

CHABLÉ HOTELS

SUSTAINABILITY REPORT

2024

with 2023 comparative data

Properties included in this report

Chablé Yucatán · Chablé Maroma

Chocholá, Yucatán · Punta Maroma, Quintana Roo

Published in 2025

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1. Message from the CEO

ES WITH CHABLÉ Philosophy, Vision, Mission, and Best Practice

SDG 8 **SDG 11** **SDG 17**

Decent work and economic growth · Sustainable cities and communities · Partnerships for the goals

Diego Gutiérrez

CEO — Chablé Hotels

Dear team members, guests, communities and partners:

At Chablé Hotels we believe that true wellbeing is born from a deep relationship with oneself, with others, and with the nature that surrounds us. That conviction is the soul of our Espiritu Wellness Program and the compass that guides every decision we make as an organization.

The year 2024 was one of resilience, learning and renewed commitment. At Chablé Maroma, we faced together the impact of a hurricane that tested the strength of our teams and our ability to respond to nature. At Chablé Yucatán, solar energy generation reached 1.27 million kWh. At the brand level, more than 1,455 team member participations in volunteer activities throughout the year—from beach recovery to the delivery of school supplies to communities in Quintana Roo—stand as the best testimony of what ES with My Community means in practice. We reforested 1,050 specimens of Areca Palm and Chiit Palm—an endemic endangered species—and donated more than 71,000 items valued at nearly MXN \$194,000 to neighboring communities.

Our Adopt a Coral program, in partnership with Oceanus AC, grew 282% in guest adoptions in 2024, reminding us that regenerative tourism is not an aspiration but a reality we build day by day. The water refill stations at Chablé Maroma prevented the use of more than 16,700 single-use plastic bottles during the year. We maintained 73% of our food supply chain at Chablé Yucatán with local producers, strengthening the Yucatecan circular economy. At Chablé Maroma, 78% of the 261 active suppliers in 2024 are local to Quintana Roo, with a 100% national supply chain. And we formalized our corporate Code of Ethics—structured around the four pillars of the Espiritu Wellness Program—as an explicit governance commitment for the entire Chablé family.

We are also mindful of the path that still lies ahead. Measuring our carbon footprint, installing water sub-metering systems, and standardizing our reporting processes across properties are clear priorities for 2025. At Chablé, an honest assessment is part of the journey.

Our thanks go to every team member who makes this daily work possible, to the guests who choose conscious travel, to the communities that welcome us, and to the partners who share our vision. Together, we continue building what we believe luxury should stand for: experiences that heal, that endure, and that leave the world better than we found it.

Diego Gutiérrez

CEO — Chablé Hotels

April 2025

2. Property Profiles

ES WITH CHABLÉ Philosophy, Vision, Mission, and Best Practice

SDG 8 SDG 11

Decent work and economic growth · Sustainable cities and communities

2.1 Chablé Yucatán

Chablé Yucatán is a luxury resort located at Hacienda Chocholá, in the heart of the Yucatán Peninsula, Mexico. The property blends 17th-century colonial architecture with contemporary spaces that celebrate Maya culture, gastronomy and spirituality. It features 40 casitas spread across more than 28 hectares of Yucatecan jungle, a world-class spa and regional haute cuisine restaurants. Opened in 2017.

2.2 Chablé Maroma

Chablé Maroma is a beachfront resort located at Punta Maroma, Quintana Roo, on one of the most renowned beaches of the Mexican Caribbean. The property offers 70 oceanfront and jungle-view villas, with wellness experiences in harmony with the coastal ecosystem, the coral reef and the Maya jungle. Opened in 2018.

2.3 General Comparative Data 2024

| Property Profile — 2024 | | | |
|------------------------------|---|-------------------------------|---------------------------------|
| Indicator | Chablé Yucatán | Chablé Maroma | Notes |
| Location | Chocholá, Yucatán | Punta Maroma, Q. Roo | |
| CFE Rate (energy) | GDMTH Media Tensión | GDMTH Media Tensión | |
| Average annual occupancy | 28.32% | 23.65% | Brand average: ~26% |
| Rooms / villas | 40 casitas | 70 villas | Brand total: 110 |
| Opening year | 2017 | 2018 | |
| Total team members | 262 (average) | 172 | |
| Female team members | 86 (32.8%) | 62* (36.0%) | *Estimado: 172–110 |
| Male team members | 182 (69.5%) | 110 (64.0%) | |
| Women in executive committee | 4 | 3 | |
| Team members 50+ years | 33 | 18 | |
| TOTAL BRAND 2024 | Chocholá, Yucatán + Punta Maroma, Q. Roo | 434 total team members | 2 properties · 110 rooms |

3. Sustainability Strategy

ES WITH ONESELF *Employees' Physical, Mental, and Social Well-being*

ES WITH CHABLÉ *Philosophy, Vision, Mission, and Best Practice*

ES WITH THE COMMUNITY *Support and Positive Impact on Neighboring Communities*

ES WITH THE ENVIRONMENT *Conservation and Preservation of Natural Resources*

ODS 3 **SDG 6** **SDG 7** **SDG 8** **SDG 11** **SDG 12** **SDG 13** **SDG 14** **SDG 15** **SDG 17**

Good health and wellbeing · Clean water and sanitation · Affordable and clean energy · Decent work and economic growth · Sustainable cities and communities · Responsible consumption and production · Climate action · Life below water · Life on land · Partnerships for the goals

3.1 Strategic Pillars — Espiritu Wellness Program

Chablé Hotels articulates its sustainability strategy through the Espiritu Wellness Program, integrating four dimensions:

- ES with the Environment: Energy efficiency (solar panels), water management, comprehensive waste management (recycling, composting, donation), biodiversity and reforestation with native species.
- ES with Oneself: Team member wellbeing and development
- ES with the Community: Active volunteering, support for local communities, responsible tourism and continuous environmental education.
- ES with Chablé: Business governance and viability with ethics, transparency, responsible supply chain and support for the regional circular economy

3.2 Alignment with the SDGs

SDG 6 — Clean water: efficient water management, refill stations in guest areas.

SDG 7 — Renewable energy: photovoltaic systems at both properties.

SDG 8 — Decent work: dignified employment, benefits, preference for local talent.

SDG 12 — Responsible production: comprehensive waste program, local suppliers.

SDG 13 — Climate action: emissions reduction, energy monitoring.

SDG 14 — Life below water (Chablé Maroma): Adopt a Coral program with Oceanus AC.

SDG 15 — Life on land: reforestation with Chiit Palm, Areca and other native species.

4. Environmental Dimension

ES WITH THE ENVIROMENT *Conservation and Preservation of Natural Resources*

4.1 Energy

SDG 7 **SDG 9** **SDG 11** **SDG 13**

Affordable and clean energy · Industry, innovation and infrastructure · Sustainable cities and communities · Climate action

Both properties operate under CFE's GDMTH (Medium Voltage) rate and have installed solar panel systems.

Chablé Yucatán

| Energy — Chablé Yucatán | | | |
|-------------------------------|--------------|--------------|-------------|
| Indicator | 2023 | 2024 | Change |
| CFE Consumption – kWh | 3,359,693 | 3,649,341 | ▲ +8.6% |
| Demanda registrada – kWh | 1,215 | 1,215 | = No change |
| CFE cost – MXN | \$11,758,926 | \$13,867,496 | ▲ +17.9% |
| Solar generation – kWh | 1,460,170 | 1,275,824 | ▼ -12.6% |
| Total consumption (CFE+Solar) | 4,819,863 | 4,925,165 | ▲ +2.2% |
| % generación solar | 30.3% | 25.9% | ▼ -4.4 pp |
| LPG consumed – liters | 95,219 | 85,147 | ▼ -10.6% |
| Gas cost – MXN | \$867,445 | \$775,807 | ▼ -10.6% |
| Diesel – liters | 11,500 | 13,600 | ▲ +18.3% |
| Diesel cost – MXN | \$252,490 | \$345,424 | ▲ +36.8% |

Chablé Maroma

| Energy — Chablé Maroma | | | |
|-------------------------------|-------------|-------------|-------------------|
| Indicator | 2023 | 2024 | Change |
| CFE Consumption – kWh | 2,094,116 | 2,167,823 | ▲ +3.5% |
| Demanda registrada – kWh | 429 | 466 | ▲ +8.6% |
| CFE cost – MXN | \$6,099,259 | \$6,507,092 | ▲ +6.7% |
| Solar generation – kWh | 470,838 | 465,987 | ▼ -1.0% |
| Total consumption (CFE+Solar) | 2,564,954 | 2,633,810 | ▲ +2.7% |
| % generación solar | 18.4% | 17.7% | ▼ -0.7 pp |
| LPG consumed – liters | 164,455 | 184,304 | ▲ +12.1% |
| Gas cost – MXN | \$2,237,839 | \$1,777,458 | ▼ -20.6% |
| General diesel – liters | 1,893 | 21,381 | ▲ +1,029%* |
| Diesel cost – MXN | \$41,627 | \$499,669 | ▲ alto |
| Sargassum diesel – liters | 59 | 1,088 | ▲ Impacto sargazo |

| | | | |
|--------------------------------------|-------|-------|----------|
| Sargassum collected – m ³ | 6,080 | 1,931 | ▼ -68.2% |
|--------------------------------------|-------|-------|----------|

📌 The increase in diesel consumption at Chablé Maroma in 2024 is directly related to the hurricane response and beach recovery works (July 2024).

| Consolidated Energy — 2024 | | | |
|------------------------------|---|---|---------------------------------------|
| Indicator | Chablé Yucatán | Chablé Maroma | Notes |
| CFE Consumption – kWh | 3,649,341 | 2,167,823 | Total: 5,817,164 kWh |
| Solar generation – kWh | 1,275,824 | 465,987 | Total: 1,741,811 kWh |
| % solar energy / total | 25.9% | 17.7% | Promedio: 23.0% |
| LPG – liters | 85,147 | 184,304 | Total: 269,451 lt |
| Diesel – liters | 13,600 | 22,469 | Total: 36,069 lt |
| Costo energético total – MXN | \$14,988,727 | \$8,784,219 | Total: ~\$23,772,946 |
| TOTAL BRAND 2024 | Consumo total CFE: 5,817,164 kWh | Solar: 1,741,811 kWh (23% del total) | Costo total: ~\$23,772,946 MXN |

4.2 Water

SDG 6 **SDG 11** **SDG 12**

Clean water and sanitation · Sustainable cities and communities · Responsible consumption and production

| Water Indicators — 2024 vs 2023 | | | |
|---|---|---|-----------------------------------|
| Indicator | Chablé Yucatán | Chablé Maroma | Notes |
| General consumption 2023– m ³ | 65,823 | 27,304 | Total 2023: 93,127 m ³ |
| General consumption 2024– m ³ | 64,083 | 13,754 | Total 2024: 77,837 m ³ |
| General consumption variation | ▼ -2.6% | ▼ -49.6%* | ▼ -16.4% brand |
| Laundry consumption 2024 – m ³ | N/D | 9,627.8 | CHM with sub-meter |
| Kitchen consumption 2024 – m ³ | N/D | 4,126.2 | CHM with sub-meter |
| Treatment plant reject water | Not recorded | 42,262 (60%) | CHM manages reject water |
| TOTAL BRAND 2024 | Measured consumption: 77,837 m³ | Reduction vs 2023: -15,290 m³ | ▼ -16.4% vs previous year |

4.3 Waste

SDG 11 | SDG 12 | SDG 15

Sustainable cities and communities · Responsible consumption and production · Life on land

Recyclable Waste

| Recyclable Waste (kg) | | | | |
|-----------------------|------------------|-----------------|------------------|------------------|
| Material | CHY 2023 | CHY 2024 | CHM 2023 | CHM 2024 |
| Aluminum (total) | 297.78 | 393.40 | 166.00 | 675.00 |
| Glass (bottles) | 7,309.60 | 5,350.00 | 7,034.00 | 10,745.00 |
| PET | 1,142.32 | 774.38 | 110.80 | 102.00 |
| Cardboard | 3,406.78 | 3,096.33 | 703.00 | 1,054.00 |
| Paper | — | — | 25.00 | 138.00 |
| HDPE | — | — | 134.00 | 213.00 |
| Scrap metal | — | — | 1,509.40 | 1,024.00 |
| Electronics (WEEE) | — | — | 145.60 | 179.40 |
| Toners/cartridges | — | — | 87.45 | 48.10 |
| TOTAL (kg) | 12,156.48 | 9,614.11 | 10,126.05 | 14,178.50 |

📈 Chablé Maroma increased its total recycling in 2024 (+40%), with notable growth in glass (+52.7%) and cardboard (+49.9%)


Special Management Waste

| Special Management Waste | | | | |
|--------------------------|----------|----------|----------|----------|
| Material | CHY 2023 | CHY 2024 | CHM 2023 | CHM 2024 |
| Vegetable oil (liters) | 845 | 852 | 2,058.85 | 1,198.75 |
| Grease trap (liters) | — | — | 2,416 | 1,320.95 |
| Tires | 0 | 0 | 0 | 0 |

📈 Chablé Maroma generated revenue of \$4,165 MXN from vegetable oil in 2024 (vs. an expense in 2023). Both properties manage waste through authorized service providers.

Hazardous Waste

| Hazardous Waste (kg) | | | | |
|-----------------------|----------------|--------------|--------------|--------------|
| Material | CHY 2023 | CHY 2024 | CHM 2023 | CHM 2024 |
| Impregnated solids | 990 | 1,258 | 105 | 57 |
| Light bulbs/lamps | 73.5 | 13 | 65 | 40 |
| Hydrocarbons/buckets | 159 | 105 | 100 | 100 |
| Empty containers | 622 | 1,481 | 233 | 129 |
| Alkaline batteries | 95 | 30 | 58 | 45 |
| Impregnated rags | — | — | 199 | 67 |
| Broken glass/ceramics | — | — | 794 | 609 |
| TOTAL (kg) | 1,939.5 | 2,887 | 1,554 | 1,047 |

 *Chablé Maroma reduced its hazardous waste by 32.6% in 2024. Both properties maintain valid SEMARNAT waste manifests.*

Community Donations

SDG 1 **SDG 10** **SDG 11**

No poverty · Reduced inequalities · Sustainable cities and communities


| Community Donations— 2024 | | |
|---------------------------|------------------------------------|---|
| Indicator | Chablé Yucatán | Chablé Maroma |
| Linens | 70,597 ítems. / \$134,375 MXN | Not recorded |
| Sandals/Slippers | 998 pairs / \$45,132 MXN | Sandals for team members |
| Hammocks | 16 uds. / \$14,400 MXN | — |
| Textiles/Clothing | — | 170 ítems |
| Equipment | — | 111.5 kg |
| TOTAL VALUE | ~\$193,907 MXN | To be quantified |
| TOTAL BRAND 2024 | 71,611+ items donated (CHY) | Minimum documented value: ~MXN \$193,907 |

4.4 Biodiversity & Green Areas

SDG 13 **SDG 14** **SDG 15**

Climate action · Life below water · Life on land

| Reforestation 2024 | | | |
|-------------------------|---------------------------------------|---|----------------------------|
| Indicator | Chablé Yucatán | Chablé Maroma | Notes |
| Areca Palm | 525 ítems | 165 ítems | Total: 690 |
| Chiit Palm* | 525 ítems | 56 ítems | Total: 581 |
| Raphi Palm | — | 6 ítems | Total: 6 |
| Riñonina | — | 210 ítems | Total: 210 |
| Wedelia | — | 490 ítems | Total: 490 |
| TOTAL plants | 1,050 | 927 | Brand total: 1,977 |
| Black soil | 77 m ³ / \$668,361 | 40,000 kg / \$63,077 | Total inv.: ~MXN \$731,438 |
| Compost generated | — | 100 kg | |
| Man-hours | — | 214 hrs | |
| TOTAL BRAND 2024 | 1,977 native plants reforested | Total investment: ~MXN \$731,438 | 5 native species |

 * *The Chiit Palm (Thrinax radiata) is an endemic species of the Yucatán Peninsula classified as at risk.*

| Spa Aromatic Plants — 2024 | | | |
|----------------------------|----------------|---------------|-------|
| Indicator | Chablé Yucatán | Chablé Maroma | Notes |
| Lavender | 75 ítems | 38 ítems | |
| Rue | 75 ítems | 20 ítems | |
| Rosemary | 72 ítems | 20 ítems | |
| Mint | — | 19 ítems | |
| Basil | — | 19 ítems. | |
| Citronella | 25 ítems | — | |
| Thyme | 25 ítems. | — | |

5. Social Dimension

ES WITH ONESELF *Employees' Physical, Mental, and Social Well-being*

ES WITH THE COMMUNITY *Support and Positive Impact on Neighboring Communities*

5.1 Our Team Members

SDG 3 **SDG 5** **SDG 8** **SDG 10**

Good health and wellbeing · Gender equality · Decent work and economic growth · Reduced inequalities

| Human Capital — 2024 | | | |
|--------------------------------|--------------------------------|--|---------------------------------------|
| Indicator | Chablé Yucatán | Chablé Maroma | Notes |
| Total team members | 262 (average) | 172 | Brand total: 434 |
| Women | 86 (32.8%) | 62* (36.0%) | Brand total: 148 (34.1%) |
| Men | 182 (69.5%) | 110 (64.0%) | Brand total: 292 (67.3%) |
| Women in executive committee | 4 | 3 | Brand total: 7 |
| Women in supervisory roles | 8 | 10 | Brand total: 18 |
| Men in supervisory roles | 10 | 13 | Brand total: 23 |
| Team members with disabilities | 1 | 0 | Brand total: 1 |
| Women on nursing leave | 1 | 1 | Brand total: 2 |
| Team members 50+ years | 33 (12.6%) | 18 (10.5%) | Brand total: 51 (11.8%) |
| TOTAL BRAND 2024 | 434 direct team members | 148 women (34.1%) · 292 men (67.3%) | 7 women on executive committee |

Evolution 2023 → 2024

| Workforce Change 2023 vs 2024 | | | |
|-------------------------------|----------------|---------------|---------------------|
| Indicator | Chablé Yucatán | Chablé Maroma | Notes |
| Total team members | 264 → 262 | 185 → 172 | Chablé Maroma -7.0% |
| Women | 89 → 86 | 55 → 62* | CHM with increase |
| Mujeres comité ej. | 4 → 4 | 3 → 3 | Stable |
| Team members 50+ years | 20 → 33 | 12 → 18 | ▲ Both properties |

5.2 Benefits & Wellbeing

SDG 1 **SDG 3** **SDG 8** **SDG 10**

No poverty · Good health and wellbeing · Decent work and economic growth · Reduced inequalities

| Team Member Benefits — 2024 | | | |
|-----------------------------|---|---|--|
| Indicator | Chablé Yucatán | Chablé Maroma | Notes |
| Uniform laundry/storage | 262 (100%) | 172 (100%) | Brand total: 434 (100%) |
| Subsidized cafeteria | 262 (100%) | 172 (100%) | Brand total: 434 (100%) |
| Transportation | 110 (42%) | 140 (81.4%) | Brand total: 250 (57.6%) |
| Quality Assist | 262 / 23 VIP | 131 / cat. estelar 108, VIP 21* | *2023 data |
| Grocery vouchers | N/D | 172 (100%) | |
| 8% savings fund | N/D | 172 (100%) | |
| Transport tickets C-Un/PM | N/D | 12 | |
| Lockers | ~165 | N/D | |
| TOTAL BRAND 2024 | 434 team members with access to benefits | 100% with cafeteria and uniforms | 250 with transportation service (58%) |

5.3 Espíritu Wellness Program (Chablé Maroma)

ES WITH ONESELF *Employees' Physical, Mental, and Social Well-being*

ES WITH CHABLÉ *Philosophy, Vision, Mission, and Best Practice*

ES WITH THE COMMUNITY *Support and Positive Impact on Neighboring Communities*

ES WITH THE ENVIROMENT *Conservation and Preservation of Natural Resources*

ODS 3 **SDG 4** **SDG 11** **SDG 12** **SDG 15**

Good health and wellbeing · Quality education · Sustainable cities and communities · Responsible consumption and production · Life on land

📌 Chablé Maroma has a formalized program of volunteering, sustainability and wellness activities called Espíritu Wellness. In 2024, 103 audits were conducted under GSTC and NMX-AA-162-SCFI-2012 standards.

| Espíritu Wellness Activities — Chablé Maroma | | | |
|--|----------------------|-------------------|-------------|
| Indicator | 2023 | 2024 | Change |
| Team member participations in activities | 180 | 1,455 | ▲ +708% |
| Kg of waste collected in activities | 165.2 | 229 | ▲ +38.7% |
| Total volunteer hours | 302.75 | 2,683.25 | ▲ very high |
| Training sessions 'New hire/Waste' | 115 col./ 98.2 hrs | 152 col./ 152 hrs | ▲ |
| Training sessions 'Sustainability' | 427 col./ 353.75 hrs | 659 col./ 659 hrs | ▲ |
| Sustainability audits | 97 | 103 | ▲ +6.2% |
| Water quality analyses | 120 | 120 | = No change |

Featured activities 2024: Toy and school supply delivery to Santo Domingo community (Lázaro Cárdenas, Q.Roo), beach recovery after hurricane, sargassum collection, Chi Chi classes, Chiit Palm seedling recovery, internal sports and wellness activities.

Training topics 2024 (selection): Waste Management and Hazardous Waste, NOM-026-STPS-2008, Environmental Contingencies, Sea Turtles, Coastal Dunes, Corals, Flora and Fauna of Chablé Maroma, Espíritu Wellness Relaunch.

5.4 Adopt a Coral Program (Chablé Maroma)

ES WITH THE ENVIROMENT Conservation and Preservation of Natural Resources

ES WITH THE COMMUNITY Support and Positive Impact on Neighboring Communities

SDG 14 **SDG 15** **SDG 17**

Life below water · Life on land · Partnerships for the goals

In partnership with Oceanus AC, Chablé Maroma operates the 'Adopt a Coral' coral restoration program, involving guests and team members.

| Adopt a Coral Program | | | |
|---|----------|----------|---------|
| Indicator | 2023 | 2024 | Change |
| Coral bases adopted by guests (pcs) | 14 | 50 | ▲ +257% |
| Painted bases (guests/team members/press) | 186 | 50 | |
| Adoptions — guest revenue (MXN) | \$5,072 | \$19,400 | ▲ +282% |
| Contribution to Oceanus AC (MXN) | \$70,000 | Included | |

The +282% growth in guest adoptions demonstrates the success of the program as a regenerative tourism experience.

5.5 Water Refill Stations (Chablé Maroma)

ES WITH THE ENVIROMENT Conservation and Preservation of Natural Resources

SDG 6 **SDG 12** **SDG 14**

Clean water and sanitation · Responsible consumption and production · Life below water

| Water Refill Stations — Chablé Maroma | | | |
|---------------------------------------|-----------|-----------|----------|
| Indicator | 2023 | 2024 | Change |
| Bottles refilled during the year | 8,415 | 16,760 | ▲ +99.2% |
| Liters dispensed | 4,208 | 8,380 | ▲ +99.0% |
| Savings vs. Hethe bottled water (MXN) | \$120,250 | \$239,500 | ▲ +99.2% |

The system prevented the use of 16,760 single-use plastic bottles in 2024.

5.6 Supply Chain & Boutique

ES WITH CHABLÉ *Philosophy, Vision, Mission, and Best Practice*

ES WITH THE COMMUNITY *Support and Positive Impact on Neighboring Communities*

ODS 2 **SDG 8** **SDG 9** **SDG 12** **SDG 15**

Zero hunger · Decent work and economic growth · Industry, innovation and infrastructure · Responsible consumption and production · Life on land

| Food Suppliers — 2024 | | | |
|-------------------------|---------------------------------|--|---|
| Indicator | Chablé Yucatán | Chablé Maroma | Notes |
| % local suppliers | 73% | 78% | 204 of 261 active suppliers are from Q Roo |
| % national suppliers | 27% | 22% | |
| % foreign suppliers | 0% | 0% | |
| TOTAL BRAND 2024 | CHY: 73% local suppliers | CHM: 78% local suppliers (QRoo) | 261 active suppliers; total spend: MXN \$26.3M |

| Boutique — Composition 2024 | | | |
|-----------------------------|--|---|-------|
| Indicator | Chablé Yucatán | Chablé Maroma | Notes |
| Local products | 19 (52.8%) | 4 locales Q.Roo (ALAS OLAS, KAYA, HAMACAS VINALAY, XBAAL) | |
| National products | 22 (61.1%) | 27 | |
| Foreign products | 0 (0%) | 4 (bloqueador Project Reef-Hawaii, Alebrijes-Oaxaca) | |
| Top-selling items 2024 | Jewelry, linen, guayaberas, melipona honey, artisan bags, hats | Project Reef sunscreen, Taviche Alebrijes, KAYA dresses, Melipona honey, XBAAL clothing | |

6. Guest Experience

ES WITH ONESELF *Employees' Physical, Mental, and Social Well-being*

ES WITH CHABLÉ *Philosophy, Vision, Mission, and Best Practice*

SDG 3 **SDG 11** **SDG 14** **SDG 15**

Good health and wellbeing · Sustainable cities and communities · Life below water · Life on land

6.1 Spa & Wellness — Chablé Maroma 2024

The Chablé Maroma Spa offers wellness experiences deeply rooted in Mesoamerican traditions:

| Type of experience | Total guests 2024 |
|-----------------------------------|-------------------|
| Ceremonial rituals | 59 (58 eventos) |
| Temazcal ceremonies | 158 (79 eventos) |
| Activities with Holistic Expert | 21 (21 eventos) |
| Wellness Concerts | 7 (7 eventos) |
| TOTAL guests wellness experiences | 245 |

6.2 Culinary & Cultural Experiences (Chablé Maroma)

The concierge program offers culinary experiences (Chi Chi Classes, Private cooking classes, Tastings) and sociocultural experiences (Snorkeling, Archaeological Ruins, Kayak, Paddleboard, experiences with Dante) that connect guests with the natural and cultural heritage of the Mexican Caribbean.

6.3 A&B Team Training — Chablé Maroma 2024

The Food & Beverage team received 20 training sessions on Mexican spirits, sustainable wines, champagne and artisanal products, as well as 5 restaurant takeover events and special dinners with renowned sommeliers and chefs.

7. Economic Dimension & Governance

ES WITH CHABLÉ *Philosophy, Vision, Mission, and Best Practice*

ES WITH THE COMMUNITY *Support and Positive Impact on Neighboring Communities*

ODS 1 **SDG 8** **SDG 9** **SDG 10** **SDG 11** **SDG 16** **SDG 17**

No poverty · Decent work and economic growth · Industry, innovation and infrastructure · Reduced inequalities · Sustainable cities and communities · Peace, justice and strong institutions · Partnerships for the goals

7.1 Operational Performance

| Operational Indicators — 2024 | | | |
|-------------------------------|--|---|--|
| Indicator | Chablé Yucatán | Chablé Maroma | Notes |
| Average annual occupancy | 28.32% | 23.65% | Brand average: ~26% |
| % local suppliers | 73% | 78% (204/261 active suppliers) | |
| Reforestation investment | \$668,361 MXN | \$63,077 MXN | Brand total: ~MXN \$731,438 |
| Donations (value) | ~\$193,907 MXN | To be quantified | |
| Water refill station savings | — | \$239,500 MXN | CHM only |
| Adopt a Coral revenue | — | \$19,400 MXN | CHM only |
| TOTAL BRAND 2024 | Inversión social + ambiental: >\$925,000 MXN | Operational water savings: MXN \$239,500 | 434 direct team members benefited |

7.2 Responsible Purchasing

Chablé Yucatán maintains 73% of its food suppliers from local origin, and 100% of its boutique products are of national or local origin (zero imported products). Chablé Maroma recorded 261 active suppliers in 2024, with a total spend of MXN \$26.3 million. 78% of its suppliers (204 of 261) are local to Quintana Roo, representing 75% of total spend; the remaining 22% comes from other Mexican states. CHM's supply chain is 100% national, with no foreign suppliers. Additionally, 51 suppliers (19.5%) are independent—small businesses or individuals not belonging to chains—with an aggregate spend of MXN \$1.7 million, strengthening the local economy and proximity commerce.

7.3 Ethics & Governance

ES WITH CHABLÉ *Philosophy, Vision, Mission, and Best Practice*

SDG 16 **SDG 17**

Peace, justice and strong institutions · Partnerships for the goals

Chablé Hotels operates under a formal Code of Ethics (2024 version, reviewed by the CEO and COO in August 2024), structured around the same four pillars of the Espiritu Wellness Program. The Code applies mandatorily to all team members, executives and suppliers of the group.

Corporate Values

The five values that govern the daily conduct of the organization are: Commitment — giving the best to the company, the team and the community; Integrity — acting with honesty and consistency; Service Vocation; Quality; and Passion for Results.

Main Governance Policies

| Policy | Description and reference |
|--|---|
| Code of Ethics 2024 | General framework of ethical conduct for team members, executives and suppliers. Signed by all upon joining. |
| Sustainability Policy | POL-COP-ES-01 — Sustainable Management under GSTC and NMX-AA-162SCFI-2012 standards. |
| Sustainable Purchasing Policy | POL-COP-ES-02 — Priority to local suppliers, environmental criteria and SDGs in selection. |
| Non-Discrimination and Labor Equality Policy | Aligned with the Federal Law to Prevent and Eliminate Discrimination. Zero tolerance for any discriminatory act. |
| Anti-Harassment Policy (NOM-035-STPS-2018) | Workplace free from harassment, psychological abuse and mistreatment. Confidential reporting mechanism. |
| Anti-Bribery Policy (ISO 37001) | Absolute prohibition of bribes, improper gifts and conflicts of interest. |
| Anti-Money Laundering Policy | Payment and transaction analysis; compliance with current LFPIORPI regulations. |
| Data Privacy Policy | Personal data protection under LFPDPPP. Notice: chablehotels.com/es/politica-de-privacidad/ |
| Zero Tolerance Policy on Human Exploitation | Detection and action protocol. SECTUR code for the protection of children and adolescents in tourism. |
| Human Rights Policy | Aligned with CNDH standards. Prohibition of forced labor, child labor and discrimination. |

Chablé Integrity Channel

Chablé Hotels provides all team members with a confidential channel to report possible violations of the Code of Ethics, with guaranteed protection against retaliation.

Escalation process: (1) Supervisor or Immediate Leader, (2) Department Director or Manager, (3) Culture Manager, (4) General Manager / Hotel Manager.

| Property | Integrity Channel Email |
|----------------|--|
| Chablé Yucatán | colaboradores.yucatan@chablehotels.com |
| Chablé Maroma | colaboradores.maroma@chablehotels.com |

Reference Regulations

LFT, NOM-035-STPS-2018, Federal Law to Prevent and Eliminate Discrimination, LFPDPPP, LFPIORPI, Anti-bribery Standard ISO 37001, GSTC, NMX-AA-162SCFI-2012, SECTUR Code of Conduct for the protection of children and adolescents in tourism, CNDH.

8. Goals & Commitments 2025

ES WITH ONESELF *Employees' Physical, Mental, and Social Well-being*

ES WITH CHABLÉ *Philosophy, Vision, Mission, and Best Practice*

ES WITH THE COMMUNITY *Support and Positive Impact on Neighboring Communities*

ES WITH THE ENVIROMENT *Conservation and Preservation of Natural Resources*

ODS 6 **SDG 7** **SDG 12** **SDG 13** **SDG 14** **SDG 15** **SDG 17**

Clean water and sanitation · Affordable and clean energy · Responsible consumption and production · Climate action · Life below water · Life on land · Partnerships for the goals

| Goal 2025 | Indicator / Property |
|---|---------------------------------|
| Reduce CFE consumption by $\geq 5\%$ vs 2024 | Total kWh — Both |
| Restore CHY solar generation to $> 1.4\text{M kWh}$ | Solar panel kWh — CHY |
| Reduce hazardous waste by 15% vs 2024 | Total kg — CHY |
| Maintain or expand Adopt a Coral program | Adoptions + transplanted corals |
| Calculate carbon footprint Scopes 1, 2 and 3 | tCO ₂ e — Both |

9. Methodology and Scope of the Report

9.1 Reporting Period

January – December 2024. With comparative data from the 2023 fiscal year.

9.2 Properties Included

This report covers the direct operations of Chablé Yucatán (Chocholá, Yucatán) and Chablé Maroma (Punta Maroma, Quintana Roo). Both properties report under the internal Espiritu Wellness system.

9.3 Data Sources

Data was provided by the internal Sustainability, Culture, F&B, Maintenance, and Procurement teams at each property, and consolidated within the Espiritu Wellness reporting system

9.4 Reference Standards

- Internal Espiritu Wellness System — Chablé Hotels
- SDGs / Agenda 2030 — United Nations
- GSTC Standards (Global Sustainable Tourism Council)
- NMX-AA-162-SCFI-2012 (Tourism sustainability requirements)

9.5 Contact

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calidad@chablehotels.com
<https://chablehotels.com/es/sustentabilidad/>

10. Annexes

Annex A — Glossary

ADR: Average Daily Rate.

CFE: Federal Electricity Commission (Mexico).

GDMTH: CFE rate for high-demand medium-voltage with time-of-use.

GHG: Greenhouse Gases.

GSTC: Global Sustainable Tourism Council.

Kaanche: Elevated raised-bed garden of Maya origin.

kWh: Kilowatt-hour.

m³: Cubic meter.

NMX: Mexican Standard.

SDGs: UN Sustainable Development Goals.

pp: Percentage points.

Chiit Palm (*Thrinax radiata*): Endemic species of the Yucatán Peninsula, at risk of extinction.

STPS: Ministry of Labor and Social Welfare (Mexico).

tCO₂e: Tonnes of CO₂ equivalent.

Annex B — Espiritu Wellness Activities Detail 2024 (Chablé Maroma)

| Month | Main activity / No. of Team Members |
|-----------|--|
| January | Toy delivery in Santo Domingo — 51 team members |
| February | School supplies and clothing delivery to community — 58 team members |
| March | Earth Hour + educational blackboards — 24 team members |
| April | Dune sand restoration + Chablé Family Rally / Yoga — 64 team members |
| May | Yoga, temazcal and vision board activities — 41 team members |
| June | Tea Tasting / Soccer Tournament — 13 team members |
| July | Post-hurricane cleanup, Chi Chi classes, sustainable wines, dirt road support — 256 team members |
| August | Self-defense workshop, parking lot beautification, food pantry for families — 191 team members |
| September | 10,679 m ² beach cleanup, Chiit Palm recovery, LICCA, school tamales — 142 team members |

| | |
|----------|---|
| October | 1,100 m ³ sargassum collection, mental health workshop, hospital sandwiches — 335 team members |
| November | Dirt road support, team member yoga — 118 team members |
| December | Tamale making, Virgen de Guadalupe Walk, Posada — 162 team members |

Annex C — Methodological Data Notes

Energy consumption figures for Chablé Yucatán include: CFE (GDMTH consumption), solar generation from own panels, LPG and emergency Diesel. Chablé Maroma's figures include the same categories plus diesel for sargassum machinery.

Chablé Maroma's water figure corresponds to 'Production' (water produced by the plant), not net consumption; the treatment plant reject water (60%) is reported separately. Chablé Yucatán's figure is the general meter consumption.

Recyclable waste figures for Chablé Yucatán correspond to weight by material as reported by the recycling provider. Chablé Maroma's figures include additional categories (scrap metal, electronics, paper, HDPE) that Chablé Yucatán did not report in the covered periods.