natural Capital	Environmental
Talent Development	Social
Energy	Environmental
GHG Emissions	Environmental
Ethics	Governance
Health and Safety	Social
Social Investment	Social
ESG Governance	Governance
Climate Change	Environmental
Employment Conditions and Human Rights	Social
Regulatory Compliance	Governance
Wastes	Environmental
Diversity, Equity and Inclusion	Social
Responsible Supply Chain	Governance

SUSTAINABILITY MODEL

The **Sustainability Model** has been prepared based on our material issues by identifying the GRI and SASB indicators that are the most relevant for us. Our Model is comprised of 3 fundamental pillars that are in line with our strategy: Environment, Social and Governance. These pillars are surrounded by issues identified in the materiality analysis, while the customer experience lies at the heart of the model as the driving force and fundamental principle of our operation.





ACTION PLAN

Our action plans have been designed after identifying material issues and the maturity level thereof. They establish specific actions to address our areas of opportunity for each material issue and, thus, improve our sustainability management performance. We define specific actions for each issue, by assigning one person who will be in charge of verifying compliance issues. These actions are to be performed within a 1-year commitment period. We are also in the process of defining specific goals.









The background features a large, abstract graphic on the left side consisting of numerous thin, curved, parallel lines in shades of green and light blue, creating a sense of depth and movement. The right side of the image is a solid, light blue color.




ALIGNMENT WITH SUSTAINABLE DEVELOPMENT GOALS

POSADAS®

ALIGNMENT WITH SUSTAINABLE DEVELOPMENT GOALS

Through our strategies, we seek to contribute to the 17 Sustainable Development Goals and 169 targets set by the UN. This UN initiative aims to combat global social and environmental challenges, including climate change, social inequality, irresponsible use of natural resources, and loss of biodiversity. Each of our material topics has a positive impact on the fulfillment of different goals and the targets thereof.

MATERIAL ISSUE	GOAL	TARGET
Natural Capital		<p>6.3 By 2030, improve water quality by reducing pollution, eliminating wastewater discharge, and minimizing the release of hazardous chemicals and materials, reducing by half the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally.</p> <p>6.4 By 2030, substantially increase water resource efficiency across all sectors and ensure sustainable extraction and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity.</p>
		<p>12.2 By 2030, achieving sustainable management and efficient use of natural resources.</p>
		<p>14.1 By 2030, preventing and significantly reducing all types of sea contamination, particularly the one caused by onshore activities, including marine debris and nutrient pollution.</p>
		<p>15.3 By 2030, fight desertification, restore degraded land and soil, including land affected by desertification, drought, and floods, and strive to achieve a land degradation-neutral world.</p> <p>15.4 By 2030, ensure the conservation of mountain ecosystems, including biological diversity thereof, in order to enhance their capacity to provide essential benefits for sustainable development.</p>
Talent Development		<p>8.5 By 2030, achieve full and productive employment and decent work for all women and men, including young people and persons with disabilities, and equal pay for work of equal value.</p> <p>8.9 By 2030, develop and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.</p>
Energy		<p>7.2 By 2030, significantly increase the share of renewable energy in the global energy mix.</p> <p>7.3 By 2030, duplicate the worldwide energy efficiency improvement rate.</p>

MATERIAL ISSUE	GOAL	TARGET
GHG Emissions		7.2 By 2030, significantly increase the share of renewable energy in the global energy mix.
Ethics		5.1 End all forms of discrimination against all women and girls worldwide. 5.2 Eliminate all forms of violence against all women and girls in the public and private sectors, including trafficking and sexual and other types of exploitation.
		16.5 Significantly reduce corruption and bribery in all their forms. 16.6 Build effective, accountable, and transparent institutions at all levels.
Health and Safety		3.8 Achieve universal health coverage, including financial risk protection, access to quality essential health services, and access to safe, effective, quality, and affordable medication and vaccines for everyone.
Social Investment		1.1 By 2030, eradicate extreme poverty for all people everywhere, currently measured as income per person below \$1.25 a day. 1.2 By 2030, reduce at least by half the proportion of men, women, and children of all ages living in poverty in all its dimensions according to national definitions. 1.5 By 2030, build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to extreme climate-related events and other economic, social, and environmental disasters.
		3.8 Achieve universal health coverage, including financial risk protection, access to quality essential health services, and access to safe, effective, quality, and affordable medication and vaccines for everyone.
		4.1 By 2030, ensure that all girls and boys complete primary and secondary education, which should be free, equitable, and of high quality, and produce relevant and effective learning outcomes. 4.3 By 2030, ensure equal access for all men and women to affordable and quality technical, professional, and post-graduate education, including university. 4.4 By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and professional skills, for employment, decent work, and entrepreneurship.

MATERIAL ISSUE	GOAL	TARGET
Social Investment		<p>4.5 By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and professional training for vulnerable people, including persons with disabilities, indigenous peoples, and children in vulnerable situations.</p> <p>4.6 By 2030, ensure that all youth and a significant proportion of adults, both men and women, are literate and have basic arithmetic skills.</p>
		<p>10.2 By 2030, enhance and promote the social, economic, and political inclusion of all people, regardless of their age, gender, disability, race, ethnicity, origin, religion, economic status, or other condition.</p>
		<p>11.5 By 2030, significantly reduce the number of deaths and the number of people affected by disasters, including water-related disasters, and substantially reduce the direct economic losses caused by disasters, as a percentage of global gross domestic product, with a focus on protecting the poor and people in vulnerable situations.</p>
ESG Governance		<p>16.7 Ensure the adoption at all levels of inclusive, participatory, and representative decisions that respond to needs.</p>
		<p>12.6 Encourage companies, especially large and transnational companies, to adopt sustainable practices and incorporate sustainability information into their reporting cycle.</p>
Climate Change		<p>3.8 Achieve universal health coverage, including financial risk protection, access to quality essential health services, and access to safe, effective, quality, and affordable medication and vaccines for everyone.</p>
Employment Conditions and Human Rights		<p>8.5 By 2030, achieve full and productive employment and decent work for all women and men, including young people and persons with disabilities, and equal pay for work of equal value.</p> <p>8.7 Take immediate and effective measures to eradicate forced labor, end modern forms of slavery and human trafficking, and secure the prohibition and elimination of the worst forms of child labor, including the recruitment and use of child soldiers, and by 2025, end child labor in all its forms.</p> <p>8.8 Protect labor rights and promote a safe and secure working environment for all workers, including migrant workers, in particular migrant women and those in precarious employment.</p>

MATERIAL ISSUE	GOAL	TARGET
Regulatory Compliance		16.6 Create efficient, transparent and accountable institutions at all levels.
Wastes		12.3 By 2030, reduce by half per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses. 12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling, and reuse.
Diversity, Equity and Inclusion		5.1 End all forms of discrimination against all women and girls worldwide. 5.5 Ensure full and effective participation of women and equal leadership opportunities at all decision-making levels in political, business and public positions.
Responsible Supply Chain		12.b Prepare and implement instruments to monitor the effects of sustainable development aimed at achieving sustainable tourism that creates jobs and promotes local culture and products.
		8.4 By 2030, progressively improve global resource efficiency in production and consumption and strive to decouple economic growth from environmental degradation, in accordance with the 10-Year Framework of Programs on Sustainable Consumption and Production Patterns, starting with developed countries.



A tropical resort pool area with palm trees and thatched umbrellas. The scene is set during the day with a clear blue sky. In the foreground, a large palm tree stands on the left, and a curved pool edge is visible. In the background, several thatched umbrellas and more palm trees are scattered across the pool deck. The overall atmosphere is serene and luxurious.

CERTIFICATIONS AND ESG AWARDS

POSADAS®

CERTIFICATIONS AND ESG AWARDS

We are committed to the sustainable development of our operations ensuring a positive impact on the environment, society, and governance. We are therefore proud to present our ESG certifications and awards, which reflect responsible, innovative practices that are aligned with the highest international sustainability standards.



Green Key

143 of our hotels received the Green Key Award.



The beaches of our hotels listed below received the **Blue Flag** award:

- Live Aqua Cancún.
- Grand Fiesta Americana Los Cabos All Inclusive Golf & Spa.
- Fiesta Americana Condesa Cancún All Inclusive.



151 of our hotels received the **Hydro Sustainable Hotel Award**.



Live Aqua San Miguel de Allende received 4 stars from Forbes Travel Guide and the Leed Gold Certification.



- 4 **Hotels** with EDGE Certification.
- 9 **Hotels** with Photovoltaic System.
- 1 **Hotel** with energy storage system.
- 143 **Hotels** calculate their water and CO₂ footprint using the Sustainable Hospitality Alliance (SHA) platform.



GREAT PLACE TO WORK

Los Mejores Lugares para Trabajar™ in Mexico 2024

Posadas again obtained the **Great Place to Work certification in 2024**, reaffirming its commitment to a strong, trustworthy organizational culture. It **ranked 12th** in the category of companies with **more than 5,000 employees** in Mexico.

CORPORATE REPUTATION BUSINESS MONITOR (MERCOS)



We're ranked **#1** in the General Ranking of companies that best attracted and retained talent in 2024.

Socially Responsible Company (ESR) - We have been recognized by the Mexican Center for Philanthropy (Centro Mexicano para la Filantropía or CEMEFI) for 12 consecutive years. This distinction emphasizes our commitment and contribution to sustainable development, social well-being, and environmental stewardship in our operations and communities where we operate. We are proud to maintain this distinction and will continue working to strengthen our positive impact on society.



**POSADAS IS GRANTED WITH THE
REA INAI SEAL OF TRUSTWORTHINESS**



The National Institute for Transparency, Access to Information, and Personal Data Protection (Instituto Nacional de Transparencia, Acceso a la Información y Protección de Datos Personales or INAI) recognized **Posadas** as one of the 60 companies with a Binding Self-Regulation Scheme due to the implementation of responsible and effective practices, supplemental to those provided for by law, to ensure the confidentiality and completeness of personal data.

This achievement has been possible thanks to the efforts and collaboration of our Personal Data Compliance team and Konexo, as well as the commitment of our employees in hotels, sales rooms, and Morelia to properly handle personal data.

CONGRATULATIONS!

Similarly, Konexo was recognized by Kenwin International in the COPC GMD standard as the most consistent contact center in Latin America and was honored with the Best Automation Initiative award for technological developments by the Mexican Institute of Teleservices (Instituto Mexicano de Teleservicios or IMT).

CUSTOMER EXPERIENCE

Customer service is the cornerstone of our operations. We always strive to deliver exceptional, high-quality experiences, not only addressing guests’ immediate needs but also establishing a genuine and long-lasting connection. This dedication allows us to build strong and meaningful relationships that strengthen loyalty and foster a memorable and enriching experience for each of our guests.

In this regard, in 2023 we implemented a series of initiatives to strengthen our customer experience. In terms of digitalization, we launched our Fiesta Americana Travelty platform, offering our customers the convenience of accessing all of our hotels, brands, packages, transportation, and other services in one place. This platform allows planning and booking an entire trip with an enhanced, personalized experience, supported by a new architecture and advanced technological features. As a result, we experienced a 30% growth in bookings through digital channels, with an impressive 70% of all bookings generated through our own channels.

We’re continuing our Digital Concierge project, available via WhatsApp or SMS, as a valuable resource for our guests throughout their stay. This service uses AI that recommends activities

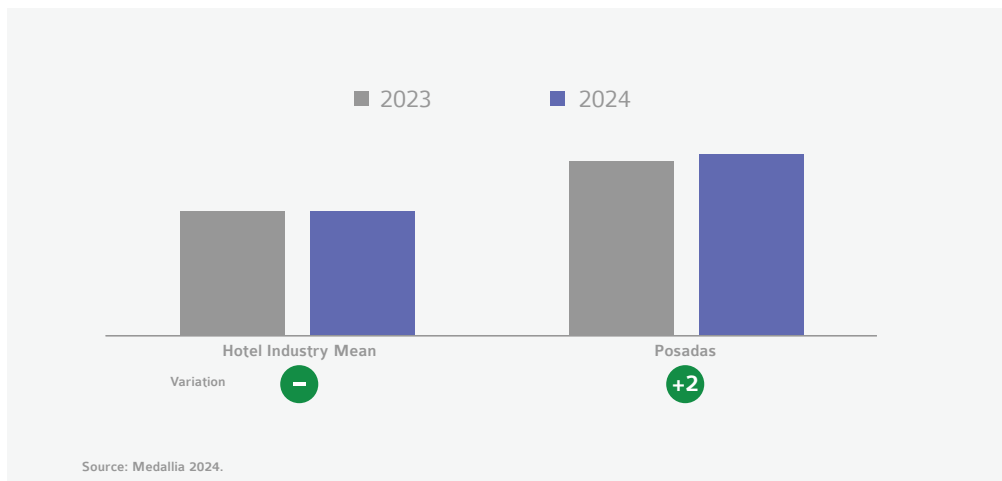
and promotions within the hotel and at the area of destination. Customers who interact with the Digital Concierge report an average of 5 points higher NPS (Net Promoter Score) than those who do not.

Committed to improving the guest experience and streamlining operational processes, 62% of check-ins are now conducted digitally via receptionist-assisted tablets and self-service kiosks.

This implementation not only speeds up guest arrival, reducing lead times and simplifying the operational process, but also represents an important step toward sustainability. Thanks to digitalization, paper use has been significantly reduced, thus contributing to environmental protection.

For the second consecutive year, we were recognized by Medallia, a leading global Customer and Employee Experience Management company, as the hotel company with the highest customer satisfaction score (NPS). We scored a remarkable 64, exceeding the global hotel industry average by 20 points. Additionally, we have proven a positive trend in our NPS, increasing 1 point year-over-year and reaching an all-time high of 65.3 points in February 2024.

THE NPS OF POSADAS IS **+20 PTS** ABOVE THE HOTEL INDUSTRY AVERAGE



CUSTOMER EXPERIENCE

The friendliness and professionalism of our staff, along with the impeccable cleanliness of our facilities, are aspects that our guests deeply value, generating a direct impact on their loyalty and continued satisfaction, and it is what sets us apart in the market and sets the standard for the brand.

At Posadas, we believe that putting the people first is the foundation for building memorable and sustainable experiences. For this reason, Posadas becomes a pioneer in Latin America by implementing the “Voice of the Employee,” being the first Medallia Latin America hotel client to adopt this strategy. In 2024, we activated and measured ECO – The Voice of the Employee program for the first time, a strategic initiative that supplements the Voice of the Guest and allows us to listen, understand, and act based on what our talent shares with us.

This first year of ECO confirmed that our people-centered culture is yielding results: We achieved an employee recommendation rating of 74 points, 18 points above the industry average. This indicator reflects the pride and commitment of those who, with their daily dedication, enable our guests to enjoy unique experiences.

By combining both programs —Voice of the Guest and Voice of the Employee— Posadas achieves a synergy where satisfied guests and engaged employees provide mutual feedback, creating a virtuous cycle that strengthens the company’s reputation, improves productivity, and creates an environment that leads to continued innovation in the hotel industry.



2024 ESG ACHIEVEMENTS



Social

- We provided a total of 142,720 hours of training to our employees.
- We established a Psychological Helpline specializing in domestic violence incidents in collaboration with UNICEF.

We provided support to 441 women, 593 minors, and 69 companions, offering more than 1,880 nights of accommodation and more than 11,590 meals free of charge.

- For the first time we participated in a 3- and 5-km race to support mental health patients, with the participation of 150 participants, including employees and families. The proceeds were used to purchase medication for people diagnosed with mental illness.
- We awarded scholarships to 615 children and young people through our education programs and supported 273 adults who completed high school and passed the exam of the Ministry of Public Education (SEP). We helped 5,200 students and teachers from schools damaged by Hurricane Otis that we rebuilt in Acapulco.

We continue with our Community Training program, which provides training to young women in tourism trades aimed at opening doors for them in the job market. 6 women were beneficiaries of this program 2024.

- We supported 105 victims of Hurricane John with refrigerators and mattresses.
- We provided health support to more than 1,600 people with eye exams, glasses, surgeries, and psychomotor therapy.

We helped nearly 11,000 people with the Posadas Foundation Volunteer Program, in which more than 2,200 volunteers participated, dedicating more than 1,000 hours to the program.

- At Posadas Foundation, we achieved double the amount raised in 2019, making 2024 the best year for the Foundation.
- For the first time we hired a Mexican Sign Language translator to assist in communicating all institutional messages, national conferences, or cross-curricular courses.



2024 ESG ACHIEVEMENTS



Governance

- 84% of the positions in our hotels' Executive Committees are held by Posadas' internal employees.
- We have no pending or completed legal actions regarding unfair competition or free competition.
- We trained 17,095 employees in ethics issues.
- Suppliers representing 83% of our procurement expenses underwent an ESG assessment to be selected.
- We incurred in no material fines.

An aerial photograph of a beach. The top half of the image shows deep turquoise water with gentle ripples. The bottom half shows a sandy beach with white foam from waves washing onto the shore. The text is centered over the water and foam.

OUR IMPACT ON
THE ENVIRONMENT

POSADAS®

OUR IMPACT ON THE ENVIRONMENT

Thanks to our efforts in environmental matters, we were awarded with the Green Key Distinction, an environmental certification program that helps tourism businesses improve their environmental performance and prove their commitment to sustainability.

With respect to environmental management, we have been implementing our own daily monitoring system for energy and water consumption since 2008, as well as a corporate platform where hotels can compare their performance with other assets and identify best practices to be implemented.



NATURAL CAPITAL

GRI 3-3, 303-1, 303-2, 303-3, 303-4, 303-5, 304-1, 304-4, SASB SV-HL-140a.1, SV-HL-160a.2



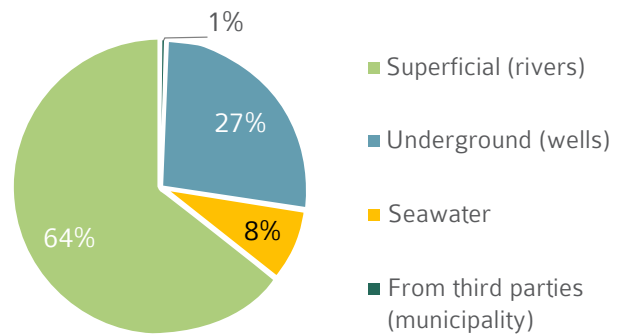
The water crisis in Mexico represents a growing challenge, stemming from a combination of factors including overexploitation of ground water resources, water pollution, inadequate infrastructure, and inequitable access. Therefore, it is essential that we continue to strengthen effective water management strategies that promote water conservation and efficiency.

“ During 2024, we ensured that all our hotels carried out their water footprint calculations using the Sustainable Hospitality Alliance (SHA2) platform and under the supervision of Green Key. ”

Water Extraction and Discharge

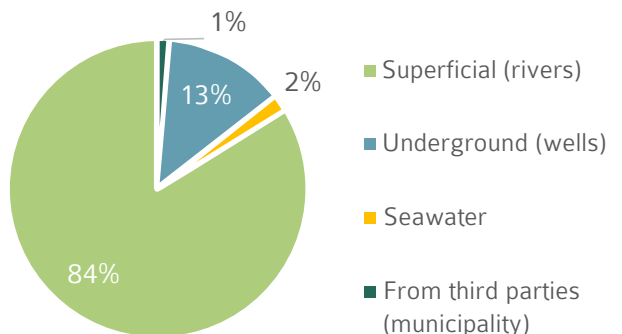
The water we use is supplied by municipalities, rivers, wells, and seawater, while discharges are made to the same sources. In both cases, the relevant authorizations are required. These water discharges must comply with SEMARNAT’s NOM-001 and NOM-002 regulations and must periodically undergo analysis by laboratories certified by the Mexican Accreditation Entity (Entidad Mexicana de la Acreditación or EMA).

WATER EXTRACTION		
Source type	Quantity	Units
Superficial (rivers)	28,964	m ³
Underground (wells)	1,027,891	
Seawater	317,536	
From third parties (municipality)	2,217,759	



Only 24 of our hotels use water from areas with high water stress, representing 11.98% of our total extraction. On the other hand, the majority of the water we use comes from municipalities, representing 61.74% of the total extraction. Also, the main destination for our water discharges is the municipal network, representing 83.96% of our discharges.

WATER DISCHARGE		
Source type	Quantity	Units
Superficial (rivers)	41,072	m ³
Underground (wells)	378,590	
Seawater	41,387	
From third parties (municipality)	2,412,672	



²SHA is a global organization that brings together leaders and experts from the hotel industry to promote sustainable practices in the sector.
³NOM-001-SEMARNAT-2021 provides for the permissible limits for pollutants in wastewater discharges into receiving bodies owned by the Mexican Government.
⁴NOM-002-ECOL-1996 provides for the maximum permissible limits of pollutants in wastewater discharges into sewage systems.



Water Consumption and Water Intensity

We calculate our water consumption by subtracting our discharges from the total extraction, resulting in **718,431 m³**.

However, we believe that the water consumption intensity indicator, in units of m³ extracted per occupied room, allows for a more accurate and meaningful assessment. Our intensity decreased by **1%** compared to 2023, which we identified as due to significant changes in cleaning processes, making them more rigorous.

Water Intensity	2023	2024
m ³ extracted/occupied room	0.611	0.604

To reduce our water consumption, we have a Water Saving Operational Program. Low-flow showers, sinks, and toilets have been installed, a nighttime watering schedule has been established for planters, quarterly maintenance has been performed on the plumbing system in general areas, and inspection tours of the main water consumption areas have been conducted to identify leaks.



BIODIVERSITY AND NATURE

Nature conservation is another important focus of our sustainability strategy, especially for hotels located in or near areas of high biodiversity value.

One of the most significant reasons for protecting biodiversity and nature in our hotels is ecosystem services. These are the direct and indirect benefits that ecosystems provide to humans and other life forms. Some of the most relevant for us as Posadas are the following:



1. Water supply: Ecosystem conservation helps ensure the continued availability of clean water for hotel use.



2. Biodiversity and landscape: Healthy ecosystems provide habitats for a variety of plant and animal species. This biodiversity is attractive to tourists and contributes to the landscaping of areas near hotels. Furthermore, biological diversity also plays an important role in crop pollination and pest regulation, aspects that indirectly affect our hotels.



3. Leisure and tourism: Natural ecosystems are important tourist destinations for many people. Hotels often benefit directly from their proximity to attractive natural landscapes, such as beaches, mountains, rainforests, and national parks. Preserving these ecosystems ensures that hotels continue to attract tourists seeking natural experiences and outdoor activities.



4. Air Quality: Forests and other ecosystems play a crucial role in purifying the air by absorbing carbon dioxide and other pollutants, which can have a direct impact on the health and well-being of hotel guests and staff.



5. Soil stabilization and flood control: Ecosystems such as mangroves and wetlands act as natural barriers to flooding and help stabilize the soil in coastal areas. The destruction of these ecosystems can increase hotels' vulnerability to extreme weather events, which in turn can negatively impact hotel infrastructure and operational capacity.

As part of our strategy, we identify hotels located within or adjacent to protected areas or zones of high biodiversity value, as well as species listed on the IUCN (International Union for Conservation of Nature) Red List.

Facilities near or within protected natural areas	Built area	Number of threatened species	Number of critically endangered species	Number of probably extinct species
28	657,925 m ²	650	271	25

Below is a map of the Protected Natural Areas (PNA) near our hotels:



Hotels surrounding a PNA

We have established and implemented a “Rocky Coastline Protection and Conservation Protocol,” intended to monitor and preserve the rocky coastline in the recreational area of the Fiesta Americana Cozumel All Inclusive Hotel. This protocol focuses on environmental education, monitoring indicators, and taking corrective measures to protect and preserve the rocky coastline. Similarly, we have the “Ecological Restoration Protocol,” a process focused on the implementation of native species from the region. As part of this effort, the registration of the nursery is being monitored, which involves preparing and registering the nursery that will be used to grow these species. The main objective is to replace invasive species that currently affect the ecosystem, thus promoting the recovery of local biodiversity and environmental balance.

In the specific case of the Fiesta Americana Cozumel Hotel Beach Club, the environmental impact assessment conducted by SEMARNAT authorized the implementation of various Environmental Programs to supplement the applicable legal provisions aimed at maintaining a healthy environment in the region where the Beach Club is located. These Programs, which consist of subprograms and protocols, will be supplemented throughout the validity of the AIA (40 years), with Posadas being obliged to submit temporary reports to the environmental authorities.



The above-mentioned programs are:

- Environmental monitoring program.

Environmental monitoring subprogram.

- Preventive Maintenance Program for LP Gas Facilities.
- Climate Contingency Assistance Program.

Contingency Subprogram.

- Climate Change Adaptation Program.
- Solid and liquid, organic, inorganic and hazardous waste management program.
- Ecological Restoration Program.

Marine fauna scaring subprogram.

Environmental education subprogram.

- Rocky Coastline Protection and Preservation Program, related to the vulnerability of the coastal zone.
- Sea Turtle Management, Protection and Preservation Comprehensive Program.

ENERGY

GRI 3-3, 302-1, 302-3, 302-4, SASB SV-HL-130a.1

By reaffirming our responsibility to the environment, one of the commitments in our Sustainability Policy is to measure, monitor, and manage energy consumption, as well as promote the rational use of energy by integrating technologies that improve energy efficiency and the transition to renewable energy sources.

Some of the measures we have implemented to improve energy efficiency in our hotels include:

- Installation of four photovoltaic systems at our Fiesta Inn Monclova, Fiesta Inn Querétaro, Fiesta Inn San Luis Potosí, and Fiesta Inn Oaxaca hotels.
- Control of the operating temperature set point of chilled water chillers.
- Adjusting the set point of air conditioning thermostats in rooms and public areas.
- Automatic switching on and off of air conditioning and lighting systems in common areas.
- Transition from traditional to LED lighting.
- Non-essential equipment shutdown during peak hours.
- Installation of presence sensors for lighting.
- Quarterly maintenance of air conditioning, plumbing, laundry, and kitchen equipment to ensure efficiency.

By 2024, we set a goal of reducing energy consumption intensity per occupied room by 2% compared to the previous year; however, intensity increased by 2.43%, due to a 4.06% drop in occupancy.

ENERGY CONSUMPTION		
Indicator	Quantity	Units
Electricity	695,427	GJ
LP Gas	325,304	
Natural gas	134,852	
Diesel	32,242	
Renewable energy	0	%
Energy intensity	0.200	GJ / Occupied Room
Reduction in intensity vs. 2023	-2.43	%



In the coming years, in line with our commitment to the energy transition, we expect to install photovoltaic panels on at least 60 hotels with available rooftop square meters and 10 parking lots per year. Another goal is to install a solar collector heater for water heating in at least 20 hotels that have available m2 on rooftops and parking lots per year.

GREENHOUSE GAS (GHG) EMISSIONS

GRI 3-3, 305-1, 305-2, 305-4, 305-5

We are aware that reducing our greenhouse gas emissions is critical to the fight against climate change. Since 2017, we have been calculating our Scope 1 emissions (directly generated by our operations) and Scope 2 emissions (derived from the purchase of electricity), considering CO₂, CH₄, and N₂O gases. In 2023, we were able to automate the monthly energy report to calculate GHGs based on international methodologies.

As a goal for 2024, we set a target to reduce our total emissions per occupied room by 2% compared to the previous year; however, the intensity increased by 5.10%, due to a 4.06% drop in occupancy.

INDICATOR	QUANTITY	UNITS
Scope 1 emissions	24,943	Ton of CO ₂ e
Scope 2 emissions	50,282	
Emission intensity	0.0211	Ton of CO ₂ e / Occupied Room
Reduction in intensity vs. 2022	-5.10	%

Our efforts to reduce our energy consumption are directly linked to reducing emissions; thus, our emissions strategy will focus in the short term on preventing GHG emissions by reducing our consumption of fossil fuels and electricity from the grid.



CLIMATE CHANGE

GRI 3-3, SASB SV-HL-450a.1

Hurricane Otis’s impact on Acapulco was devastating, leaving a trail of destruction in its wake that profoundly affected both homes and hotels in the region. Since thousands of people were affected and damages being estimated at millions of pesos, this natural phenomenon starkly highlighted the dangers facing coastal communities in a world increasingly affected by the consequences of climate change. The scale of the destruction caused by Otis serves as an urgent reminder of the need to take specific actions to strengthen the resilience of the hotel industry and community infrastructures to extreme weather events.

In this regard, throughout the year, potential risks arising from climate change were identified and assessed in our hotels, paying special attention to those in areas potentially vulnerable to hurricanes, tsunamis, floods, droughts, and earthquakes.

PHYSICAL RISK	RISK LEVEL*	# OF HOTELS
Hurricane	Medium	13
Hurricane	High	15
Flood	Low	27
Drought	Medium	108
Drought	High	25

* Low risk: Unlikely and minimal impact.
 Medium risk: Moderate probability and impact.
 High risk: Very likely and significant impact.



We have developed several measures to prevent the risks identified and to strengthen the security, resilience, and readiness of our hotels, including:

- Installation and renovation of shelters approved by the Mexican Civil Protection Department in hotels located in beach areas.
- Installation of hurricane shutters to reduce the risk of damage to buildings caused by hurricanes.
- Training for all employees on climate change.
- Creation of specialized brigades for extreme weather events.
- Installation of first aid equipment.
- Installation of audible visual alert systems for emergencies.
- Implementation of Internal Civil Protection Plans (IPCP) updated to these contingencies.
- Chat groups have been enabled for hotels located in seismic and hurricane zones to facilitate communication and coordination in the event of an emergency.
- Guaranteed availability of electrical power through generators for 100% of the load.
- Adequate storage of water, food, and fuel for extended periods of operation in case of emergency.
- Installation of gasoline-fueled pumping systems to address potential flooding.
- Analysis of tide levels, water tables, and rainfall to identify potential flood risks for beach hotels.
- Soil mechanics studies, verification of structural calculations in accordance with current regulations, and assessment of construction materials strength for hotels in seismic zones.
- Implementation of a management policy and specific manuals to address hurricanes, tsunamis, and droughts. Such policies provide a detailed description of protocols to be followed within hotel facilities in the event of an emergency.



In 2025, the plan is to start with physical and transition climate change risk studies at all our hotels in areas at risk of hurricanes, earthquakes, and droughts. This will determine the necessary adjustments to existing projects and investment amounts in order to develop a three-year execution plan.

WASTES

GRI 3-3, 306-1, 306-2, 306-3, 306-4, 306-5

We generate waste in our day-to-day operations and throughout our value chain that, if not managed properly and responsibly, can cause serious environmental effects, such as soil and water contamination, greenhouse gas emissions, toxins, and the destruction of natural habitats. These impacts can harm biodiversity, damage local flora and fauna, and endanger the health of nearby communities.

Therefore, Posadas has defined a waste management strategy based on five pillars, reinforced by annual employee training and focused on a revaluation approach to reuse, recycle, and reduce as much waste as possible.



We negotiated with local suppliers in 2023 to collect recyclable and reusable waste in Mexico City, Nuevo Leon, Jalisco, Queretaro, Puebla, the State of Mexico, Morelos, and Veracruz. By 2026, our goal is to ensure that 70% of our hotels deliver their recoverable waste to specialized companies for reuse.

Waste generation			
Waste generated	Hazardous	73.5	Ton
	Special handling	355.1	
	Organic	5,015.6	
	Inorganic	4,753.3	
Waste not intended for disposal	Reuse	30.2	
	Recycling	494.3	
	Composting	17.3	
	Recovery	0	
	Others	0	
Waste destined for disposal	Incineration	0	
	Deep well injection	0	
	Landfill	10,108.32	
	On-site storage	0	
	Others	0	

A woman with long dark hair, wearing a pink blazer, black pants, and black shoes, is riding a dark blue folding bicycle on a paved city street. She has a black backpack on her back. The background features a modern building with horizontal lines and lush green trees. The scene is captured in a cinematic style with soft lighting.

OUR IMPACT ON
OUR PEOPLE

POSADAS®

A TRANSCENDING CULTURE

All of us who are part of Posadas make one of the company’s core pillars. Each employee contributes, through their talent and actions, to bringing the Posadas Purpose to life, positioning our brands through exceptional services and unique experiences, and, of course, achieving business results.



Additionally, the initiatives we generate are also aligned to contribute to the Sustainable Development Goals and achieve positive and long-lasting impacts on our employees, families, and communities.

A large family building a great team

Posadas’ total workforce was **16,939 employees** in 2024.

16,784
full-time

155
part-time

Due to our presence in major tourist destinations and cities in Mexico, we are a significant source of employment nationwide.

GENDER	REGION	FULL-TIME EMPLOYEES	PART-TIME EMPLOYEES
Female	Bajío (central region of Mexico known for its industrial growth)	437	80
	Central Mexico*	2,770	205
	Northern Mexico	1,268	230
	Western Mexico	905	223
	Southeastern Mexico	1,490	717
	Total	6,870	1,455
	TOTAL	8,325	



GENDER	REGION	FULL-TIME EMPLOYEES	PART-TIME EMPLOYEES
Male	Bajío (central region of Mexico known for its industrial growth)	325	62
	Central Mexico*	2,702	194
	Northern Mexico	1,250	168
	Western Mexico	821	186
	Southeastern Mexico	1,932	974
	Total	7,030	1,584
	TOTAL	8,614	

We had 17,300 new hires in 2023, broken down by gender and age as follows:

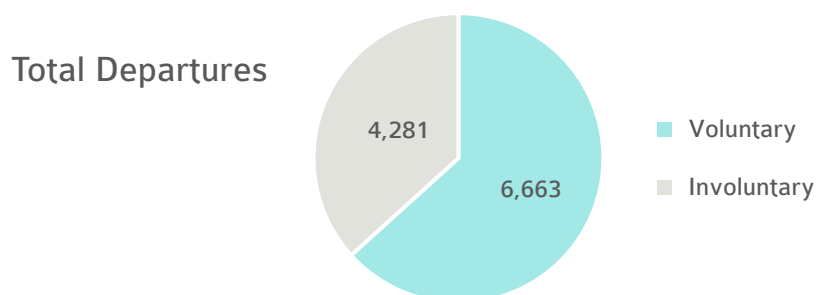
NUMBER OF NEW HIRES		
	FEMALE	MALE
<30 years old	4,833	5,667
Between 30-50 years old	2,807	2,693
>50 years old	708	592

HIRING RATE		
	FEMALE	MALE
i. <30 years old	27.94%	32.76%
ii. Between 30-50 years old	16.23%	15.57%
iii. >50 years old	4.09%	3.42%

*Posadas does not hire external personnel. We outsource services from companies such as cleaning, security, transportation, and medical services duly registered with the REPSE (Registry of Specialized Service Providers), a system created by the **Ministry of Labor and Social Welfare** (STPS).

Regarding staff turnover, 10,944 employees voluntarily and involuntarily departed the company in 2024, broken down by gender and age as follows:

TURNOVER RATE		
	FEMALE	MALE
i. <30 years old	21.39%	27.16%
ii. Between 30-50 years old	20.25%	20.36%
iii. >50 years old	6.11%	4.73%
Voluntary	31.67%	29.21%
Involuntary	16.08%	23.04%



CAREER OPPORTUNITIES

We are convinced of the value of developing the potential and talent of our employees. This allows us to create career opportunities where people find new challenges and continue to grow in their careers within Posadas.

By 2024, 58% of vacancies were filled with in-house talent. This reflects the company’s completion of more than 169,000 hours of training this year.

2024 RESULTS EMPLOYEE TRAINING

		Female	Male
A. Total trained employees	i. Operational staff	22,639	22,837
	ii. Administrative staff	3,293	2,800
	iii. Management	3,322	3,313
	iv. Executive Officers	145	178
B. Total training hours	i. Operational staff	66,423	69,051
	ii. Administrative staff	5,477	3,987
	iii. Management	12,898	11,418
	iv. Executive Officers	232	213
C. Average training hours per employee	i. Operational staff	2.9	3.0
	ii. Administrative staff	1.7	1.4
	iii. Management	3.9	3.4
	iv. Executive Officers	1.6	1.2

TALENT DEVELOPMENT

Recruiting, developing, and empowering the best talent is a constant commitment that helps us continue achieving our goals; all this in an environment of safety, respect, and well-being that extends to our teams, families, and communities.

The learning strategy is a supplement to technical or operational knowledge with programs aimed at enhancing various interpersonal, strategic, and social skills. Some of the learning programs that are part of this strategy are:

Technical training and service

- **CapaCitas:** Training sessions focused on hotel operation processes and standards to improve performance, efficiency, and guest satisfaction.
- **Certification in Operational Processes for Sales Rooms:** Ensuring knowledge, application, and excellence in the execution of processes in the areas of Quality and Loyalty Control.

- **Course for Community Managers of Upscale & Luxury Hotels:** Strengthen skills to generate digital strategies, assess them, and measure their impact to increase the presence and effectiveness of brands on social media.
- **Human Capital Certification:** Ensure knowledge and correct application of Human Capital processes for the operation of Hotels and Sales Rooms. Five generations of executive officers have been certified in our processes. We started a recertification process in 2024 with 166 participants to update and maintain current knowledge of 15 processes.

Brand training

- **Fiesta Inn and Live Aqua Brand Positioning Courses:** Introduce the brand promise we offer to our guests and customers. These sessions are focused on the Executive and Operating Committees to instill this new promise in the teams. We reached 5,684 employees with this synergy.
- **Fiesta Inn Revolution:** Learning curricula for the Fiesta Inn brand, addressing key processes for positions such as housekeepers, housekeeping supervisor, public areas, room manager, front desk, guest service manager, salesperson, server, captain, F&B manager, and procurement.

Leadership and inclusion training

DNA Leader: Develop and align leadership at Posadas to build a unified, development-focused culture based on the elements of Posadas DNA that inspire, challenge, and leave a long-lasting impact on each of its employees. The program has involved more than 2,000 leaders since its implementation. In the long term, the main benefit is that any employee promoted to a leadership position will have clear guidance on what is expected of them, in addition to receiving the necessary tools to successfully perform their new role.

Posadas Course “Pillars of Inclusion”: Focused on creating environments fostering respect and inclusion to contribute to the three pillars of Posadas’ diversity strategy: people with disabilities, gender equality, and the LGBTQ+ community. We achieved the participation of 6,374 employees in e-learning format and 8,471 in-person hotel training, which represented more than 20,000 hours of training.

Boosting learning with technology

As a supplement to our annual training plan, we have two Virtual Campuses—Crehana and LinkedIn Learning—which offer thousands of courses based on business, creativity, technology, and personal development.

By 2024, Crehana’s Virtual Campus had 4,200 active licenses, with more than 29,000 courses completed, equivalent to more than 10,000 study hours.

With respect to LinkedIn Learning, more than 4,000 courses were completed, representing more than 5,000 study hours, with 1,000 active licenses.

Additionally, we launched a mobile app for more than 1,800 Fiesta Inn employees, enabling them to access learning content, micro videos, infographics, and gamification from their cell phones.

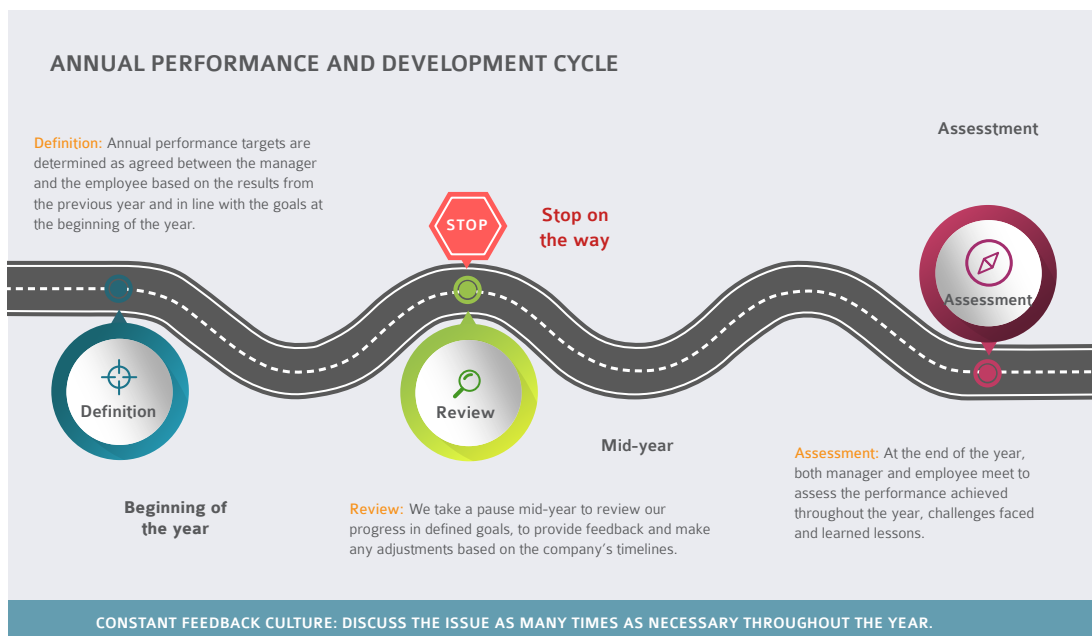
Our long-term commitment is to ensure that all employees have access to content, tools, and training resources aligned with our Posadas DNA. We have four schools available through Universidad Posadas website that reflect the fundamental pillars of our learning model:

- **School of Experiences:** Focused on developing personal skills and living our AMA philosophy: Attitude, Magic, and Action, as the driving force behind the memorable service that differentiates us.
- **Leadership School:** Leadership is a strategic priority for Posadas. That’s why we foster the growth of leaders who positively impact their teams and generate value throughout the organization.
- **Business School:** We understand that the business environment is constantly evolving. This school provides up-to-date tools and knowledge to develop effective strategies and stay ahead of the curve.
- **School of Personal Development:** We recognize that each employee is the main character of our business development. Therefore, we offer training resources to foster talent, strengthen individual capabilities, and support their overall growth.

Through our Posadas University, we also seek to foster self-development and executive training through specialization opportunities, professional development, and postgraduate programs. We partner with universities and academic institutions that offer discounts and preferential rates, enabling our employees and their immediate families to take on new challenges and continue to grow personally and professionally.

Employee performance

This year we completed the 3 stages of our Annual Performance and Development Cycle:





The strategy begins with the definition of annual performance goals agreed upon between employees and their leaders, as well as an action plan to achieve them. Throughout the year, one-on-one sessions are held between the employee and their leader (called CONVERSA) to monitor progress toward achieving goals and adjust the action plan if necessary. At the end of the year, goal achievement by each employee is assessed.

Additionally, a Talent Management process was carried out, which assessed all Executive Officers, Assistant Executive Officers, Managers, and Specialists at the Headquarters and Morelia Office, as well as the Hotel and Sales Room Committees.

In addition, we have pension plans for employees in executive positions, for which we have a trust specifically designed to cover these obligations upon retirement. A provision is made annually for this trust, the investment management of which was entrusted to a third party. It is important to note that no contribution is required from eligible employees to benefit from this program.

HEALTH AND SAFETY

GRI 3-3, 403-1, 403-2, 403-3, 403-4, 403-5, 403-6, 403-7, 403-8, 403-9, 403-10

The health and safety of our employees and guests is a priority, so we remain aligned with the regulations of the Ministry of Labor and Social Welfare, as well as Civil Protection guidelines, ensuring safe spaces for everyone. This comprehensive wellness system covers risk prevention and physical care, as well as emotional, intellectual, and social well-being.

Physical health

We implement preventive measures to ensure safe environments in our hotels, such as the formation of Safety and Hygiene Committees and the active participation of Civil Protection brigades. Additionally, we promote a culture of shared responsibility, where every employee can and should report risks or incidents for timely attention and mitigation.

We conduct training programs for our staff to strengthen accident prevention knowledge. The courses we teach include some topics such as:



HEALTHY LIFESTYLE AND DISEASE PREVENTION

We promote healthy habits among our employees through sports. In 2024, 170 employees and their families participated in 3km and 5km races to contribute to institutions that use the event's proceeds to purchase medication for people with mental illness.

The Fit Challenge program served 600 people, including family and friends for the first time, to encourage a healthier lifestyle.

In terms of disease prevention and care, we organized eye and hearing health fairs. We disseminate health information through internal media such as the Wellness magazine.

Our **Ever Health** telemedicine service now has more than 8,000 active licenses for employees and their families nationwide, offering unlimited, free consultations in general medicine, psychology, and nutrition.

Mental health

We promote the emotional well-being of our employees through courses and conferences on psychosocial risks covered by NOM-035. These health sessions are broadcasted online to all our workplaces and are available at any time.

We maintained our partnership with **UNICEF** through the Psychological Helpline for cases of domestic violence in 2024. In 2025, we supported **452 women and 609 children**, providing **1,932 nights of accommodation with food**, with an investment of **\$1.8 million MXN**.

⁵NOM-035-STPS-2018 provides for the elements to identify, analyze, and prevent psychosocial risk factors, as well as to promote a favorable organizational environment in the workplace.



EMPLOYMENT CONDITIONS AND HUMAN RIGHTS

GRI 3-3, 2-30, 201-3, 202-1, 401-2, 401-3, 407-1, 408-1, 409-1, 410-1, SASB SV-HL-310a.2, SV-HL-310a.3, SV-HL-310a.4

We are committed to complying with labor laws and regulations, promoting decent and equal work environments.

- We have collective bargaining agreements in all workplaces, which represent the interests of **56%** of unionized employees.
- In 2024, only **21%** of the workforce received the minimum wage; the rest earned more.
- In 2024, **158 women** enjoyed their parental benefits; this year, we are working to gather statistics on the number of men who are using them.





RESPECT FOR HUMAN RIGHTS AND HUMAN TRAFFICKING PREVENTION

In the tourism sector, where diverse cultures and millions of visitors converge, respect for human rights is a priority. Our commitment includes protecting the dignity and integrity of all people, recognizing that this is critical for the legitimacy and success of our hotels.

We have a training program in collaboration with the Ministry of Labor, focused on identifying and managing risks related to human trafficking. This program trains our staff to recognize warning signs and follow clear protocols for reporting cases and notifying authorities. In this way, we continue our commitment to the Tourism Companies **Pact for the Eradication of Human Trafficking**. Although no risks associated with child labor or forced labor have been identified in our internal assessments, we have clear and strict policies regarding hiring and employment conditions, supported by our Code of Ethics and Conduct and Interpretation Criterion CICEC-001/16, which expressly prohibits child labor.

DIVERSITY, EQUALITY AND INCLUSION

GRI 3-3, 405-1, 405-2, 406-1

Posadas is committed to promoting an inclusive work environment where diversity is valued and equality and equal opportunities are fostered, creating spaces where all employees can thrive in safe environments.

Conferences and awareness-raising sessions

Women’s Day – Panel on Challenges in the Development of Female Talent.

Conference: “Mansplaining: Everyday Sexism in the Workplace”.

Conference: Neurodiversity.

LGBTQ+ Panel

Conference: “How to be an ally of breastfeeding”.

Conference: “Understanding the ABCs of Gender Violence”.

We taught the course named “Pillars of Inclusion in Posadas” to 14,845 employees, equivalent to 87% of the staff, aimed at demonstrating how we can contribute to strengthening our pillars of inclusion from the workplace: people with disabilities, gender equality, and the LGBTQ+ community.



People with disabilities

In 2024, we decided to focus our efforts on supporting people with hearing disabilities, the main condition present in our workplaces, to facilitate their active participation and development within the company.

Out of the 189 employees with disabilities in our workforce, 77 are hearing impaired, 41 suffer from some type of intellectual disability, 34 motor disabilities, 4 multiple disabilities, 13 psychosocial disabilities, and 20 are visually impaired.



A Mexican Sign Language translator was available for live broadcasts of conferences and institutional messages in 2024, so that our employees with disabilities could access the information.



In addition to continuing to offer our induction program adapted to Mexican Sign Language, this year we are integrating the MSL and Spanish Literacy Schooling Program.

We identified that our hearing-impaired employees have different levels of Mexican Sign Language (MSL) knowledge; therefore, we initiated a specialized course from which **28 employees graduated**. We subsequently launched a literacy course to support their literacy development and eliminate communication barriers. This program began with **33 participants** and by the end of 2004 it remains with **27 active employees**. They are expected to graduate in March 2025.

As part of the MSL course, we invited these employees to define the sign language that best represents Posadas, based on our organizational philosophy. We are introducing this specific sign to all employees in an effort to promote inclusion, as part of the International Sign Language Day: VID-20240423-WA0017 2.mp4, encouraging awareness and use throughout the company.



HIRING PEOPLE WITH DISABILITIES

In March 2024, we launched a national goal for hiring people with disabilities (PwD) in more than 190 locations, after adapting our talent attraction process and validating a successful pilot.

We partnered with key organizations such as Éntrale, Best Buddies México, Yo También AC, CONFE, the Lázaro México Foundation, and the National Employment Service through the “Abriendo Espacios” program, to strengthen this initiative.

Thanks to these efforts, by the end of 2024 we had hired 208 people with disabilities, a 62% increase compared to the 128 new hires recorded in March. This progress represents a significant step toward a more inclusive and diverse workplace culture, achieving a positive impact in the communities where we operate, promoting equal opportunities and professional development for people with disabilities.

Allocation of new hires by type of disability was as follows:

39% with hearing-impaired

21% with intellectual disabilities

18% with motor disabilities

11% with visual impairment

9% with psychosocial disabilities

2% with multiple disabilities



LGBTQ+ COMMUNITY

Recognizing the importance of the LGBTQ+ community and aiming to foster diversity and equality in Posadas is deemed a cornerstone of our strategy.

In 2024, **1,050 employees** (7% of survey respondents) identified themselves as part of this community. Their job satisfaction index, measured through the **Great Place to Work** survey, remained between **75% and 77%**.

COMMEMORATION OF PRIDE MONTH

For the second consecutive year, we commemorated Pride Month nationwide with a panel comprised of employees from our Business Units who are part of the LGBTQ+ community. They shared their experiences to raise awareness and demystify sexual diversity. To attend the panel, we invited employees from the hotel where the event was held, in addition to broadcasting live to the entire company, registering 980 logins.



GENDER EQUALITY

Equal opportunities remain one of the main challenges in the workplace, especially in areas such as the gender pay gap, the low representation of women in management positions, and gender stereotypes. Posadas is seeking to close these gaps through actions such as equal opportunities:

Salary Administration Policy and Talent Attraction Policy



We work to ensure gender equality in talent attraction, hiring, and compensation processes. Likewise, we are committed to increasing female representation in mid-level and senior leadership positions, always ensuring more equitable, fair, and diverse selection processes.

Breastfeeding rooms in all workplaces



By the end of 2024, 100% of our workplaces will have dedicated breastfeeding rooms or spaces, equipped with dedicated mini fridges for storing breast milk.

80 women used these spaces throughout the year, accumulating 507 hours and recording an average breastfeeding period of eight months.



Parental Benefits Policy

In July 2024, we launched our parental benefits policy, which we did in training sessions for Human Capital managers, Leaders, Ambassadors, and Employees. For this policy, we used the concepts of primary and secondary caregivers instead of mom or dad, thus ensuring the inclusion of people who are part of the LGBTQ+ community.

The main parental benefits are:

- If the employee breastfeeds until the baby is 9 months old.
- They will have at least two additional breaks per day of up to 30 minutes for pumping milk and/or feeding the baby in the breastfeeding room and/or in the space designated for this purpose. Their work shift will be reduced by one hour during the specified period, which may be before starting the shift or before the end of it.
- They will enjoy up to 15 days of paid leave during the infant's first year.
- In the case of adoption of a child up to 9 years old or surrogacy, the primary caregiver will enjoy a period of 90 calendar-day paid leave, which may be used before or after the day they receive the child.
- In the case of multiple adoptions, Posadas will grant 5 additional business days to the 5 days granted by the Federal Labor Law. In the case of childbirth, surrogacy and/or multiple adoption, 5 additional business days will be granted.
- If primary or secondary caregivers have children with disabilities, they will be entitled to one-day paid leave per month to attend to necessary matters related to their child's health and/or school.
- If primary or secondary caregivers have children between 1 and 9 years old, they will be able entitled to one additional Flex day per year to the one they currently have.



Commemoration of International Women's Day

Aiming to highlight the challenges women face in the workplace, we hosted a panel discussion for all employees on the topic "Challenges in Developing Female Talent." Four women and one man with leadership positions in hotels, sales departments, corporate offices, Konexo, and Conectum shared their perspectives on the topic. We also invite everyone to wear a purple garment or a commemorative ribbon for that date.



WORKFORCE PROFILES

49.15%

of Posadas staff were women (47% in 2023)

49%

in operating positions

49.8%

in administrative positions

52.5%

in management

27.3%

in executive management positions

Similarly, **32.6%** were under 30 years old, **52.9%** were between 30 and 50, and **14.5%** were over 50 years old.



OUR IMPACT
ON THE COMMUNITY

POSADAS®

OUR IMPACT ON THE COMMUNITY

Social investment

GRI 203-1, 413-1

Through a firm commitment to sustainable development and making a positive contribution to the communities in which we operate, we have established a solid track record in social investment. We do not only seek to generate economic value through several initiatives and programs, but also to genuinely impact the social environment in which we operate.



Fundación Posadas began operating in 2005 following Hurricane Wilma in the Caribbean. The Foundation's initiatives are designed to generate a significant impact on the lives of individuals, families, and the communities in which we operate. Our primary goal is to reduce the social inequality gap, contribute to Posadas' purpose, and strengthen the brand's reputation as an agent of positive social change. The Posadas Foundation's strategy focuses on four pillars: education, natural disasters, health, and volunteering.



Education

The Foundation focuses its largest investment on education, because we firmly believe that this will lead to better and greater opportunities for all, while also contributing to Mexico's development.



Our programs include:

- **An Opportunity to Study:** The purpose of this program is to reduce school dropout rates among young people and children through a scholarship from elementary school to undergraduate level. In this way, the program also seeks to improve the quality of life of families in vulnerable conditions.
Beneficiaries in 2024: 615
- **FUNPOS High School:** This program is aimed at supporting adults in completing their high school studies.
Beneficiaries in 2024: 273
- **Community Training:** This involves training young women in tourism trades within Posadas hotels aimed at opening doors for them in the job market. In 2024, we began training six young women at Fiesta Americana Reforma.
- **Multiplying Joy:** We are partnering with 10 foundations to rebuild schools that were severely damaged by Hurricane Otis in Acapulco. We completed the reconstruction of 11 schools in 2024, for the benefit of 2,843 students and 143 teachers. We are planning to complete 5 more schools by 2025.

“615 children and young people received scholarships; 273 adults completed high school by passing the SEP's exam; 11 schools were rebuilt in Acapulco for the benefit of 2,853 students and 143 teachers; and 6 young women received training in gastronomy.”

Natural disasters

Our goal in providing support to affected families is to improve the quality of life of people whose homes and belongings were partially or completely damaged in a natural disaster by providing assistance with construction materials, basic needs, household goods, food supplies, among other items.

“We helped more than 100 victims of Hurricane John”



Health

In terms of health, we seek to address conditions that are not addressed or that are not addressed in a timely manner by Social Security, such as surgeries, psychomotor therapies, among others.

Our programs include:

- **General support:** Seeks to provide financial assistance for issues such as medical tests, medications, serious and urgent surgeries, prosthetics and therapies.
Beneficiaries in 2024: 9
- **All the better to see you with:** This program provides eye tests and prescription glasses for people who need them.
Beneficiaries in 2024: 1,622
- **Today I hear better:** This program provides hearing tests to identify problems and support with hearing aids and follow-up.
Beneficiaries in 2024: 1

“Health support for more than 1,632 people with eye tests, prescription glasses, surgeries, and psychomotor therapy.”

Volunteering

Fundación Posadas' volunteer strategy emerges as a cornerstone of Posadas' commitment to corporate social responsibility and positive community impact. Through this strategy, the Foundation mobilizes its employees in charitable actions and community service projects aimed at improving the quality of life of the most vulnerable people and communities.

Fundación Posadas coordinates all national efforts, with the participation of employees and their families from all hotels, corporate headquarters, and offices in Morelia.

“More than 2,200 volunteers participated in activities for the benefit of 10,987 people.”



Others

In addition to the above-mentioned pillars , some of our projects include the following:

- **Fulfilling dreams:** We fulfilled the dream of children with serious illnesses to visit the sea.

Beneficiaries in 2024: 4

- **Helping other institutions:** Thanks to Posadas' support, the foundation was able to channel in-kind donations to:

-31 institutions (more than 1,000,000 people served by them) with 998 room nights in the Group's hotels.

-2 Institutions that received in-kind donations of discarded linens from hotels (1,128 items) for the benefit of 429 people.

- **Spotlight Initiative:** We established the Temporary Shelter Strategy in collaboration with UNICEF and entities of the Mexican government. This initiative offers up to seven days of free of charge all-inclusive accommodation to women, teenagers, and children living in violent environments. The victims are housed in hotels after being assessed by women's justice centers and women's organizations in the states involved. Authorities and support networks provide victims with security, medical, psychological, and legal care to ensure their protection.



Relationship with stakeholders

Posadas recognizes the importance of involving all stakeholders in the Foundation's operations and decision-making process. Below is a list of categories of stakeholders involved with the Foundation:

Posadas employees as donors or volunteers. The relationship is forged through the Human Capital department or directly through Fundación Posadas.

Beneficiaries. They are our *raison d'être* and with whom Fundación Posadas or a group manager have a direct relationship.

Hotel owners as potential donors. Different posts and communications are made available through a digital platform to inform them of the programs and results achieved by Fundación Posadas.

Hotel guests as potential donors. Their donations are processed after the request for contributions is made during their stay. Our guests receive an explanation of how the funds will be used.

Suppliers. We rely on suppliers for preferential prices or products for foundation events. Likewise, in the event of catastrophes or natural disasters, we rely on suppliers who support us in the collection and distribution of food and supplies to all our hotels throughout Mexico.

Other foundations or companies as donors or allies.

Donations

Fundación Posadas is affiliated with and informally participates in the CEMEFI Donor Forum and has been an authorized donor since 2005.

“ We raised twice as much in 2022 as in 2019,
the best year ever for the foundation. ”

As part of our desire to transform our lives and our environment, we invite you to join us in supporting Fundación Posadas. Your donation will help us continue implementing projects and programs that promote community development and the well-being of those most in need. Join us and together we can make a significant difference! If you wish to contribute, below you will find the necessary information:

Deposits or transfers
Bank account
In the name of Fundación Posadas AC
Bank: Banamex
Account No.: 1 9 7 - 5 9 9 3 9 5 3
Clabe: 0021-8001-9759-9395-35
Reference: TERCEROS7

Online donations:

www.fundacionposadas.org/donate

*Request a tax-deductible receipt by sending your Tax Status Certificate and deposit receipt to: contabilidad.fundacion@posadas.com.

Fundación Posadas Policy

Our Fundación Posadas Policy provides detailed information of the lines of action related to social investment. The purpose of this Policy is to establish the guidelines for receiving and delivering donations, approving community outreach programs, channeling resources contributed by employees and individuals or legal entities outside the company, and implementing the volunteer program. To fulfill the mission of Fundación Posadas, AC, you can consult the Social Commitment section on the website www.posadas.com.

Our main goals to achieve a positive impact on society by 2025 are as follows:

- Increase donation collection by 9% vs. 2024.
- Provide scholarships to at least 450 adults to attend high school, with at least 85% of them passing the exam.
- Award 14% more academic scholarships than in 2024 (from elementary school to undergraduate).
- To involve at least 2,000 volunteers in volunteer activities for the benefit of approximately 11,000 people.
- To improve the academic level and comprehensive teaching in 14 public schools in Mexico.
- Train at least 90 young people in tourism trades.

Alliances

Fundación Posadas creates strategic collaborations with various organizations aimed at strengthening its initiatives and maximizing their positive impact. These alliances include:

- | | | |
|--|---------------------------|--|
| • AMANC (Mexican Association for Children with Cancer) | • Fundación Gigante | • ÚNETE |
| • BAMX (Mexican Association of Food Banks) | • Fundación Familia Bocar | • UNIDO |
| • Bécalos | • Fundación Coca Cola | • Enseña por México |
| • BUCKNER | • Fundación Santander | • Fundación Infantil Ronald McDonald |
| • CAAAREM | • Fundación Chedraui | • International Community Foundation |
| • Dibujando un Mañana | • Fundación Kaluz | • Fundación Palace Resorts |
| • EDUCA | • Fundación MVS | • Fundación Live Longer A.C. |
| • EDUCAR UNO | • Michou y Mau | • Hogar de la Misericordia |
| • Fundación Compartamos | • Ministerios de Amor | • DIF Aculco |
| | • Special Olympics | • Junta de Asistencia Privada del Estado de México |
| | • Un Kilo de Ayuda | |

A photograph of a tropical resort poolside. In the foreground, a large, clear blue swimming pool reflects the sky and surrounding palm trees. To the left, several lounge chairs are arranged on a concrete deck, with large, light-colored umbrellas providing shade. In the background, a multi-story resort building is visible, surrounded by numerous tall palm trees. The overall atmosphere is serene and luxurious.

OUR IMPACT
ON THE BUSINESS

POSADAS®



ETHICS

GRI 3-3, 2-15, 2-23, 2-24, 2-25, 2-26, 205-2

We believe that a company's sustainability is strengthened by ethical principles in day-to-day decisions and operations at all levels of the organization. Acting with integrity strengthens our reputation, builds trust, retains talent, and reduces risk. To this end, we have policies, processes, and controls that promote transparency and accountability in all our activities.



CODE OF ETHICS AND CONDUCT

Following the update of our Code of Ethics and Conduct (CEC) in 2024, we expanded reporting channels by implementing the ECO Mailbox, through which employees can submit any reports they deem relevant, directly and confidentially, to the Posadas Ethics Committee.

The implementation of the ECO mailbox guarantees the confidentiality of complaints submitted to the Committee and strengthens the trust of employees, maintaining the credibility of committee members. Through the complaint follow-up process, this committee resolves conflicts raised by employees.

This new reporting mechanism allows committee members to conduct general analyses to implement policies, procedures, and mechanisms that allow us to prevent and eradicate workplace violence, among other things.

Our Code of Ethics and Conduct provides the leading principles of behavior for everyone in the organization, promoting integrity, transparency, respect and legal compliance, as well as prevention of conflicts of interest. The shareholders, the board, committees, executive officers, and employees are responsible for disseminating and complying with this code. Our goal is to reach 100% of our workforce across all locations.

Training was provided to Human Capital managers in 2024 at work centers to ensure proper application and alignment of employees with the Code of Ethics, as well as the procedures to be followed in cases of complaints about violations of the Code.

WHISTLEBLOWING CHANNEL

Our whistleblowing channel is a mechanism aimed at preventing non-compliance with the Code of Ethics and Conduct. For this reason, all Posadas employees are required to comply with the policies, standards, guidelines, and applicable law, as well as to report any violations. Posadas makes the following whistleblowing channels available to all employees:

1. Email (etica@posadas.com)
2. Help line (800 75 38422)
3. ECO Mailbox

A whistleblowing channel is also available to external stakeholders to file complaints or express concerns at investor.relations@posadas.com

Our whistleblowing channels are confidential, and only the Ethics Committee has access to the information. A report is submitted to the Corporate Practices Committee every six months. However, it's important to clarify that all information is handled with discretion, and the Ethics Committee ensures no retaliation actions against those who file a report or collaborate in an investigation.





CONFLICTS OF INTEREST

Posadas knows that conflicts of interest can affect ethical decision-making. Therefore, we have mechanisms to identify, prevent, and address conflicts of interest in a timely manner.

Our Code of Ethics and Conduct includes clear guidelines for handling these cases. We ask our employees to report any actual or potential conflicts that have not been previously disclosed. In cases where a business relationship is sought with family members or close friends, we apply a tiered approval system based on the hierarchical level and the value of the transaction.

In addition, the Administration and Finance department provides quarterly reports to the Corporate Practices Committee and the Board of Directors on transactions with related parties or those with potential conflicts of interest.

ANTI-CORRUPTION

Posadas understands that any act of corruption can seriously damage our reputation and the trust of our stakeholders. Therefore, we work proactively to identify, manage, and reduce these risks, maintaining a transparent and ethical operation at all times.



DIVERSITY AND INCLUSION COMMITTEE

This committee is responsible for establishing and aligning Posadas' inclusion and diversity strategy, as well as integrating it into the company's culture. This committee meets every six months.

The members of the committee are:

- Chairman: Posadas CEO
- Vice President of Strategy and Human Capital
- Vice President of Upscale & Luxury
- Company's General Counsel
- Chief Product, Generation and Innovation Officer
- Konexo Executive Officer
- Chief Brands, Quality and Standards Officer
- Assistant Chief Business Unit Officer
- Two Hotel General Managers
- Internal Communications Manager
- Committee Coordinators: Chief Human Capital Officer and Organizational Culture Manager



ETHICS AND CONDUCT COMMITTEE

This committee is responsible for promoting unconditional observance of the Code of Ethics and Conduct and its proper application throughout the company, as well as providing guidance on its content and the correction or sanctioning of any conduct or omissions contrary to such code.

The members of the committee are:

- Chairman: Posadas CEO
- Secretary: Chief Human Capital Officer
- Member: Vice President of Strategy and Human Capital
- Member: Assistant Chief Audit Officer
- Permanent Guest: Assistant Chief Labor Relations Officer

The Committee meets regularly every quarter and its duties include:

- Issuing criteria on the interpretation of the provisions contained in the Code of Ethics and Conduct.
- Learning complaints or identifying possible violations of the Code of Ethics and Conduct.
- Deciding whether or not the complaints or facts brought before the Committee are admissible, as well as determining the sanctions to be applied in each case.
- Proposing, approving and verifying mechanisms and material and human resources necessary for its operation.
- Preparing and issuing an annual statistical report to the Board of Directors on the Committee's actions and the status of compliance with the Code of Ethics and Conduct.
- Proposing adjustments and changes to the wording of the Code of Ethics and Conduct to the Corporate Practices Committee.



EMPLOYEE ECOSYSTEM

In 2024, we focused our efforts on understanding and improving the experience of being a Posadas employee, using the eNPS (Employee Net Promoter Score) methodology. To achieve this, we added the ECO platform – Listening to the Employee - aimed at measuring the employee’s experience from two perspectives:

a) PULSE: Allows us to obtain the level of recommendation and satisfaction of the employee and if they would recommend someone to work at Posadas. The indicators that contribute to the eNPS assess satisfaction through: My job, Commitment, My boss, Diversity, inclusion and leadership, My team, Training and opportunities.

b) SERVICES: Allows us to assess the level of satisfaction that employees have with the services we provide at their workplace, such as the cafeteria, restrooms, facilities, among others.

This year, the results following the implementation for the first time were as follows:

We had a 98% response rate with 13,574 responses. Our eNPS was 74 points, which means we’re 25 points higher than the industry average. Our measurements are above the industry average, with “My Engagement” being the most outstanding.

Regarding our service department, we scored 40 points, which indicates an important area of opportunity in the assessment of the services we provide to our employees. Therefore, each business unit is developing action plans to improve this perception and review what investments we need to make in our facilities to increase this rating for next year. The best thing about this new tool is that we won’t just be conducting the survey annually, but we will also be able to listen to our employees on an ongoing basis through the ECO Mailbox. This tool will be discussed in further detail below.

Today, more than ever, our approach to employees with a holistic vision based on well-being is becoming more important. It’s important to keep it alive and influencing all our daily actions, ensuring that the employee journey experience reflects the legacy we want to leave and the ambition we want to achieve by living our DNA.

EMPLOYEE ECOSYSTEM

Based on this organizational change, this year we considered redesigning our wellness model to validate whether it remained consistent with the organization's new strategy. Therefore, a consulting project was carried out to make sure our measurements were appropriate.

Therefore, from March to October 2024, we carried out this project which consisted of 4 stages:

Current state of wellness:

- a) We compiled all 55 current wellness actions.
- b) We conducted interviews with Human Capital managers from all brands to identify best practices, wellness enablers, and the challenges faced in implementing the model.
- c) The "Wellness Pulse" survey was conducted in all business areas, with 3,351 responses that showed the most highly valued wellness actions by Business Unit.
- d) A comparison was presented of wellness strategies in global hospitality companies and with comparable Mexican companies in terms of number of employees.

Shared vision:

- a) Three in-person Shared Vision workshops were held in Mexico City, Morelia, and Cancun, with more than 120 participants representing the four business areas and different management positions.
- b) Interviews were conducted with 11 Posadas leaders to explore their vision of wellness, the elements that should be considered, and the expected impact on the company and its employees, including the CEO.
- c) The survey "Your Vision of Wellness" was conducted aimed at knowing the definitions for each dimension, validating the understanding and acceptance of the proposed definitions. 4,383 responses were obtained, with which the most representative themes and words of all the responses were identified, which are incorporated into the final definitions of each dimension of the model.

Organizational wellness diagnosis:

- a) A tool was designed to measure personalized comprehensive wellness, including reagents that can help us certify ourselves in the future as a wellness-promoting company.
- b) We applied a pilot test of this new tool to confirm the psychometric properties of reliability and statistical validity, obtaining 3,216 responses, achieving a wellness index of 4.3 points out of 5 possible points.

Strategy for the implementation of the wellness model:

- a) We obtained a catalog of wellness actions, which includes the results of the most valued actions, those that can be applied across the organization, and those that should be allocated to each Business Unit.

As the next steps in the program, we will relaunch our wellness program in 2025, which will allow us to unveil new definitions for each of our pillars:

Occupational – We connect each person’s purpose with that of the company. Posadas is a physically and emotionally safe place to work and makes the difference in the lives of all the people we serve.

Physical – We take care of our bodies through positive dietary habits, physical activity, and energy renewal. We focus on promoting optimal health and preventing disease to help us achieve our personal and professional goals.

Social – We create moments where we connect with colleagues, clients, owners, shareholders, suppliers, family, and community, fostering meaningful and supportive relationships and creating a sense of belonging.

Intellectual – We empower people to foster their professional and personal development through ongoing training and curiosity, allowing them to achieve more than they imagine and think is possible.

Emotional – We promote mental health, fostering emotional balance, self-esteem, the ability to enjoy the moment and manage stress, responding to and growing in the face of challenges.

And we’re adding a new one:

Financial Wellness: We build skills for proper management of personal and family assets and property, promoting financial stability, savings capacity, and expense control.



ESG GOVERNANCE

GRI 3-3, 2-9, 2-10, 2-11, 2-13, 2-17, 2-18, 2-19, 2-20

ESG Governance has become an essential component for the sustainability and long-term success of modern organizations. In this context, Posadas focuses on establishing a solid framework that guides our operations and strategies toward a positive impact on society and the environment, while ensuring ethical and transparent business management. We recognize the importance of integrating responsible practices at all levels of the company, promoting decision-making that is mindful of current and future challenges.

BOARD OF DIRECTORS

Pursuant to the Company's bylaws, its management is entrusted to a Board of Directors, whose members are selected or confirmed annually at the Ordinary General Meeting of Shareholders. The bylaws provide that the Board of Directors must have a minimum of 5 and a maximum of 21 members, of which at least 25% must be independent directors. Also, the majority of the members of the Board of Directors are required to be Mexican citizens. The Board of Directors is currently formed by nine acting directors, one alternate director, and one related director, whose names are mentioned below.

Members of the Board of Directors

Member*	Committee position	Gender	Date of appointment
Pablo Azcárraga Andrade	Acting Director	M	April 29, 1997
Enrique Azcárraga Andrade	Acting Director	M	May 31, 1991
José Carlos Azcárraga Andrade	Acting Director	M	April 30, 2008
Juan Servitje Curzio	Acting Director	M	April 30, 2012
Guillermo García Naranjo Álvarez**	Acting Director	M	February 20, 2019
Silvia Sisset de Guadalupe Harp Calderoni	Acting Director	F	April 5, 2010
Carlos Levy Covarrubias	Acting Director	M	April 27, 2006
Luis Alfonso Nicolau Gutiérrez**	Acting Director	M	April 30, 2012
Benjamín Clariond Reyes-Retana**	Acting Director	M	March 27, 2013
Charbel Christian Francisco Harp Calderoni	Alternate Director	M	April 28, 2006
Alfredo Loera Fernández	Alternate Director	M	April 5, 2010

*Mr. José Carlos Azcárraga is the only member of the board that also holds an executive office in the company, and those members marked in green confirmed being shareholders at the 2024 General Meeting.

**Independent Director.

CURRENTLY, 89% OF THE ACTING DIRECTORS ARE MEN, AS WELL AS 100% OF THE ALTERNATE DIRECTORS AND 100% OF THE INDEPENDENT DIRECTORS.

Pablo Azcárraga Andrade

He holds a degree in accounting from Universidad Anáhuac and a master's degree in Hotel Administration, specializing in Marketing and Finance, from Cornell University in New York. Since 1986, he has held various positions within Posadas, such as Chief Executive Officer of the Fiesta Americana Condesa Cancún Hotel, Chief Executive Officer of the Fiesta Americana Hotels Division, and currently serves as Chairman of Posadas Board of Directors.

Enrique Azcárraga Andrade

He is an industrial engineer with a Master of Business Administration (MBA) from Harvard University. He has worked for several companies such as Operadora de Bolsa, Posadas, DESC - Sociedad de Fomento Industrial, GBM - Grupo Bursátil Mexicano, and he is currently the CEO of Exio, SC, a company dedicated to asset investment consulting.

José Carlos Azcárraga Andrade

He holds a degree in industrial engineering from Universidad Anáhuac and a master's degree in business administration from Kellogg University. He has held several positions within Posadas, such as Chief Posadas Vacation Properties Officer and since November 11, 2011, he has served as Chief Executive Officer of Posadas S.A.B. de C.V.

Juan Servitje Curzio

He holds a degree in Industrial Engineering from Universidad Anáhuac and a passed with distinction the degree in Business Administration from Northwestern University in J.L. Kellogg School of Management. He is Chairman of the Board of Directors of Productos Rich S.A. de C.V. and since 2000, President of Rich Products Corporation for Latin America, as well as a member of the Board of Grupo FRIALSA (Mexico's leading company in temperature-controlled storage and distribution). He is also involved in several non-profit organizations such as USEM (Unión Social de Empresarios Mexicanos or Social Union of Mexican Entrepreneurs), SIFE (Students in Free Enterprise), among others.

Guillermo García-Naranjo Álvarez

He is a Certified Public Accountant and for over 20 years has served as a trustee for numerous companies across a variety of industries, actively participating in various associations such as the Mexican Institute of Finance Executives (Instituto Mexicano de Ejecutivos de Finanzas or IMEF), the Public Accountants Bar Association of Mexico (Colegio de Contadores Públicos de México or CCPM), the Mexican Institute of Public Accountants (Instituto Mexicano de Contadores Públicos or IMCP), and the Mexican Council of Financial Reporting Standards (Consejo Mexicano de Normas de Información Financiera or CINIF). He worked at KPMG for nearly 40 years, holding various positions until reaching the position of Managing Partner, a position he held from 2001 to September 30, 2016, and during that period he was a member of the Board of Directors of KPMG International and KPMG Americas.

Silvia Sisset de Guadalupe Harp Calderoni

She is a Certified Public Accountant by ITAM. She worked at Robert's and Filantropía, Educación y Cultura, A.C. She was Chief Executive Officer of Fundación Alfredo Harp Helú and has served as its President since 2006. She currently serves on the Boards of Directors of Grupo Martí and the Board of Trustees of the Teletón Foundation, among others.

Carlos Levy Covarrubias

He holds a degree in business administration from Universidad Iberoamericana and joined Accival Casa de Bolsa in 1987, holding various positions in capital transactions up to the position of Chief Operating Officer. From 1991 to 2005, he held various positions in Grupo Financiero Banamex-Accival, including: Chief Asset Coordination Officer, Assistant Chief Treasury Officer, Chief Executive Officer of Accival Casa de Bolsa, and Chief Specialized Banking and Investment Management Director for Grupo Financiero Banamex. Upon leaving Grupo Financiero, he founded an investment management company in which he currently participates. He was president of the Mexican Association of Stockbrokers (Asociación Mexicana de Intermediarios Bursátiles) from 2003 to 2005.

Luis Alfonso Nicolau Gutiérrez

He holds a law degree from the Escuela Libre de Derecho and a master's degree in law from Columbia University (Fulbright scholar). Since 1999, he has been a partner at the law firm Ritch, Mueller, Heather & Nicolau, S.C. He is member of the board of directors of Coca-Cola FEMSA, KIO Networks, Morgan Stanley Mexico, Grupo Financiero Credit Suisse, UBS Asesores Mexico and Lazard Mexico, a member of the Investment Committee of Ignia Fund y Promotora Social México, A.C., and a member of the Supervisory Committee of the Mexican Stock Exchange (Bolsa Mexicana de Valores). He is the author of several articles on stock market issues, corporate governance, and mergers and acquisitions.

Benjamín Clariond Reyes-Retana

He holds a degree in Business Administration from the Instituto Tecnológico y de Estudios Superiores de Monterrey. He holds a diploma in senior business management from the Geneva Center for Industrial Studies, and a diploma in family business management from The Wharton School, part of the University of Pennsylvania. He has held several executive positions within Grupo IMSA de Monterrey, including chairman and director of industrial, banking, and service institutions. Lower Chamber Representative for the LIV Legislature for the Federal Electoral District of Nuevo León. He was then a member of the Human Settlements and Public Works, Heritage and Industrial Development, and Communications and Transportation committees, as well as the Technical Committee of the House of Representatives of Mexico. He was elected Mayor of Monterrey from January 1, 1992, to October 31, 1994. On April 17, 1996, the State Congress appointed him Interim Governor of Nuevo León. He is a federal lower chamber representative elected by the multi-member district of Nuevo León to the LXI Legislature of the Federal Congress of Mexico.



Additionally, the Ordinary General Meeting of Shareholders ratified the following alternate directors: Alfredo Loera Fernández y Charbel, Christian Francisco Harp Calderoni, who may indistinctively act in the absence of Ms. Silvia Sisset Harp Calderoni and Mr. Carlos Levy Covarrubias.

The Company's bylaws provide that the Board of Directors shall meet at least once every three months, and that the Chairman of the Board, 25% of the directors, the Secretary or Assistant Secretary, the Chairman of the Auditing Committee or the Chairman of the Corporate Practices Committee may call a meeting of the Board.

The Board of Directors is the legal representative of the Company and is responsible, among other matters, for:

- Approving all transactions arising from the ordinary course of business and involving the Company's overall strategy, among others; transactions with related parties, unless they are not relevant to the Company due to their size; unusual or non-recurring transactions; the purchase or sale of assets with a value equal to or greater than 5% of the Company's consolidated assets; and the granting of guarantees or assumption of liabilities for an amount equal to or greater than 5% of the Company's consolidated assets.
- After hearing the opinion of the Auditing Committee or the Corporate Practices Committee, as applicable, authorizing: Transactions with related parties, subject to certain exceptions; the appointment of the Chief Executive Officer or President; his or her compensation and removal; the financial statements of the Company and its subsidiaries; unusual or non-recurring transactions; and any transaction or series of related transactions in the same fiscal year that involve (a) the acquisition or disposition of assets for an amount equal to or greater than 2.5% of its consolidated assets, or (b) the granting of guarantees or the assumption of liabilities for an amount equal to or greater than 2.5% of its consolidated assets; and the contracts entered into with the external auditors.
- Creating special committees and determining their powers and responsibilities.

DIRECTOR REMUNERATION

The Ordinary General Meeting of Shareholders of Posadas, held on April 18, 2024 and April 3, 2025, approved a remuneration for directors, secretary and assistant secretary of the board equivalent to two Centenario gold coins (a “Centenario” is a Mexican 50-peso gold coin) for attending and participating at the meetings of the Board of Directors and of the Audit and Corporate Practices Committees, where the chairmen of the Audit and Corporate Practices Committees being remunerated with the equivalent of three Centenario coins for each meeting of such committees in which they participate. It is important to note that ESG issues are not currently considered in the assessment for the appointment or performance of any of the organization’s directors.

PLANNING AND FINANCE COMMITTEE

The Planning and Finance Executive Committee must be comprised of a minimum of 3 and a maximum of 5 acting members, who may have alternates and may or may not be board members. The Planning and Finance Executive Committee is elected by the Board of Directors and serves for one year; however, they will remain in office until their substitutes are elected.

The Executive Planning and Finance Committee is responsible for analyzing the Company’s issues, matters, or problems in the context of its business or new ventures, considering economic, legal, or any other perspectives they deem relevant. The Board of Directors may delegate certain responsibilities to such committee in addition to those provided by the bylaws. The members of the Planning and Finance Executive Committee do not receive any remuneration for the performance of their duties.

Committee position	Title	Gender
Chairman	CEO, EXIO, S.C.	M
Member	Chairman of the Board of Directors of Posadas	M
Member	Private Investor	M

AUDIT AND CORPORATE PRACTICES COMMITTEE

The Auditing Committee is currently comprised of three members, with at least two of them being financial experts and one being a legal expert:

Committee position	Title	Gender
Chairman**	Independent consultant	M
Member**	Independent consultant	M
Member**	Independent consultant	M

**Independent Director

On the other hand, the Corporate Practices Committee is comprised of three members:

Committee position	Title	Gender
Chairman**	Independent consultant	M
Member**	Independent consultant	M
Member**	Independent consultant	M

**Independent Director

Chairmen are appointed by the Company’s Meeting of Shareholders, and the remaining members are appointed by the Board of Directors.



The Auditing Committee and the Corporate Practices Committee are responsible for:

- Supervising the work of the external auditors and analyze the reports prepared by them.
- Discussing and overseeing the preparation of financial statements.
- Submitting a report to the Board of Directors regarding the effectiveness of internal control systems.
- Requesting reports from relevant directors and executive officers when deemed necessary.
- Informing the Board of Directors of any irregularities of which they become aware.
- Receiving and analyzing comments and remarks made by shareholders, directors, relevant executive officers, external auditors, or third parties, and taking any actions, they deem appropriate related thereto.
- Complying with certain obligations related to the appointment, hiring, quality assessment, independence, requirements, remarks, communications, etc. of the external auditors firm.
- Calling Meetings of Shareholders.
- Assessing the performance of the CEO or President.
- Preparing and submitting to the Board of Directors an Annual Report of activities.
- Providing feedback to the Board of Directors.
- Requesting and obtaining opinions from independent experts.
- Attending meetings of the Board of Directors to prepare annual reports and perform other reporting obligations.

Notwithstanding that the Auditing Committee and the Corporate Practices Committee are two independent committees; they hold their meetings jointly on the same day and under the same call. Regardless of their autonomy, both committees share the responsibility for addressing key aspects related to the entity’s management and regulatory compliance. This practice of bringing them together facilitates the coordination of efforts and synergy between both bodies, allowing for efficient management and strategic alignment in addressing issues relevant to the organization.

Additionally, the following supporting committees are in place at the management level:

DIVERSITY AND INCLUSION COMMITTEE

The Diversity and Inclusion Committee was created at the end of 2021. The purpose of this committee is to establish and align the short-, medium-, and long-term strategy on inclusion and diversity issues, as well as to integrate it into our culture. This committee meets every six months.

The committee is comprised of:

Committee position	Position in Posadas	Gender
Chairman	CEO	M
Coordinator	Chief Human Capital Officer	F
Coordinator	Organizational Culture Manager	F
Member	Vice President of Strategy and Human Capital	M
Member	Vice President of Upscale & Luxury	M
Member	Company’s General Counsel	M
Member	Chief Product, Generation and Innovation Officer	M
Member	Konexo’s CEO	F
Member	Chief Brands, Quality and Standards Officer	F
Member	Assistant Chief Business Unit Officer	M
Member	General Manager Hotel 1	F
Member	General Manager Hotel 2	F
Member	Internal Communications Manager	M

ETHICS AND CONDUCT COMMITTEE

The Ethics and Conduct Committee's primary purposes are to promote a responsible and ethical environment, respect and to enforce the company's Code of Ethics and Conduct, provide guidance on its content, and correct or sanction any conduct or omissions that violate such code.

The committee is comprised of:

Committee position	Position in Posadas	Gender
Chairman	CEO	M
Secretary	Chief Human Capital Officer	F
Member	Vice President of Strategy and Human Capital	M
Member	Assistant Chief Auditing Officer	M
Member	Assistant Chief Labor Relations Officer	F

The committee meets regularly every quarter and its duties include:

- Issuing criteria on the interpretation of the provisions contained in the Code of Ethics and Conduct.
- Learning complaints or identifying possible violations of the Code of Ethics and Conduct.
- Deciding whether or not the complaints or facts brought before the Committee are admissible, as well as determining the sanctions to be applied in each case.
- Proposing, approving and verifying mechanisms and material and human resources necessary for its operation.
- Preparing and issuing an annual statistical report to the Board of Directors on the Committee's actions and the status of compliance with the Code of Ethics and Conduct.
- Proposing adjustments and changes to the wording of the Code of Ethics and Conduct to the Corporate Practices Committee.

ESG COMMITTEE

The ESG Committee is a newly created body that meets quarterly, and its main purpose is to manage and oversee the development and implementation of the sustainability strategy, including:

- Defining commitments, goals, and strategies for Posadas’ material issues.
- Managing risks and opportunities related to ESG issues.
- Consolidating and monitoring environmental, social, and governance indicators based on international standards such as GRI and SASB.
- Monitoring progress of the defined action plan.
- Staying up to date with sustainability trends in the hotel industry.
- Preparing the Annual Sustainability Reports.
- Managing transparent communication of Posadas’ ESG performance with the different stakeholders.
- Seeking alignment of sustainability strategy with corporate strategy.
- Developing and reviewing ESG policies and procedures.

The committee is comprised of:

Committee position	Position in Posadas	Gender
Chairman	CEO	M
Secretary	Compliance and Investor Relations Manager	F
Voting members	Vice President of Strategy and Human Capital	M
Voting members	Vice President of Upscale & Luxury	M
Voting members	Vice President of Loyalty	M
Voting members	Vice President of Administration and Finance	M
Voting members	Chief Midscale & Economy Officer	M
Member	Chief Brands, Quality and Standards Officer	F
Member	Chief Engineering and Maintenance Officer	M
Member	Chief Procurement Officer	F
Member	General Counsel	F
Member	Chief Human Capital Officer	F
Member	Fundación Posadas Managing Director	F

VULNERABLE ACTIVITIES COMMITTEE

The purpose of this committee is to define general guidelines and procedures to comply with the obligations provided by the Federal Law for Prevention and Identification of Transactions made with Illegal Proceeds (Ley Federal para la Prevención e Identificación de Operaciones con Recursos de Procedencia Ilícita or LFPIORPI), regarding the activities classified as vulnerable carried out by Posadas. The committee meets every six months and is comprised as follows:

Committee position	Position in Posadas	Gender
Permanent Advisor	CEO	M
Chairman	Chief Administration Officer	M
Secretary	Compliance Specialist	F
Compliance Officer	Compliance Manager	M
Member	General Counsel	M
Member	Chief Tax Officer	M
Member	Assistant Chief Auditing Officer	M
Member	Chief Products and Loyalty Generation Officer	M
Member	Chief Comptroller Officer	M
Member	Chief Administrative Control Officer	M
Member	Fundación Posadas Managing Director	F
Member	Chief Investor Relations, Real Estate and Treasury Officer	M
Member	Chief Hotel Management Officer	F
Member	Konexo's and Distribution CEO	F
Member	Conectum's CEO	M

DEVELOPMENT COMMITTEE

The purpose of this committee is to review the company’s new hotel projects, prioritizing adequate profitability measured by an internal rate of return. This committee meets monthly and its members are as follows:

The committee is comprised of:

Committee position	Position in Posadas	Gender
Chairman	CEO	M
Voting members	Vice President of Strategy, Alliances and Human Capital	M
Voting members	Vice President of Administration and Finance	M
Voting members	Vice President of Upscale & Luxury	M
Voting members	Loyalty Vice President	M
Voting members	Chief Products and Loyalty Programs Officer	M
Voting members	Chief Midscale & Economy Officer	M
Voting members	Chief Hotel Business Officer	M
Voting members	Chief Development Officer	M
Member	Chief Openings Officer	F
Member	Chief Franchise Officer	M
Member	Head of Legal Affairs	F
Member	Chief Legal Operating Officer	M
Member	Chief FA Sales Officer	M
Member	Regional Director Posadas USA	M
Member	Chief Quality, Brands & Standards Officer	F
Member	Assistant Chief Development Officer 1	M
Member	Assistant Chief Development Officer 2	M
Member	Assistant Chief Market Intelligence Officer	F
Member	Development Manager	M
Member	Feasibility Manager	M
Member	Midscale Brand Manager	F
Member	Financial Planning Coordinator	M

INVESTMENT COMMITTEE

The purpose of this committee is to review capital investments made and to be made in the years to follow. Capital expenditures incurred over the past 12 months by department are typically detailed, and the investments required to achieve adequate profitability, measured by an internal rate of return, are outlined. This committee meets quarterly, and the permanent members are:

The committee is comprised of:

Committee position	Position in Posadas	Gender
Chairman	CEO	M
Secretary	Chief Investor Relations, Real Estate and Treasury Officer	M
Voting members	Vice President of Upscale & Luxury	M
Voting members	Vice President of Loyalty	M
Voting members	Vice President of Administration and Finance	M
Voting members	Chief Midscale & Economy Officer	M
Member	Chief Administration Officer	M
Member	Chief Administrative Control Officer	M
Member	Chief Hotel Projects Officer	M

PERSONAL DATA COMMITTEE FOR OUR “KONEXO” CALL CENTER

The purpose of this committee is to regulate the management, organization, and development of the Personal Data Protection Committee of our call center called “Konexo,” the meetings held by the Committee, the powers of its members, and the monitoring of agreements, reports, and proposals approved by the Committee, in order to achieve continuous and sustained improvement regarding the protection of personal data, in accordance with the provisions of the relevant and applicable regulations on the matter.

This committee is responsible for instructing, coordinating, and supervising the necessary actions, as well as establishing the bases, principles, and procedures within the call center to guarantee the right of every person to the protection of their personal data, held by those responsible and in charge, in compliance with the applicable provisions in this matter.

This committee is comprised of Konexo’s CEO, experts and specialists in Information Security and Personal Data Protection, and heads of business units, departments, or members of the organization who have contact with personal data.

Main officers

Below please find a brief biography of the Company’s main officers:

Member	Age	Current position	Years in the company
José Carlos Azcárraga Andrade	59	Posadas CEO	30
Javier Barrera Segura	62	Vice President of Strategy, Alliances and Human Capital	35
Arturo Martínez del Campo Saucedo	58	Vice President of Administration and Finance	9
Enrique Calderón Fernández	58	Vice President of Upscale & Luxury	17
Gerardo Rioseco Orihuela	61	Loyalty Vice President	24
Alejandro Recamier Flores	44	Chief Products and Loyalty Programs Officer	13
Adrián Correa Pérez	50	Chief Midscale & Economy Officer	22
José Jaime Lorenzo Doria	48	Chief Hotel Business Officer	15
Mauricio Elizondo Martínez de la Vega	45	Chief Development Officer	20

Javier
Barrera Segura

He holds a degree in Economics from ITAM and a master's in business administration from Tulane University. For over 20 years he has held important positions within the Company. Prior to becoming Vice President of Franchise, he was responsible for the design and launch of Fiesta Americana Vacation Club and also served as Chief Marketing Officer. In 1986 he won the National Prize in Economics.

Arturo
Martínez del Campo
Saucedo

Industrial Engineer graduated from the Universidad Iberoamericana, he holds a master's degree in administration from the University of California. He joined Posadas, S.A.B de C.V. on February 2, 2015. He has extensive experience at Grupo Financiero Banamex – Citigroup, holding the positions of: Chief Cost Management Officer for Mexico, Financial Planning Corporate Banking and Treasury (Mexico / Latam), Chief Administration and Finance Officer for Crédito Familiar and Chief Financial Officer of Avantel / Banamex Citigroup, among others.

Enrique
Calderón Fernández

Graduate in Hospitality Management from the Centro de Estudios Superiores de San Ángel. He has over 20 years of experience in hotel and tourism services marketing, both in Posadas and other companies in the sector, creating marketing, promotion, and sales strategies. In 1999, he joined Posadas as Chief Sales Officer for the Fiesta Americana hotels. Since then, he has held several positions, including Chief Regional Sales Officer for South America, Chief Key Account Officer for City Hotels, and Chief Sales Officer for Mexico.

Gerardo
Rioseco Orihuela

Industrial engineer graduated from the Universidad Anáhuac del Sur. With prior experience in the financial and tourism sectors, he joined the company in 1999, participating in the creation of Fiesta Americana Vacation Club as Project Leader in Los Cabos. Since 2002, he has served as Chief Commercial Officer of FAVC and later Vacation Properties. In November 2011, he was appointed Vice President of Posadas Vacation Properties. He is Vice President of the Mexican Association of Tourism Developers (Asociación Mexicana de Desarrolladores Turísticos or AMDATUR) and Board Member of the American Resort Development Association (ARDA).

Alejandro
Recamier Flores

Graduate in Economics with a master's in business administration from ITAM. He has more than 10 years of experience in the tourism sector. Since 2010, he has held management positions within Posadas' Vacation Properties division, actively participating in the development of products such as Kivac and Access Fiesta Rewards, among others.

Adrián
Correa Pérez

Graduate in Administration from the Universidad del Nuevo Mundo. He joined the company in 2001 in the Commercial area, holding several positions in the Key Accounts area, such as Chief Sales Officer for City Hotels and Resorts, Chief Regional Sales Officer for the Central-Bajío and Central Zones, Chief Sales Officer of Fiesta Inn, Gamma, and One Hotels, and Chief Sales Officer of City Hotels. Later, in the Operations area, he held several positions such as Chief Operating Officer and CEO of the Fiesta Americana Reforma Hotel, Chief Operating Officer for the Western Region, and Chief Operating Officer for the Fiesta Inn, Gamma, and one brands. In October 2020, he was appointed Chief Midscale and Economy Hotels Officer.

José Jaime
Lorenzo Doria

Chemical Engineer from the Universidad Iberoamericana with a master's degree in Process Optimization from Imperial College. In 2008, he joined Posadas as Chief Commercial Competitiveness Officer. Since then, he has held several positions, including Chief Strategic Planning Officer and Chief Distribution Officer and CRM.

Mauricio
Elizondo
Martínez de la Vega

An industrial engineer with a degree from the Universidad Iberoamericana and a master's degree in Senior Business Management, he joined Posadas in December 2003 after working for several years in the banking sector. Within the group, he has held several management positions in areas such as Revenue Management, Distribution, and Vacation Properties, with more than 17 years of experience in the hospitality sector.

It is important to note that ESG issues are not currently considered in the performance assessment of any officer of the organization.

REGULATORY COMPLIANCE

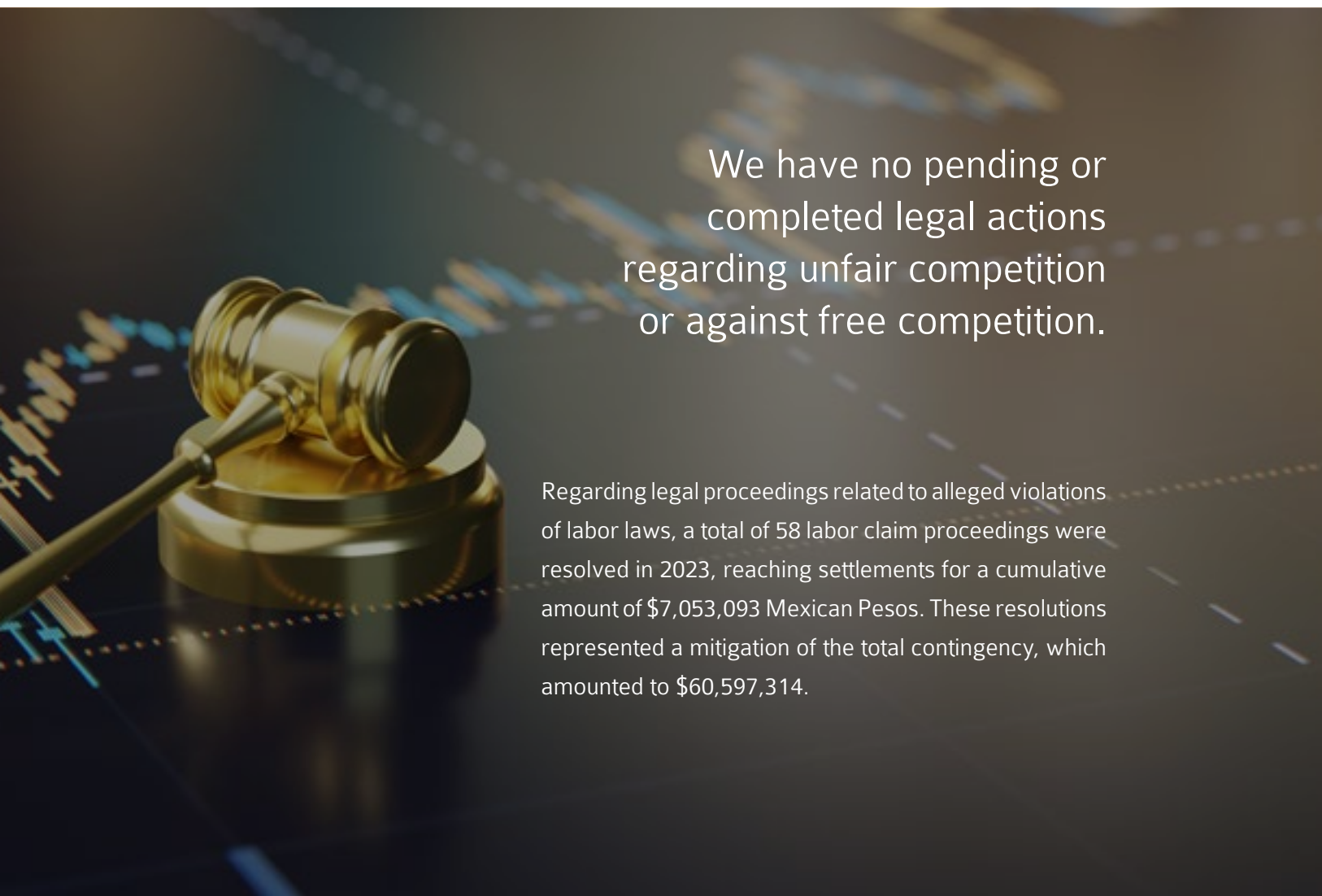
GRI 3-3, 2-27, 206-1, 207-1, 207-2, 207-3, 415-1, 417-2

Regulatory compliance ensures operations within the established legal framework and contributes to the creation of a fair and transparent business environment. It is critical to maintaining the trust of investors, customers, and other stakeholders, as well as to protecting the organization's reputation and integrity. In addition, regulatory compliance helps mitigate operational, legal, and financial risks, avoiding potential sanctions, fines, or loss of revenue. It also promotes business ethics and social responsibility, proving the company's commitment to observing the laws and regulations that govern its activities, as well as to the principles, values, and public policy purposes reflected in these regulations.



Posadas is committed to operating in compliance with applicable regulations in all our operations. Regarding the management of third-party assets, we aim to manage the assets of our hotel owners with transparency, honesty, and accountability, including the renewal of the necessary operating permits and authorizations and the promotion of relevant investments, seeking to ensure operations within the established legal framework. We also strive to comply with all of our contractual obligations, third-party rights, and the ethical and regulatory principles outlined in our Code of Ethics and Conduct.

To ensure Posadas' comprehensive regulatory compliance, we will conduct a risk analysis in various areas, covering tax, labor, civil protection, financial and stock market, personal data protection, anti-corruption, anti-money laundering, environmental, consumer protection, and intellectual property matters, among other relevant areas. It is important to note that our activities transcend the borders of the jurisdictions where we operate, including Mexico, the Dominican Republic, and the United States. Therefore, on certain occasions, we must comply with the legal provisions in force in different jurisdictions, including those to which we voluntarily abide by or those that are applicable based on extraterritorial provisions due to our dealings or contact points in other jurisdictions, such as England or the European Union.



We have no pending or completed legal actions regarding unfair competition or against free competition.

Regarding legal proceedings related to alleged violations of labor laws, a total of 58 labor claim proceedings were resolved in 2023, reaching settlements for a cumulative amount of \$7,053,093 Mexican Pesos. These resolutions represented a mitigation of the total contingency, which amounted to \$60,597,314.

TAX STRATEGY

Posadas implements tax planning aimed at strict compliance with the tax regulations applicable to our specific options and circumstances. However, it is important to note that, in our case, specific details regarding the interpretative criteria of tax regulations or treatment options when permitted by law are not available to the public. This strategy is based on full regulatory compliance, and any new regulations are reported to the Assistant Chief Administration and Finance Officer, who is responsible for reviewing and approving such strategy. Likewise, some details of the application criteria taken into consideration to comply with tax regulations are reported to the Board of Directors.

On the other hand, the office of the Chief Tax Officer is responsible for complying with the tax strategy. A review of tax regulations related to environmental aspects is carried out annually, aimed at ensuring compliance with such regulations.

The focus on stakeholder participation and the management of tax-related concerns is addressed through requests received via email or through direct inquiries. There is an investor relations email address where any questions are received, primarily related to public documents, namely the annual and quarterly reports. Therefore, if there are any tax-related issues in these reports sent to this email, they will be resolved through this channel.



CONTRIBUTION TO POLITICAL PARTIES AND/OR REPRESENTATIVES

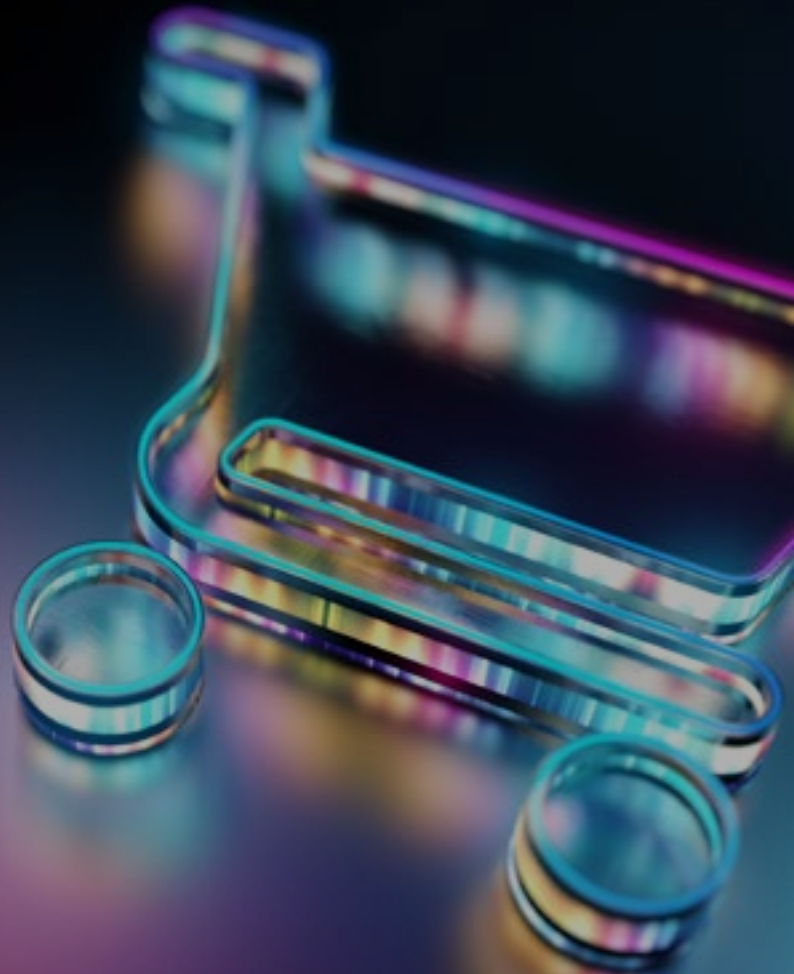
In Mexico, any financing, assistance, or provision of goods or services at non-market prices to political parties or candidates is prohibited, and Posadas fully complies with this prohibition. However, we do provide services to these entities or for the benefit of their activities, and for this purpose we are registered in the relevant registry. Posadas occasionally receives requests from the National Electoral Institute (INE) in the exercise of its oversight powers, and to this day, the Company has not been subject to any penalties due to non-compliance of its duty to provide due cooperation or after being identified as a collaborator or contributor to these political institutions.

To this day, Posadas has not received any complaints related to improper practices in the financing of political parties and/or representatives.

ADVERTISING

The Federal Consumer Protection Agency (PROFECO) has considered on its own initiative or has received complaints that Posadas has violated consumer protection standards, such as misleading advertising, failure to offer full prices, tips, breach of timeshare contracts, or lack of certifications. When required by the authority, we make adjustments to the interpretation criteria.

Regarding our vacation products as of December 2024, we had 181 proceedings before PROFECO and other courts. This represents 0.001% of the total number of members who have a Vacation Property contract. With respect to these proceedings, in 99.9% of the cases we have reached settlements with the client.



RESPONSIBLE SUPPLY CHAIN

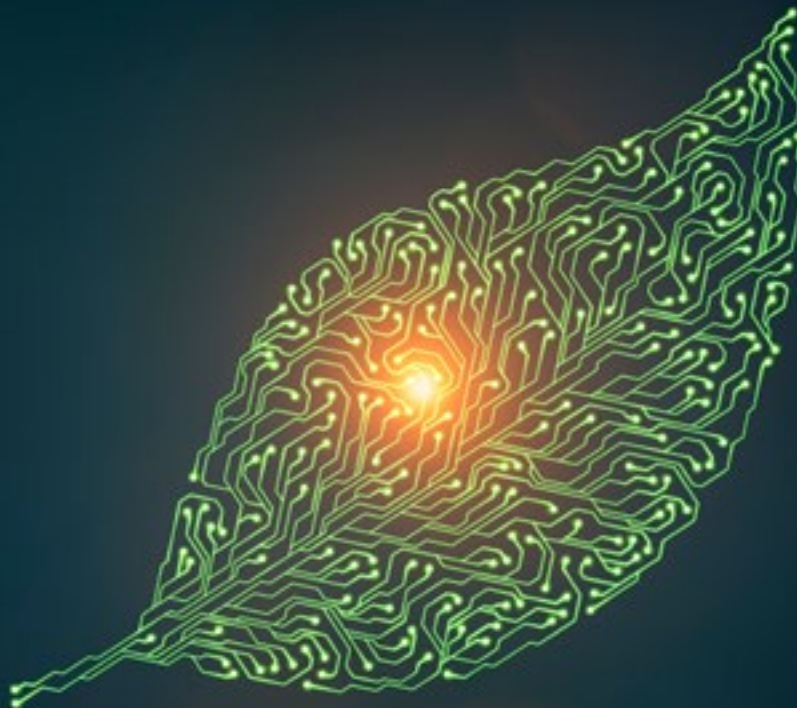
GRI 3-3, 2-6, 308-1, 308-2, 414-1

In 2024, the Procurement department continued to strengthen its commitment to sustainability through the implementation of responsible sourcing practices aligned with our company's purpose. The purpose of these actions is to reduce the environmental and social impact of our operations, ensuring ethical and efficient management of our value chain.

We continue implementing filtration systems to replace the purchase of water jugs, reducing the consumption of purified water jugs by 70% compared to the purchases made in 2022, the year the initiative began.

Within this framework, we have further promoted awareness among our suppliers regarding ESG principles, ensuring that the products and services we purchase increasingly align with these criteria.

In line with strengthening sustainability governance and as part of the ESG Committee approvals, the Company authorized the creation of a Procurement Committee. The purpose of this committee is to strengthen strategic decision-making regarding procurement and ensure compliance with ESG criteria in procurement processes, promoting greater transparency and traceability in our relationships with suppliers.



VALUE CHAIN

Posadas' value chain is characterized by its comprehensive focus on customer experience and service quality.

Our operations are made up of six main categories:

Categories	Suppliers by category	Corporate suppliers	Expenditure influenced by corporate suppliers
AFood, beverages and tobacco	983	161	25%
Marketing	574	160	7%
Construction and FF&E	2,047	172	15%
Services	4,189	160	8%
Operating Supplies	532	80	7%
Information Technology	585	97	11%
Total	8,859	830	74%

RESPONSIBLE PROCUREMENT POLICY AND SUPPLIER ASSESSMENT AND SELECTION

In line with our commitment to an ethical, transparent supply chain aligned with the principles of sustainability, a strategic plan and roadmap were defined in 2024 to strengthen the adoption of our Responsible Procurement Policy by our suppliers.

This plan envisions that, starting in 2025, suppliers will not only be aware of and accept the policy through our platform, but will also actively integrate its principles into their operations. The strategy is designed to ensure that the Environmental, Social, and Governance (ESG) criteria contained in the policy are not limited to declarative compliance but are translated into verifiable practices through ESG assessment.

In 2024, the certification process was subject to a bidding process to select the supplier responsible for its implementation. As a result of this administrative process, the issuance of certifications during this period was limited. Starting in 2025, the process has been resumed on a regular basis, continuing certification activities in accordance with established guidelines.



COMPLIANCE WITH PERSONAL DATA PROTECTION

During 2024, the Company's Personal Data Protection function continued to implement and strengthen several measures aimed at ensuring compliance with applicable regulations and the adequate protection of personal information, whether sensitive or not, of investors, clients, suppliers, and employees. In compliance with the Federal Law on the Protection of Personal Data Held by Private Parties (Ley Federal de Protección de Datos Personales en Posesión de Particulares or LFPDPPP), its regulations, and general provisions, the privacy policies and internal procedures of the Personal Data Security Management System were reviewed and updated to ensure they remain in compliance with best practices and current legal requirements.

Administrative reviews were also conducted, identifying areas for improvement and strengthening controls over processes related to the processing of personal data, ensuring proper documentation, supervision, and control. Employee training on personal data protection continued, reinforcing the organizational culture of responsible information management and the adoption of best practices.

Throughout the year, physical, technical, and administrative measures were also strengthened by updating data management systems and adopting security technologies and controls aimed at preventing unauthorized access and potential security incidents. This included obtaining, maintaining, and updating PCI (Payment Card Industry) certification for the management of our customers' credit card information.

It is important to note that, as part of the previously established commitments, work continued on conducting privacy impact assessments for new activities, products, and services, which are currently under development, to ensure that the processing of personal data incorporates prevention and safeguarding criteria from the outset.

During the following period, changes resulting from the reform to the Federal Law on the Protection of Personal Data Held by Private Parties will be implemented. This will entail adapting our privacy notices, internal policies, and procedures for addressing ARCO rights, as well as strengthening our processes in our relationships with third parties who, as suppliers or business partners, participate in the processing of personal data. These actions will help consolidate a framework of greater transparency and accountability in the management of personal information.

With these initiatives, we reaffirm our commitment to protecting the rights of data owners and consolidating practices aligned with the highest compliance standards, reinforcing the trust of our customers, partners, suppliers, employees, and investors.

A close-up photograph of two hands gently cupping a small, vibrant green seedling with three leaves and a small amount of dark soil. The background is a soft, out-of-focus grey. The overall tone is professional and focused on growth and care.

ALIGNMENT WITH
REPORTING
STANDARDS

GRI INDEX

GRI 1-1

Statement of use Posadas has submitted the information referred to in this GRI index for the period from January 1 to December 31, 2024, using the GRI Standards as a reference.

GRI 1 used GRI 1: Fundamentals 2021

GRI STANDARD	CONTENT	GRI
GENERAL CONTENTS		
GRI 2: General Contents 2021	2-1 Organizational Details	Posadas
	2-2 Entities included in the sustainability reporting	About this report
	2-3 Reporting period, frequency and point of contact	About this report
	2-4 Updating information	About this report
	2-5 External verification	About this report
	2-6 Activities, value chain and other business relationships	Responsible supply chain
	2-7 Employees	Talent Development
	2-8 Non-collaborating workers	Talent Development
	2-9 Governance structure and composition	ESG Governance
	2-10 Appointment and selection of the highest governing body	ESG Governance
	2-11 Chairman of the highest governing body	ESG Governance
	2-12 Role of the highest governing body in overseeing impact management	The CEO is a member of both the Board of Directors and the ESG Committee, representing the connection between the two governing bodies and an opportunity to scale the sustainability strategy.
	2-13 Delegation of responsibility for impact management	ESG Governance
	2-14 Role of the highest governing body in sustainability reporting	Currently, the Board of Directors is not responsible for the review and/or approval of any ESG-related issue, which are not part of the Board’s agenda. This is because the issues submitted to the Board for approval and review are based on current regulations. Additionally, we lacked sustainability goals, purposes, and priorities to submit information to this body. To that end, we consulted with an expert consulting team to ensure we had the necessary maturity, structure, content, and relevant information to be submitted.

GRI INDEX

GRI 1-1

GRI STANDARD	CONTENT	GRI
GENERAL CONTENTS		
GRI 2: General Contents 2021	2-15 Conflicts of interest	Ethics
	2-16 Communicating Critical Concerns	A public relations agency has been hired to manage and provide advice on Posadas' communications and relationships with its different stakeholders. Such agency also provides support in the issuance of communications in response to situations provided in the Posadas crisis communications plan (ZIMAT).
	2-17 Collective knowledge of the highest governing body	Sustainability training programs for the highest governing bodies have not yet been implemented. However, by 2028 we aim to train 95% of members of the highest governing bodies in ESG matters.
	2-18 Performance assessment of the highest governing body	ESG Governance
	2-19 Compensation Policies	ESG Governance
	2-20 Process for determining remuneration	ESG Governance
	2-21 Total Annual Compensation Ratio	98%
	2-22 Statement on Sustainable Development Strategy	Message from the CEO
	2-23 Commitments and policies	Ethics
	2-24 Incorporation of commitments and policies	Ethics
	2-25 Processes to remedy negative impacts	Ethics
	2-26 Mechanisms for requesting advice and raising concerns	Ethics
	2-27 Compliance with laws and regulations	Regulatory compliance
	2-28 Membership in associations	Social investment
	2-29 Approach to stakeholder engagement	Social investment
2-30 Collective bargaining agreements	Employment conditions and human rights	
MATERIAL TOPICS		
GRI 3: Material Topics 2021	3-1 Process of determining material topics	Sustainability strategy
	3-2 List of material topics	Sustainability strategy
	3-3 Management of material topics	Sustainability strategy

GRI INDEX

GRI 1-1

GRI STANDARD	CONTENT	GRI
NATURAL CAPITAL		
GRI 303: Water and effluents 2018	303-1 Interaction with water as a shared resource	Natural capital
	303-2 Management of impacts related to water discharge	Natural capital
	303-3 Water extraction	Natural capital
	303-4 Water discharge	Natural capital
	303-5 Water consumption	Natural capital
GRI 304: Biodiversity 2016	304-1 Operational sites owned, leased or managed within or adjacent to protected areas or areas of high biodiversity value outside protected areas	Natural capital
	304-4 Species listed in the IUCN Red List and national conservation lists whose habitats are located in areas affected by operations	Natural capital
ENERGY		
GRI 302: Energy 2016	302-1 Energy consumption within the organization	Energy
	302-3 Energy intensity	Energy
	302-4 Reduction of energy consumption	Energy
GHG EMISSIONS		
GRI 305: 2016 Emissions	305-1 Direct GHG emissions (Scope 1)	GREENHOUSE GAS (GHG) EMISSIONS
	305-2 Indirect GHG emissions associated with energy (Scope 2)	GREENHOUSE GAS (GHG) EMISSIONS
	305-4 Intensity of GHG emissions	GREENHOUSE GAS (GHG) EMISSIONS
	305-5 Reduction of GHG emissions	GREENHOUSE GAS (GHG) EMISSIONS
WASTE		
GRI 306: 2020 Waste	306-1 Waste generation and significant impacts related to waste	Waste
	306-2 Management of significant impacts related to waste	Waste
	306-3 Waste generated	Waste
	306-4 Waste not intended for disposal	Waste
	306-5 Waste destined for disposal	Waste

GRI INDEX

GRI 1-1

GRI STANDARD	CONTENT	GRI
TALENT DEVELOPMENT		
GRI 401: 2016 Employment	401-1 New hires and staff turnover	Talent development
GRI 402: 2016 Employee- Management Relations	402-1 Minimum notice periods for operational changes	Talent development
GRI 404: 2016 Training and education	404-1 Average training hours per year per employee	Talent development
	404-2 Programs to develop employee skills and transition assistance programs	Talent development
	404-3 Percentage of employees who receive periodic performance assessments and career development	Talent development
HEALTH AND SAFETY		
GRI 403: 2018 Health and Safety at the Workplace	403-2 Hazard Identification, Risk Assessment, and Incident Investigation	Health and safety
	403-3 Occupational health services	Health and safety
	403-4 Worker participation, consultation and communication on health and safety at the workplace	Health and safety
	403-5 Training of workers on health and safety at the workplace	Health and safety
	403-6 Promotion of workers' health	Health and safety
	403-7 Prevention and mitigation of impacts on health and safety at the workplace, directly linked through commercial relations	Health and safety
	403-8 Coverage of the occupational health and safety management system	Health and safety
	403-9 Workplace injuries for employees and workers	Health and safety
	403-10 Occupational illnesses and diseases	Health and safety
	EMPLOYMENT CONDITIONS AND HUMAN RIGHTS	
GRI 201: 2016 Economic performance	201-3 Obligations of defined benefit plans and other retirement plans	Employment conditions and human rights
GRI 202: 2016 Market presence	202-1 Ratios between standard entry-level wage by gender and local minimum wage	Employment conditions and human rights

GRI INEX

GRI 1-1

GRI ESTANDARD	CONTENT	GRI
EMPLOYMENT CONDITIONS AND HUMAN RIGHTS		
GRI 401: 2016 Employment	401-2 Benefits for full-time employees that are not provided to part-time or temporary employees	Employment conditions and human rights
	401-3 Parental leave	Employment conditions and human rights
GRI 407: 2016 Freedom of association and collective bargaining	407-1 Operations and suppliers where the right to freedom of association and collective bargaining could be at risk	Employment conditions and human rights
GRI 408: 20106 Child labor	408-1 Operations and suppliers with significant risk of child labor cases	Employment conditions and human rights
GRI 409: 2016 Forced or mandatory labor	409-1 Operations and suppliers with significant risk of forced or mandatory labor	Employment conditions and human rights
GRI 410: 2016 Safety Practices	410-1 Security personnel trained in human rights policies or procedures	Employment conditions and human rights
DIVERSITY, EQUALITY AND INCLUSION		
GRI 403: 2018 Health and Safety at the Workplace	405-1 Diversity of governing bodies and employees	Diversity, equality and inclusion
	405-2 Ratio between basic salary and remuneration of women and men	Diversity, equality and inclusion
GRI 406: 2016 Non-discrimination	406-1 Cases of discrimination and corrective actions taken	Diversity, equality and inclusion
SOCIAL INVESTMENT		
GRI 203: Indirect economic impacts	203-1 Investments in infrastructure and supported services	Social investment
GRI 413: 2016 Local Communities	413-1 Operations with local community engagement programs, impact assessments and development	Social investment
ETHICS		
GRI 205: 2016 Anti-Corruption	205-2 Communication and training on anti-corruption policies and procedures	Ethics

GRI INDEX

GRI 1-1

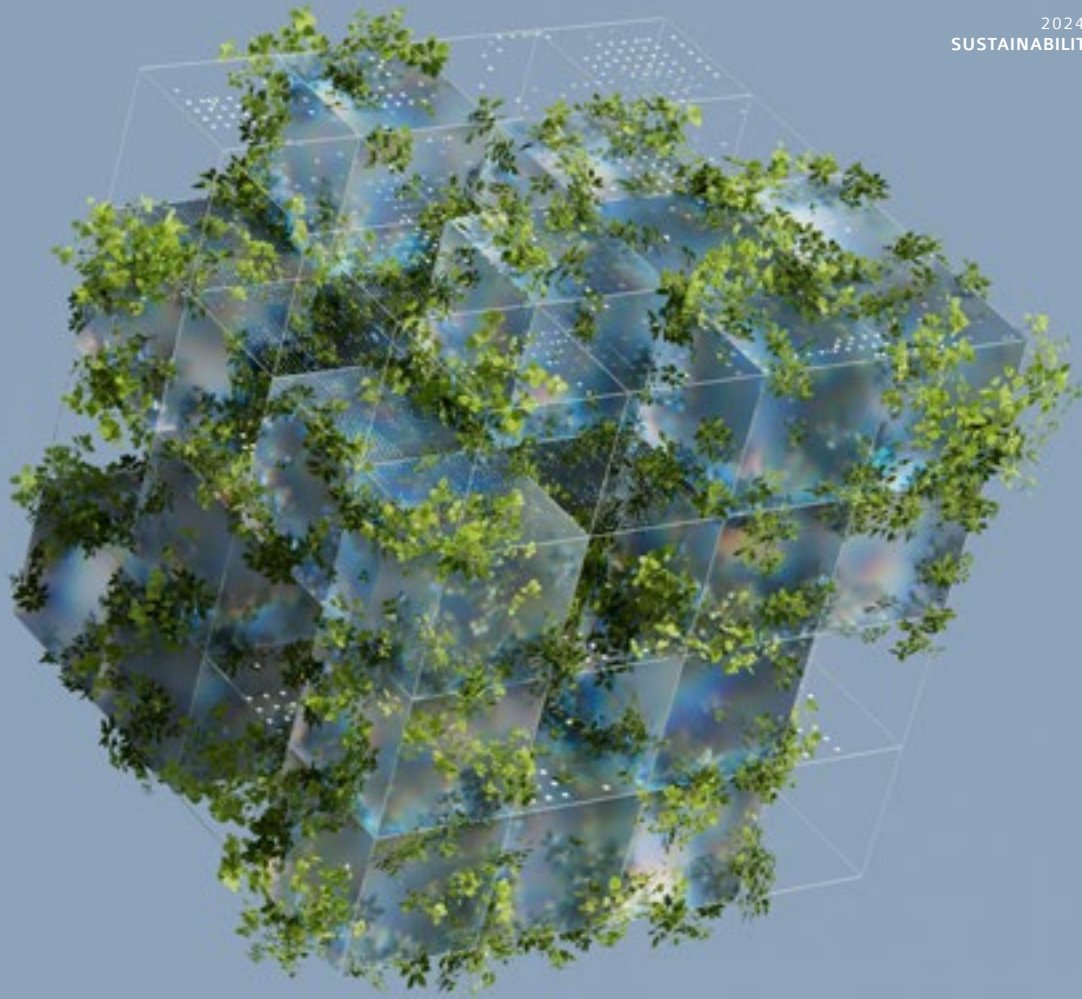
GRI STANDARD	CONTENT	GRI
REGULATORY COMPLIANCE		
GRI 206: 2016 Unfair Competition	206-1 Legal actions related to unfair competition and monopolistic practices and against free competition	Regulatory compliance
GRI 207: 2019 Taxation	207-1 Tax approach	Regulatory compliance
	207-2 Tax governance, control and risk management	Regulatory compliance
	207-3 Participation of stakeholders and management of their concerns in tax matters	Regulatory compliance
GRI 415: 2016 Public policy	415-1 Contribution to political parties and/or representatives	Regulatory compliance
GRI 417: 2016 Marketing and Labeling	417-2 Cases of non-compliance related to information and labeling of products and services	Regulatory compliance
RESPONSIBLE SUPPLY CHAIN		
GRI 308: 2016 Supplier Environmental Assessment	308-1 New suppliers that have passed selection filters according to environmental criteria	Responsible supply chain
	308-2 Negative environmental impacts in the supply chain and measures taken	Responsible supply chain
GRI 414: 2016 Social Assessment of Suppliers	414-1 New suppliers that have passed selection filters according to social criteria	Responsible supply chain

SASB INDEX

SASB STANDARD	CONTENT	DETAIL
NATURAL CAPITAL		
Water management	SV-HL-140a.1 (1) Total water withdrawn, (2) total water consumed, percentage of each in regions with high or extremely high initial water stress	Natural Capital
Ecological effects	SV-HL-160a.2 Description of environmental management policies and practices to preserve ecosystem services	Natural Capital
TALENT DEVELOPMENT		
Employment practices	SV-HL-310a.1 Voluntary and involuntary turnover rate (1) of employees in lodging facilities	Talent development
ENERGY		
Energy management	SV-HL-130a.1 (1) Total energy consumed, (2) percentage of electricity from the grid, (3) percentage of renewable energy	Energy
CLIMATE CHANGE		
Adaptation to climate change	SV-HL-450a.1 Number of lodging facilities located in 100-year flood zones	Climate change
ETHICS		
Employment practices	SV-HL-310a.4 Description harassment prevention at the workplace policies and programs	Ethics
EMPLOYMENT CONDITIONS AND HUMAN RIGHTS		
Employment practices	SV-HL-310a.2 Total amount of monetary losses resulting from legal proceedings related to labor law violations	Employment conditions and human rights
	SV-HL-310a.3 1) Average hourly wage and 2) percentage of lodging facility employees earning the minimum wage, by region	Employment conditions and human rights



INITIATIVES



As part of our ongoing commitment to sustainability, we have identified a series of strategic initiatives that are currently in the planning and assessment phase. These initiatives are aimed at strengthening our impact in various areas and respond to the findings obtained in our ESG diagnostics, as well as the opportunities identified in our operations and value chain.

It is important to note that the projects described herein are subject to adjustments as we progress through the negotiation, technical validation, and budget alignment processes. Its implementation is planned for the next fiscal year and will depend on internal and external factors that could modify the scope, focus, or timetables thereof.

These initiatives represent our intention to evolve toward more responsible, inclusive, and resilient practices, and will be communicated in due course as their specific characteristics are defined and the corresponding commitments are formalized.

FOOD BANK

IMPACT

800

million people
affected by
famine

Alarming Statistics

Currently, one-third of the world's food is lost or wasted. A staggering amount considering that more than 800 million people in the world have not enough food.

1.3

billion tons
of waste
worldwide

Waste

In Mexico, approximately 20.4 million tons of food are wasted each year, equivalent to one-third of total production.

3rd.

Largest
contributor
of CO₂

Environmental Impact

Furthermore, if food waste were a country, it would be the third largest contributor of CO₂ after China and the United States.

Source: Waste Not, Want Not: Tackling Food Waste | WGSN



IT IS ONE OF THE SUSTAINABLE GOALS (SDG 12.3) OF THE UN



Reduce food waste by 50%

By 2030, halve per capita food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses.

Source: <http://www.globalgoals.org/>

According to the World Bank, this food waste in Mexico translates into a significant loss of resources and has a considerable economic and environmental impact.

“ Even if we could save a quarter of the food currently lost or wasted worldwide, it would be enough to feed 870 million hungry people around the world. ”

Food Bank, “To the Rescue,” is a program to rescue food that was not delivered to the customer and that, due to quality standards, must be discarded. Food that meets optimal nutritional value and safety standards, suitable for consumption and that has never left the kitchen, to be delivered to institutions serving vulnerable groups facing food shortages.

Posadas is currently an ally in mitigating this problem, reporting positive results annually.

DONATED KILOS BY “TO THE RESCUE” PROGRAM

2024

Row labels	January	February	March	April	May	June	July	August	September	October	November	December	Total general
Fiesta Americana Reforma	351.213	66	97.4	84	104	72.5	103.7	60.5	53.3	60.5	82.8	39.3	1,175.213
Grand Total	351.213	66	351	351	351	351	103.7	60.5	53.3	60.5	82.8	39.3	1,175.213

2025

Row labels	January	February	March	April	May	June	July	Total general
Fiesta Americana Reforma Ciudad de México	60.1	21.3	21	43.5	100	109.3	124.8	480
Fiesta Americana Condesa Cancún All Inclusive						5		5
Grand Total	60.1	21.3	21	43.5	100	109.3	124.8	485

From January 1 to December 31, 2024

TOTAL KILOS DONATED	1,175
Total CO₂e Ton	32.00

This is equivalent to emissions from 325.28 liters of gasoline consumed.

This is equivalent to the emissions from 92,448.68 smartphone charges.

Direct Beneficiaries	
Food banks	0
Institutions	1
TOTAL	1
Indirect Beneficiaries	
Population served (Food banks)	0
Institutions	25
TOTAL	25
TOTAL SERVINGS*	3,917

*One serving per day (300 g) is recommended.



MIDSCALE & ECONOMY SEGMENT AMENITIES

Posadas strengthens its commitment to sustainability through responsible products

For Posadas, sustainability is not just a goal, but a constant commitment to innovation and environmental responsibility. In line with our ESG (Environmental, Social, and Governance) strategy, we have implemented key initiatives that reinforce our commitment to environmental protection and the well-being of our employees and guests.

These initiatives are part of a comprehensive effort to reduce our environmental footprint and promote more responsible practices in the hotel industry. Posadas believes that sustainability is built on strategic alliances, concrete actions, and genuine commitment. We will continue to innovate to offer our guests unforgettable experiences while protecting the planet and those who make our operations possible.

FORMULATION HIGHLIGHTS

01	Our formulas are made with a blend of carefully selected, non-toxic, and environmentally friendly ingredients.
02	The clean, vegan formulas are enriched with Shea Butter and a selection of nourishing plants. The oils intensely moisturize the skin, while vitamin E and vitamin B have a restorative and soothing action.
03	The products are paraben, sulfate, silicon, SLS/SLES, phthalate-free and free of other harmful chemicals.
04	Recyclable packaging.



Responsibly sourced and manufactured






Reusable and bulk bottles. Refills made from recycled plastic, resulting in a reduction of plastics/waste



Vegan and cruelty-free

SUSTAINABILITY CERTIFICATIONS

 <p>The Aviation Sustainability Forum (ASF) is a non-profit organization whose mission is to make air travel more sustainable. Buzz has supported this organization by providing funding for the delivery of ASF Project 1, which addresses issues related to international cabin waste.</p>	 <p>EcoVadis is an online rating platform that provides sustainability ratings to enable organizations to assess and measure their own sustainability performance and that of their suppliers. Buzz was awarded a silver rating and received an EcoVadis silver medal by Buzz Export Services Pty LTD.</p>	 <p>Buzz has partnered with CRI to offer low-carbon and net-zero products. CRI analyzes the carbon emissions of our products and their delivery from factory to customer and provides us with carbon offset options. We use these findings to design low-carbon products and offer the option of net-zero carbon products.</p>
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We know that every detail counts when it comes to sustainability. That’s why we’ve updated our bathroom amenities—including soaps, shampoos, conditioners, and moisturizers—in collaboration with Buzz, a specialized supplier with sustainable practices and international certifications such as ISO, GRS (Global Recycles Standards), and HIGG.

These amenities will be available at:


76
Hotels



21
Hotels



49
Hotels



Representing coverage of approximately **20,348 rooms** nationwide. This renewal ensures products that meet the highest environmental standards, using recycled materials and responsible production processes.

One step closer to responsible hospitality.

CADA GOTA CUENTA

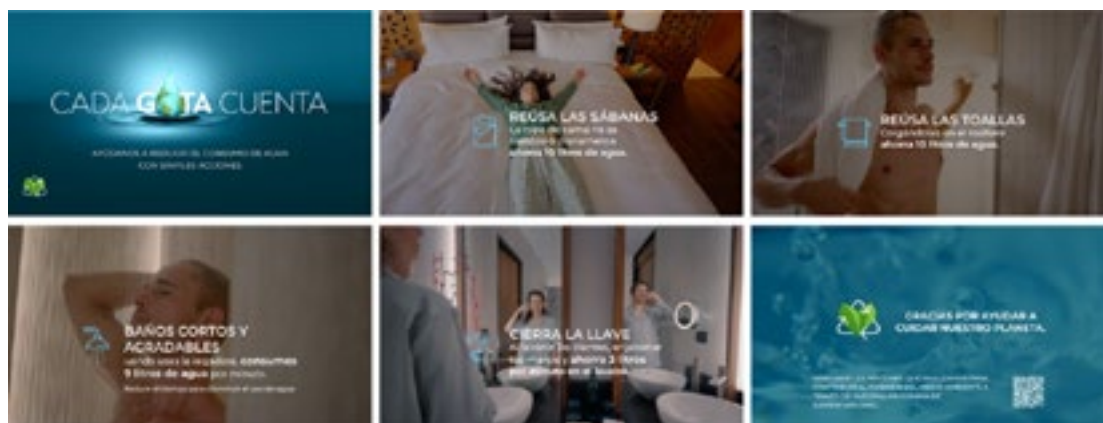
EVERY DROP MATTERS

EVERY DROP COUNTS CAMPAIGN

In a world where every action has an impact, “Every Drop Counts” emerges as an initiative to raise awareness among our guests. This campaign invites us to reflect on two of the most essential and vulnerable resources: water and plastic. Water, the source of life, and plastic, testimony to our footprint on the planet.

The purpose of this project is to raise awareness within hotels about reducing the use of single-use plastic and promoting water conservation and stewardship through communication materials and the ongoing support of employees, serving as a reminder that every choice, no matter how small, has the power to transform our environment.

IN-ROOM SCREENS



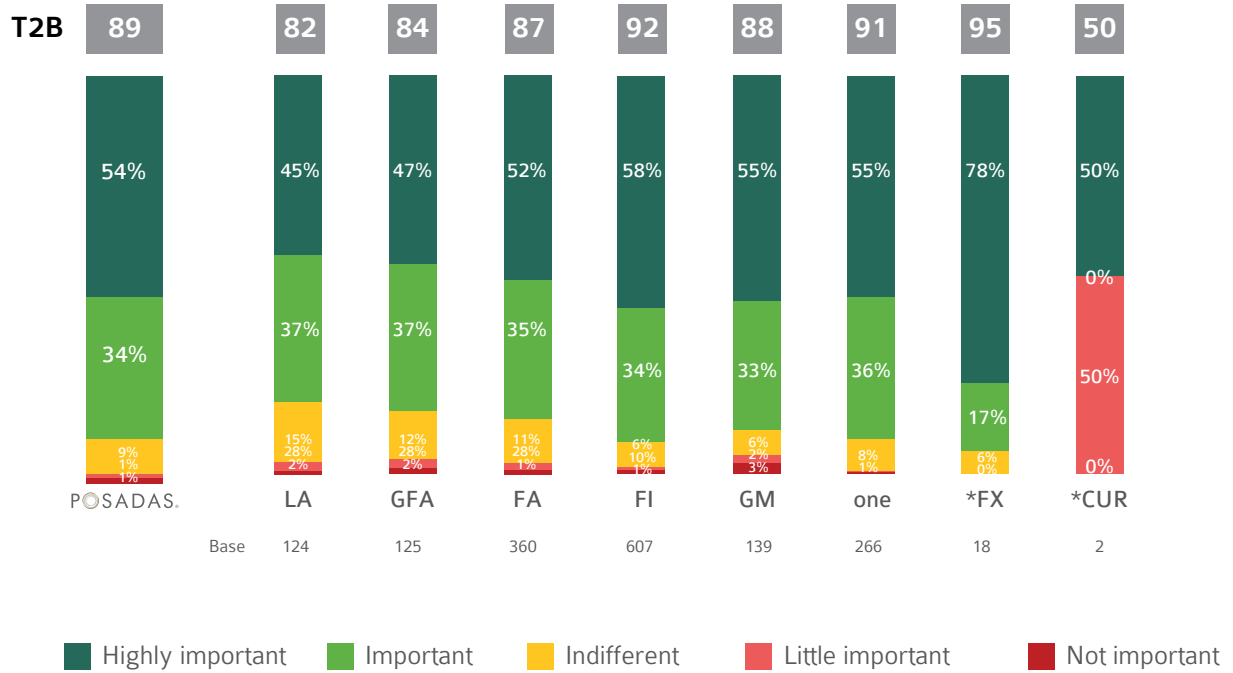
BLONDA, TAG AND TENT CARD





9 out of 10 guests believe it is important for the hotel to have sustainable initiatives

Q: How important is it to you that the hotel you're staying at has sustainable initiatives?



*Information for guidance purposes by number of surveys (Curamoria, Exploreaan, Foreign Hotels)
Source: LINC Ask Now 2T2025 | 1,672 surveys

WATER CONSERVATION PROTOCOL, WASTE REDUCTION AND RECYCLING ACTIONS, AND INITIATIVES TO REDUCE PLASTIC USE ARE INITIATIVES THAT GUESTS CONSIDER IMPORTANT FOR THE HOTEL TO HAVE.

When choosing a stay, it is important to me that the hotel has... (multiple answers)

Issue	1T25	2T25	Var TA
Water Conservation Protocol	42%	43%	1%
Controls to reduce water pollution	33%	33%	-
Codes to avoid discrimination (religion, race, etc.)	31%	33%	2%
Trained employees working under professional ethics	31%	33%	2%
Practices that promote inclusion and respect for diversity with guests and employees	26%	32%	6%
Habitat and ecosystem conservation program (flora, fauna, biodiversity)	31%	32%	1%
Waste reduction and recycling actions	31%	31%	-
Technology for energy conservation and reduction (energy-saving light bulbs, solar panels, solar heaters, etc.)	30%	31%	1%
Measures and practices that guarantee the safety of guests and employees	28%	31%	3%
Initiatives to reduce the use of plastics	27%	28%	1%
Food waste management protocols	27%	28%	1%
Programs that promote the local economy (job creation, training for local workers)	24%	27%	3%
Guidelines that protect , care for and respect employees	23%	26%	3%
Programs to fight child exploitation	20%	23%	3%
Standards that comply with government regulations	22%	23%	1%
Guest awareness campaigns to protect the environment	23%	23%	-
Support for local communities/vulnerable populations, indigenous peoples, etc.)	19%	21%	2%
Program to reduce the impact of climate change	18%	19%	1%
Programs to reduce carbon footprint (carbon dioxide emissions)	18%	19%	1%
Contingency plans for guests and employees due to climate change	16%	17%	1%

Source: LINC Ask Now 272025 1 1672 surveys

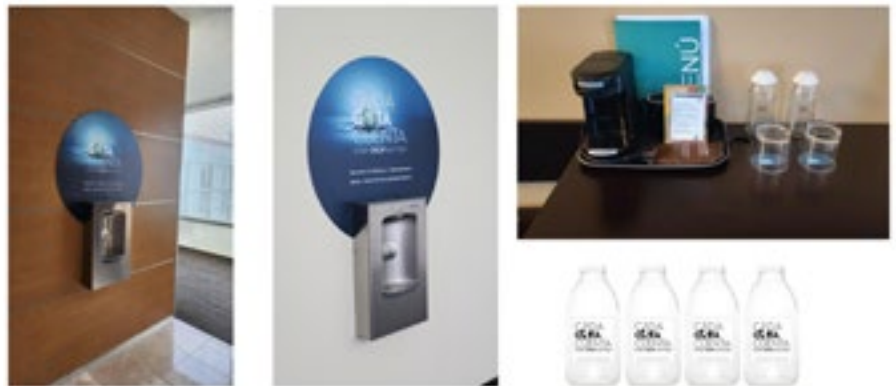
Fiesta Americana Condesa
Cancún All Inclusive



Fiesta Americana
México Toreo



Fiesta Inn Centro Histórico
Ciudad de México



UNIFORMS MADE WITH SUSTAINABLE FABRICS

By choosing sustainable textiles, Posadas actively participates in a value chain that transforms waste into functional and responsible solutions. This project doesn't just dress... it transforms.



“This project reflects Posadas’ commitment to sustainability, innovation, and the well-being of its team.”

At Posadas, we make our uniforms with textiles developed from recycled PET bottles, a choice that reflects our commitment to quality, innovation, and sustainability.



The RCS seal certifies that Lafayette fabrics made with recycled polyester chips are produced under a verification and custody system, which runs from the receipt of the raw material to delivery to the customer.



The GRS seal certifies that our threads are made with 100% recycled polyester, derived from recycled PET bottles. This raw material, its traceability, and its production practices are certified according to social, environmental, and chemical standards.



Lafayette products are certified with OEKO-TEX STD 100
A seal that guarantees that our products are safe for the user once the textile comes into contact with the skin. We therefore take care of people’s health and make responsible use of raw materials in our production process, minimizing the impact on the planet.



WHAT HAS THE IMPACT BEEN?

30,733 PET bottles recovered in the different uniform collections.

WHAT MAKES THIS FABRIC SUSTAINABLE?



100% renewable energy:
Manufacturing with solar panels.



Responsible water management:
100% reused and 70% recycled.



Safe Chemicals:
99% comply with the Chemical Management.

SUSTAINABLE IMPACT

9 Botellas PET de 600 ml. = 1 camiseta polo

POLO SHIRT

7 Botellas PET de 600 ml. = 1 camiseta t-shirt

T-SHIRT

14 Botellas PET de 600 ml. = 1 chaqueta

JACKET

9 Botellas PET de 600 ml. = 1 blusa o camisa

TOP OR SHIRT

8 Botellas PET de 600 ml. = 1 chaleco

VESTS

6 Botellas PET de 600 ml. = 1 delantal

APRONS

18 Botellas PET de 600 ml. = 1 pantalón

PANTS

19 Botellas PET de 600 ml. = 1 vestido

DRESSES

18 Botellas PET de 600 ml. = 1 blazer

BLAZER

14 Botellas PET de 600 ml. = 1 falda

SKIRTS

35 Botellas PET de 600 ml. = 1 overol

OVERALL

30 Botellas PET de 600 ml. = 1 sastre

SUITS

CITY HOTEL UNIFORMS



Fiesta Americana



Grand Fiesta Americana



Live Aqua

RESORT HOTEL UNIFORMS



Live Aqua



Grand Fiesta Americana



Funeeq



Fiesta Americana



2024

ANNUAL
SUSTAINABILITY
REPORT

POSADAS®